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August 23, 2005

Martin and Harper: What Canadians Would Change?

SES-Sun Media Poll

To follow is a review of SES' latest national random telephone survey of 1,000 Canadians completed between August 4th and August 8th, 2005. The survey is accurate to within 3.1 percentage points, plus or minus, 19 times out of 20. The margin of accuracy will be wider for sub samples. Percentages may exceed 100 due to rounding.

The research was registered with the Marketing Research and Intelligence Association 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. 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.

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If there were one thing that you could change, if anything, about **Prime Minister Paul Martin**, what would it be? [Unprompted]

All Voters (%)	Canada (N=1,000)
Be more transparent/accountable/honest	15.5
Be more aggressive/decisive/get a backbone	7.8
Change policy positions	7.3
Change everything/new leader	5.1
Be more down to earth/listen to Canadians	4.7
Change his attitude/be less arrogant	3.0
Too close to Bush/stand up to Americans	2.4
Too close to big business/CSL loopholes	2.3
Change nothing	2.1
Other (Answers with less than 2%)	11.4
Unsure	11.5
No Answer	26.9

If there were one thing that you could change, if anything, about **Conservative Leader Stephen Harper**, what would it be? [Unprompted]

All Voters (%)	Canada (N=1,000)
Change everything/new leader	8.7
Be more open-minded	5.8
Have more personality/better image	5.3
Change policy positions	4.7
Be less conservative/religious	4.0
Be more honest/have more integrity	2.3
Change his attitude/be less arrogant	2.0
Be more charismatic/inspire Canadians	2.0
Other (Answers with less than 2%)	14.4
Unsure	18.4
No Answer	32.4

