



# Media Release

## Canadians View Paul Martin as a Winner Split on Whether He Has Views Like Average Canadians

Ottawa – September 14, 2003 - A national survey of Canadians released by polling firm SES Canada Research Inc. and the Sun Media Group indicates that Paul Martin has a very positive public image. Canadians view him as a winner with a strong vision for the future. A majority of Canadians, likewise, believe things will change in Ottawa when he becomes Prime Minister.

Canadians were asked the following question:

*As you may know, Paul Martin, the former federal Liberal Minister of Finance is the leading candidate to replace Prime Minister Jean Chretien as the next leader of the Liberal Party of Canada and Prime Minister of Canada. I am going to read a series of statements and I'd like you to tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree.*

*Paul Martin.....[rotate statements]  
has a strong vision for the future  
is a man of the people  
is someone I trust  
will change things in Ottawa as Prime Minister  
has views like me  
will win the next federal election*

According to SES' most recent national poll completed September 2<sup>nd</sup>, 69% of Canadians think Paul Martin will win the next federal election, 58% believe he has a strong vision for the future, 50% believe things will change and 48% consider him a man of the people. The two comparatively lowest scores were related to trust (42% trusted him while 30% did not trust him) and whether he had views like an average Canadian (39% agreed and 35% disagreed).

“Canadians have very high expectations of Paul Martin,” stated Nikita Nanos, President of polling firm SES Canada Research Inc. “His key challenge will be to manage those expectations if he wins the Liberal leadership and becomes Prime Minister. As we approach the Liberal leadership convention, it is possible for expectations to go even higher.”



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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 August 24<sup>th</sup> and September 2<sup>nd</sup>, 2003. 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.

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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**QUESTION**

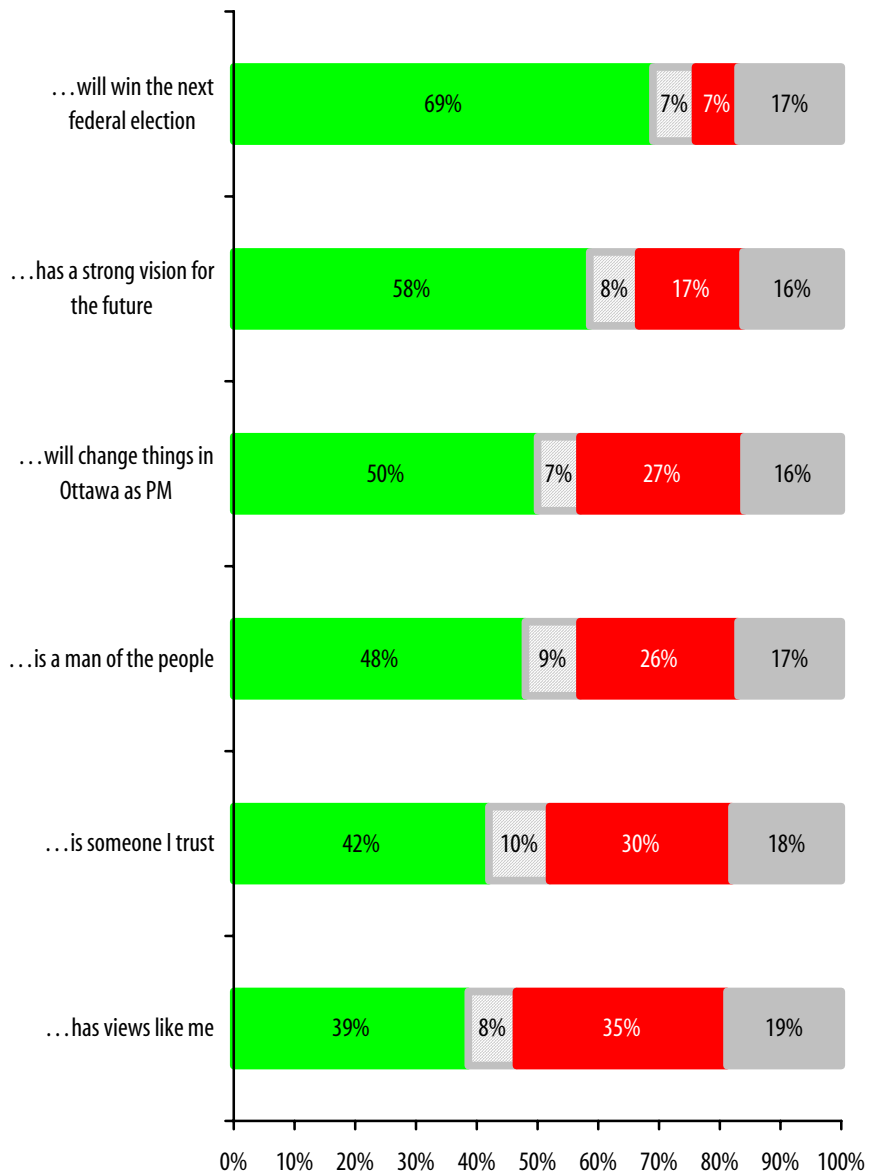
As you may know, Paul Martin, the former federal Liberal Minister of Finance is the leading candidate to replace Prime Minister Jean Chrétien as the next leader of the Liberal Party of Canada and Prime Minister of Canada. I am going to read you a series of statements and I'd like you to tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree....Paul Martin [rotate statements]

- ... has a strong vision for the future
- ... is a man of the people
- ... is someone I trust
- ... will change things in Ottawa as PM
- ... has views like me
- ... will win the next federal election

**COMMENTARY**

Canadians have very high expectations of Paul Martin. They believe he will win the election and that as Prime Minister and that he has a strong vision. Martin is clearly seen as winner with a strong leadership style. The only measure with which Canadians are divided is whether he has views like an average Canadian.

**PAUL MARTIN**



■ Strongly/somewhat agree 
 ■ Neither 
 ■ Strongly/somewhat disagree 
 ■ Unsure

**THE METHODOLOGY**

Between August 24<sup>th</sup> and September 2<sup>nd</sup>, 2003, SES conducted a total of 1,000 telephone interviews across Canada with eligible voters as part of the SES National Quarterly Omnibus. Aggregate results 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.

**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 110-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](http://www.sesresearch.com) or contact:

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