

COMMENTARY

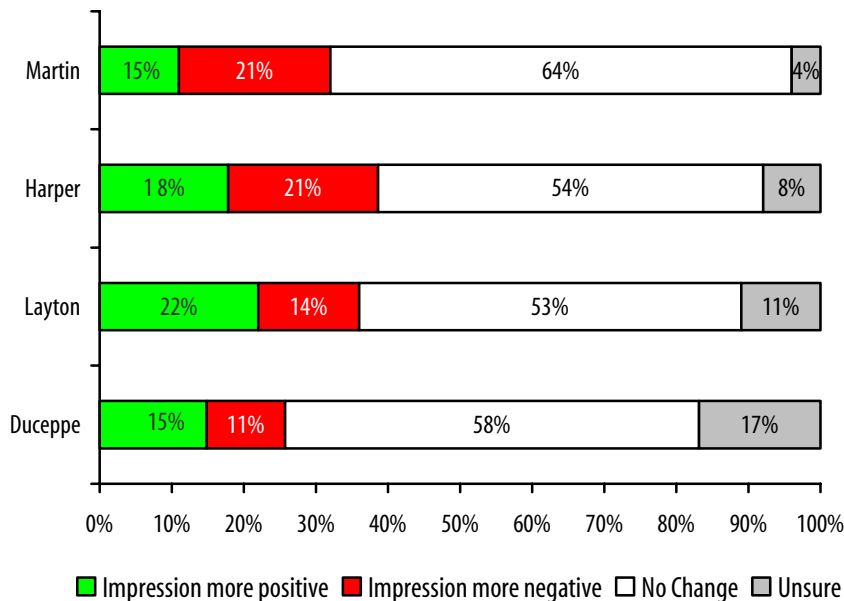
Polling indicates that Paul Martin’s image was most affected by the recent federal election campaign. When asked if their impression had become more positive or more negative, 10% more Canadians said negative than positive. However, even with this impact Martin leads as the person Canadians would consider the best Prime Minister by 20% (see 2004Q3 – Performance Stat Sheet).

NDP Leader Jack Layton was the only leader to noticeably improve his image among Canadians. Although he might have been criticized by some for his style, polling would indicate that his scrappy, shoot-from-the-hip approach, has resonated with some voters.

The non-mainstream comments made by some members of the Conservative Party did not seem to stick to Stephen Harper’s personal image since his overall personal image was relative unchanged during the election campaign.

ELECTION IMPACT

QUESTION: Thinking of the recent election campaign, has your impression of the following party leaders become more positive, more negative or has it not changed as a result of the election.



NET CHANGE

QUESTION: Thinking of the recent election campaign, has your impression of the following party leaders become more positive, more negative or has it not changed as a result of the election.

	Paul Martin (1,000)	Stephen Harper (1,000)	Jack Layton (1,000)	Gilles Duceppe (1,000)
Impression more positive	11%	18%	22%	15%
Impression more negative	21%	21%	14%	11%
No Change	64%	54%	53%	58%
Campaign Image Impact	-10	-3	+8	+4

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 168-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