



# Media Release

## Pragmatism rather than vision likely to be Chrétien hallmark Canadians can't cite Chrétien accomplishments

Ottawa – November 13, 2003 - A national survey of Canadians released by polling firm SES Canada Research Inc. and the Sun Media Group indicates that a majority of Canadians cannot associate any accomplishments with exiting Prime Minister Jean Chrétien.

Canadians were asked the following question:

*Jean Chrétien will soon be resigning as Prime Minister. He has been Prime Minister since 1993. What would you say are his top three accomplishments as Prime Minister?*

According to SES' most recent national poll completed the weekend before the National Liberal Leadership Convention, 51% of Canadians could not name any Chrétien accomplishments. After unsure, the top responses cited by Canadians included his refusal to enter the Iraq War (11%), that there was no legacy (10%), that Chrétien eliminated the deficit (9%) and that he kept the country together (4%).

“We know from our polling data in general that Chrétien and the Liberals have had rock-solid support.” stated Nikita Nanos, President of polling firm SES Canada Research Inc. “A lack of clearly identified accomplishments is indicative of the fact that Chrétien took few risks and focused on effectively managing the federal government. Although other Prime Ministers left lasting legacies such as Trudeau’s Charter of Rights and Mulroney’s Free Trade Agreement, it seems that Chrétien will be known as a pragmatic manager rather than a visionary leader.”

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 November 5<sup>th</sup> and November 9<sup>th</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



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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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**LIBERALS (N=416)**

A tabulation of the Chrétien legacy by party affiliation indicates that more than four of every ten committed Liberal supporters cannot name a Chrétien accomplishment. The top accomplishments cited by Liberal included:

- Unsure (44%)
- No to Iraq War (14%)
- Eliminated deficit (12%)
- Nothing/no legacy (8%)
- Kept country together (6%)
- Other responses (16%)

**COMMENTARY**

Although Jean Chrétien will clearly go down in the history books as one of the most successful politicians and Prime Ministers in Canadian history, a majority of Canadians cannot cite an accomplishment from his ten years as Prime Minister.

Saying “no” to the American-led war in Iraq and eliminating the deficit were the most popular identified accomplishments by Canadians.

**THE QUESTION**

*Jean Chrétien will soon be resigning as Prime Minister. He has been Prime Minister since 1993. What would you say are his top three accomplishments as Prime Minister?*

Legacy (N=1,000)	1 <sup>st</sup> Mention (%)	2 <sup>nd</sup> Mention (%)	3 <sup>rd</sup> Mention (%)
Unsure	51.1	80.2	92.7
No to Iraq War	11.0	2.8	
Nothing/no legacy	9.8		1.0
Eliminate deficit	8.9	2.2	
Kept country together	4.4	1.6	1.2
Foreign policy	2.8	2.3	1.4
Three majority gov'ts	2.2		
Economic growth	1.6	3.3	
Increased healthcare funding	1.5	2.3	
Other responses (below 1%)	6.7	5.3	3.7
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

**THE METHODOLOGY**

Between November 5<sup>th</sup> and November 9<sup>th</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 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.

**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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