



Media Release

Canadians Tentative on Federal Liberal Government Public Safety and Security Get Higher Marks; Managing Tax Dollars at the Bottom

Ottawa – August 21, 2004 – A national SES survey of Canadians by polling firm SES Research indicates that, on the whole, Canadians have tentative views on the early performance of the Liberal government in key policy areas.

Canadians were asked to rate the performance of the federal government in eleven key policy areas. The measure was taken on a scale from one to seven where one represents strongly disapprove and seven represents strongly approve.

“Public safety and security has been a policy area where the Liberal government has introduced a number of initiatives including the creation of the Department of Public Safety and Emergency Preparedness, appointing Anne McLellan as Minister, and the release of the government’s comprehensive National Security policy in April,” explained Nik Nanos, SES Research President and CEO. “In this policy area, the Liberal government scored its highest mark of 4.4 out of seven”

The government management of tax dollars continues to be a sore spot among Canadians. On this measure, the government had an average approve/disapprove rating of 2.9, its lowest rating.

“Clearly, the residual fallout from the sponsorship scandal remains a challenge for the Liberal government to overcome,” added Nanos.

“Tradition wisdom has it that the federal Liberals are strong on social issues and health care. Polling indicates, however, that Canadians at this time, do not see these areas as strengths in the early days of a Martin minority government,” noted Nanos. “Opinion on Paul Martin and the Liberals can be described as tentative.”

SES’s National Omnibus Survey is conducted every three months. It is based on a random telephone sample of 1,000 Canadians, 18 years of age and older and was conducted between August 5th and August 11th, 2004. The margin of accuracy for the aggregate survey results is 3.1 percentage points, plus or minus, 19 times out of 20. Within the larger sample sub-groups may have a wider margin of accuracy. Validation of



Media Release

the demographic profile of respondents indicates that the poll is a fair representation of the Canadian populace. The survey was registered with the Canadian Survey Research Council of which SES is a member.

Established in 1987, SES Canada Research Inc. is a full service marketing and public opinion research firm.

For a detailed review of the survey tables, please visit the SES Research website at <http://www.sesresearch.com> in the on-line polling library.

-30-

Media inquiries:

Nikita Nanos, CMRP
President & CEO
SES Canada Research Inc.
100 Sparks Street, Suite 1001
Ottawa, Ontario
(613) 234-4666
nnanos@sesresearch.com

Visit the SES website at www.sesresearch.com

SES Toronto

401-250 Consumers Road,
Toronto, CANADA M2J 4V6
Phone (416) 493-1965
Fax (416) 493-6403

SES Ottawa

1001-100 Sparks Street,
Ottawa, ON K1P 5B7
Phone (613) 234-4666
Fax (613) 235-1444

SES Halifax

407-1959 Upper Water Street,
Halifax, CANADA B3J 3N2
Phone (902) 420-9523
Fax (902) 422-2388

SES General Mail

Postal Station A,
Box 5804
Toronto, CANADA M5W 1P2
Toll-free 1 888 737-5505

Federal Liberals Approval/Disapproval

COMMENTARY

With a seven point scale, and most of the scores averaging around the 3.5 mark, it is clear that Canadians believe that the government's performance to date has been average.

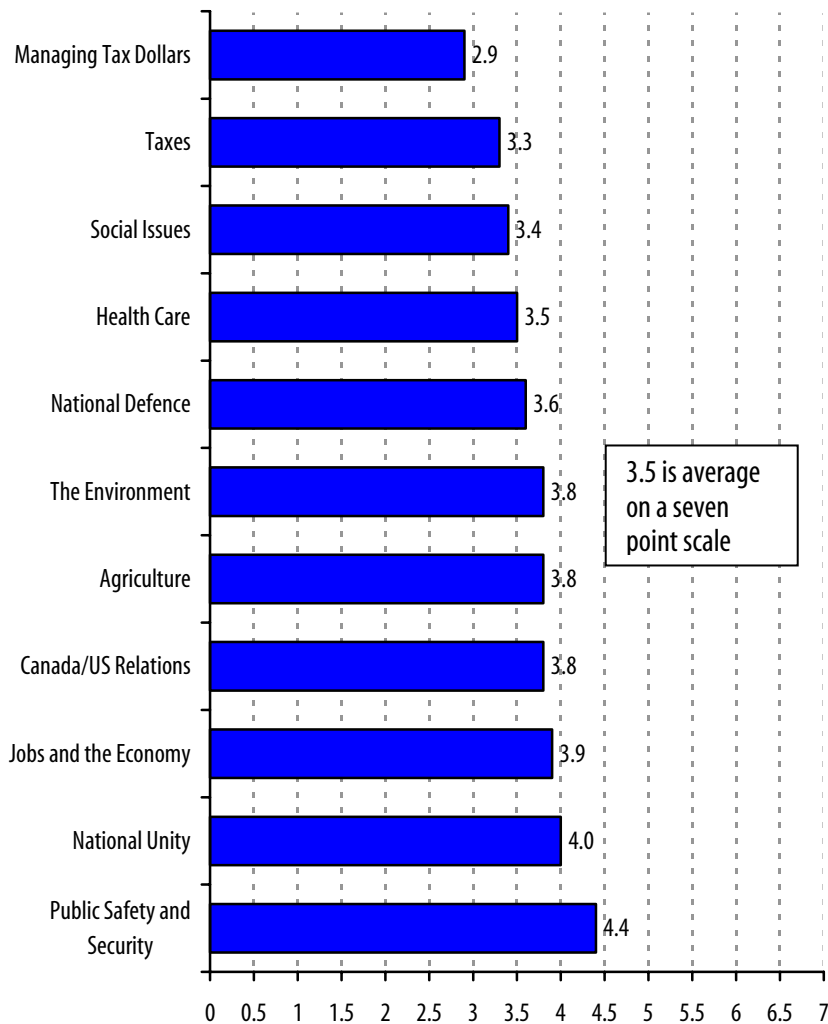
Public Safety and Security has been a policy area where the Liberal government has introduced a number of initiatives including the creation of the Department of Public Safety and Emergency Preparedness, appointing Anne McLellan as Minister, and the release of the government's comprehensive National Security policy in April. This is the likely reason for the higher score of 4.4.

The government management of tax dollars continues to be a sore spot among Canadians. With an average approve/disapprove rating of 2.9, the residual fallout from the sponsorship scandal remains a challenge for the Liberal government to overcome.

On the issue of health care, the government received an average score of 3.5, which is right in the middle of the performance scale. As Paul Martin and the premiers begin talks regarding health care in the fall, it will be interesting to watch this measure to see how Canadians respond to Martin's efforts to strengthen the health care system.

POLICY AREAS - APPROVAL/DISAPPROVAL

QUESTION: On a scale from one to seven, where one means strongly disapprove and seven means strongly approve, how do you feel about the performance of the federal government in the following [Rotate]:



THE METHODOLOGY

Between August 5th and August 11th, 2004, SES conducted a total of 1,000 telephone interviews across Canada with eligible voters as part of the SES National Quarterly Omnibus. Aggregate results of the survey are accurate $\pm 3.1\%$, 19 times out of 20. Validation of the demographic profile of respondents indicates that the poll is a fair representation of Canadian voters.

The poll was registered with the Canadian Survey Research Council of which SES is a member.

ABOUT SES

Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm. In order to maximize turn-around time and increase efficiency, SES has a 164-line call centre complete with a predictive dialer. SES is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

For more information on our full range of services please visit our website www.sesresearch.com or contact:

Mr. Nikita Nanos at (613) 234-4666 ext.237 or nnanos@sesresearch.com