

**CANADIAN PRESS / LEGER MARKETING**

**Canadians and Jean Chrétien's  
Political Heritage**

**Report**



# 1. Study Highlights

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- Six out of ten Canadians see Jean Chrétien's departure as an advantage for Canada.

Question: In your opinion, is Jean Chrétien's departure as prime minister of Canada an advantage or disadvantage for Canada?

N=1505	Advantage	Disadvantage	Don't know/Refusal
Canada	59%	19%	22%

- Satisfaction with prime minister Jean Chrétien's performance is moderate

Question: Would you say that you were satisfied or dissatisfied with Prime Minister Jean Chrétien's performance on the following issues?

N=1505	Satisfied	Dissatisfied	DNK/Refusal
...Canada's involvement in the US-Iraq conflict	55%	35%	10%
...His position on the protection of the environment	42%	30%	29%
...His contribution to Canada's international image	45%	41%	13%
...His position on gay marriage	36%	39%	25%
...His relations with your provincial government	34%	49%	17%

- 39% of Canadians feel that Paul Martin will be a better prime minister than Jean Chrétien

Question: In your opinion, would Paul Martin be a better prime minister of Canada than Jean Chrétien has been or not?

N=1505	Yes, better	No, not better	DNK/Refusal
Canada	39%	25%	36%

## 2. Results

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### 2.1 Close to six in ten Canadians feel that Jean Chrétien's departure is an advantage for Canada

59% of Canadians say that Jean Chrétien's departure as prime minister of Canada is an advantage for Canada. In contrast, 19% feel that it is a disadvantage, while 20% did not state an opinion.

Alberta has the highest proportion of respondents (75%) who believe that the prime minister's departure is an advantage for the country. However, close to a quarter (24%) of Quebeckers are of the opposite opinion.

Question: In your opinion, is Jean Chrétien's departure as prime minister of Canada an advantage or disadvantage for Canada?

N=1505	Advantage	Disadvantage	Don't know/Refusal
Atlantic Provinces	63%	15%	22%
Quebec	52%	24%	24%
Ontario	59%	18%	23%
Prairies	61%	15%	24%
Alberta	75%	13%	13%
British Columbia	58%	22%	21%
Canada	59%	19%	22%

## 2.2 Satisfaction with Prime Minister Jean Chrétien's performance is moderate

### Satisfactory performance

Jean Chrétien's performance was judged satisfactory by 55% of Canadians in terms of Canada's involvement in the US-Iraq conflict and unsatisfactory by 35%. Quebeckers are most satisfied with 67%, while Albertans lead in terms of dissatisfaction (52%) with Jean Chrétien's performance on this issue.

A second issue in which the prime minister's performance was judged satisfactory (42%) was the position he adopted on the protection of the environment. However, 30% felt dissatisfied with his performance in this area, and 27% had no opinion on the matter. Almost half of Quebeckers (48%) were satisfied, making Quebec the most satisfied Canadian province.

Question: Would you say that you were satisfied or dissatisfied with Prime Minister Jean Chrétien's performance on the following issues?

N=1505 ...Canada's involvement in the US-Iraq conflict			
	Satisfied	Dissatisfied	DNK/Refusal
Atlantic Provinces	46%	44%	11%
Quebec	67%	24%	8%
Ontario	54%	35%	11%
Prairies	53%	38%	8%
Alberta	40%	52%	9%
British Columbia	54%	31%	15%
Canada	55%	35%	10%
N=1505 ...His position on the protection of the environment			
	Satisfied	Dissatisfied	DNK/Refusal
Atlantic Provinces	47%	24%	29%
Quebec	48%	25%	27%
Ontario	44%	29%	27%
Prairies	34%	33%	34%
Alberta	35%	34%	31%
British Columbia	30%	40%	31%
Canada	42%	30%	29%

## Average performance

Canadians were mixed in terms of their satisfaction with Jean Chrétien's contribution to Canada's international image. In fact, although 45% said that they were satisfied with his performance in this area, 41% were of the opposite opinion. Quebec stood out once again with 53% describing themselves as satisfied contrary to Alberta where 64% said themselves to be dissatisfied.

The majority of Canadians were also not satisfied with Chrétien's position on gay marriage: 36% expressed their satisfaction and 39% their dissatisfaction. 22% had no opinion on the matter. Quebec and Alberta were once again diametrically opposed on the question, as Quebecers were most satisfied (42%) and Albertans most dissatisfied (56%).

Question: Would you say that you were satisfied or dissatisfied with Prime Minister Jean Chrétien's performance on the following issues?

N=1505	...His contribution to Canada's international image		
	Satisfied	Dissatisfied	DNK/Refusal
Atlantic Provinces	44%	40%	16%
Quebec	53%	35%	12%
Ontario	47%	40%	13%
Prairies	39%	42%	19%
Alberta	28%	64%	8%
British Columbia	45%	42%	13%
Canada	45%	41%	13%
N=1505	...His position on gay marriage		
	Satisfied	Dissatisfied	DNK/Refusal
Atlantic Provinces	31%	41%	29%
Quebec	42%	30%	28%
Ontario	36%	40%	24%
Prairies	30%	44%	26%
Alberta	26%	56%	18%
British Columbia	35%	38%	26%
Canada	36%	39%	25%

## Unsatisfactory performance

The issue on which the prime minister was judged to have performed worst was his relations with the provincial governments. One-third of Canadians (34%) said to have been satisfied with him in that respect, but 49% were not. There is a significantly higher proportion of satisfied respondents (39%) in the province of Ontario than in the provinces of Alberta and British Columbia where a majority of respondents (respectively 67% and 58%) said themselves dissatisfied.

Question: Would you say that you were satisfied or dissatisfied with Prime Minister Jean Chrétien's performance on the following issues?

N=1505	... Relations with your provincial government		
	Satisfied	Dissatisfied	DNK/Refusal
Atlantic Provinces	41%	48%	12%
Quebec	37%	49%	13%
Ontario	39%	42%	19%
Prairies	28%	44%	28%
Alberta	23%	67%	9%
British Columbia	23%	58%	19%
Canada	34%	49%	17%

### 2.3 Close to four in ten Canadians are of the opinion that Paul Martin will make a better prime minister than Jean Chrétien has been

39% of Canadians believe that Paul Martin will be a better prime minister of Canada than Jean Chrétien has been. However, a quarter (25%) feel that he will not be better and a high proportion of Canadians (34%) have no opinion on the matter. This opinion is shared by all Canadian provinces except Quebec who has significantly more respondents (33%) who do not believe that Paul Martin will be a better prime minister.

Question: In your opinion, would Paul Martin be a better prime minister of Canada than Jean Chrétien has been or not?

N=1505	Yes, better	No, not better	DNK/Refusal
Atlantic Provinces	38%	23%	38%
Quebec	40%	33%	26%
Ontario	40%	20%	39%
Prairies	36%	21%	43%
Alberta	36%	28%	36%
British Columbia	35%	23%	39%
Canada	39%	25%	36%

### 3. Methodology

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1505 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between October 7 and October 15, 2003. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1505 respondents is of  $\pm 2.6\%$ , 19 times out of 20.