



# Media Release

## Martin Performance as PM Weakens Liberals are Vulnerable on Performance

Ottawa – April, 27, 2004 – A national SES/Sun Media survey of Canadians completed last weekend by polling firm SES Canada Research Inc. indicates that Prime Minister Paul Martin’s job performance and preference as Prime Minister have weakened in the past 90 days.

Canadians still believe that Paul Martin would make the best Prime Minister. However, since the first quarter of 2004, the number of Canadians who cited him as their first choice for Prime Minister has dropped 17 points from 50% to 33% currently. Stephen Harper, following his election as leader of the Conservative Party, has improved his performance in this area by doubling his support from 8% to 16% over the same period. Jack Layton and Gilles Duceppe continue to register scores below 10%, lower than the response rate for “none at all” (11%) and undecided (31%).

“It’s a clear signal of a volatile electorate when one in four Canadians were either undecided or selected ‘none of the above’”, according to SES President, Nikita Nanos.

When asked to rate the performance of the current Liberal Government, only one quarter of Canadians (25%) believed the government’s performance had been good (down five points in the past 90 days). In comparison, over one in three respondents (31%) rated the government’s performance as poor (up by 18 points). Interestingly, a larger number of Canadians have made up their minds regarding the government’s performance. In February, less than a quarter of respondents were unsure about the Liberal government’s performance. Currently, only one in ten do not have an opinion, showing that many of those who formed their impression of the government, did so in the negative.

“The overall impression of the Martin government’s first 90 days has led to a noticeable number of Canadians moving from the unsure column into the very poor/somewhat poor column,” noted Nanos. “Paul Martin has expended personal capital with the sponsorship scandal. As a result his ratings and impression have suffered.”



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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 April 20<sup>th</sup> and April 25<sup>th</sup>, 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 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.

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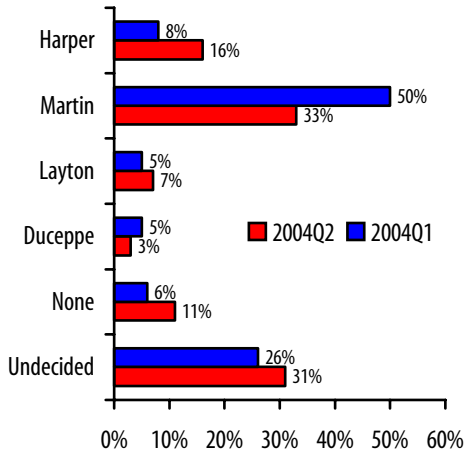
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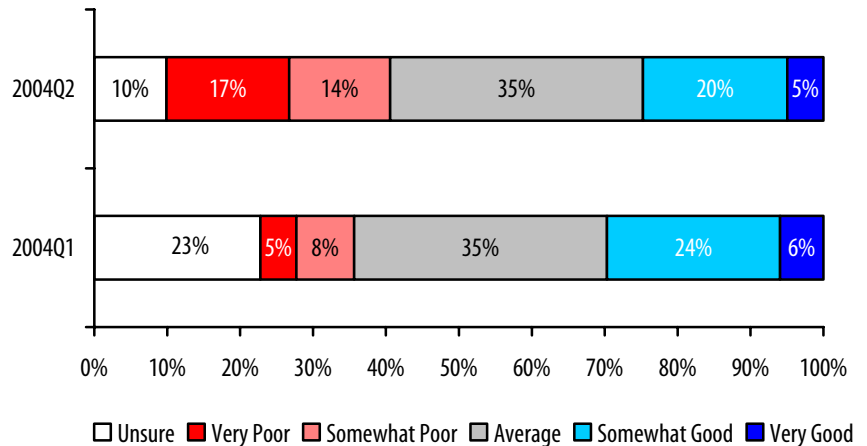
**BEST PM**

**QUESTION:** *Of the following individuals, who do you think would make the best Prime Minister? [READ AND ROTATE]*



**GOVERNMENT PERFORMANCE**

**QUESTION:** *Would you describe the performance of the current Federal Liberal Government led by Prime Minister Paul Martin as very good, somewhat good, average, somewhat poor or very poor?*



**COMMENTARY**

Only a third of Canadians (33%) now think that Paul Martin will make the best Prime Minister, a drop of 17 points since February. Stephen Harper has gained 8 points since becoming leader of the Conservative Party.

Since February, the number of Canadians unsure about the performance of the government has decreased by 13 points. It is clear that those who were unsure in the past have come to see the government in negative terms. Over three in ten Canadians (31%) describe the performance of the Liberal government as poor, an increase of 18 points from February.

**THE METHODOLOGY**

Between April 20<sup>th</sup> and April 25<sup>th</sup>, 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 ± 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.

**Target Groups**

(+/- index score)	VG	SG	Aver.	SP	VP
Atlantic	-1	+11	-2	-6	-2
Quebec	+3	-4	+3	-4	+7
Ontario	-1	0	+1	+2	-5
West	0	0	-1	+2	-2
Men	+1	+1	-2	-2	+4
Women	-1	0	+3	+1	-5
18 to 29	-2	+1	+5	-2	-8
30 to 39	+2	-4	+6	-1	-2
40 to 49	-4	0	+1	+6	0
50 to 59	+1	+2	-3	-5	+10
60 plus	+4	+1	-9	-2	0

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +11 SG score for the Liberals in Atlantic Canada would indicate that 11% more Atlantic Canadians think the Liberals have done a somewhat good job compared to the national average. Considering the sample size of 1,000 voters, readers should focus on scores of +/-5 or greater.

**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 150-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

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