

CANADIAN PRIME MINISTERS

Pierre Trudeau Still Seen as Best Recent Prime Minister of Canada

One-in-four Canadians believe Brian Mulroney is the worst head of government since 1968.

[VANCOUVER – Jul. 2, 2008] – Pierre Trudeau has clearly made an impression in Canada's political memory and continues to be seen by many as the best leader the country has had in 40 years, a new Angus Reid Strategies poll found.

In the online survey of a national representative sample, 38 per cent of respondents pick the Liberal leader as Canada's best prime minister since 1968. Current head of government and Conservative Party leader Stephen Harper is second with 12 per cent, followed by Liberal Jean Chrétien with 11 per cent.

Less than 10 per cent of Canadians surveyed qualify Joe Clark, John Turner, Kim Campbell or Paul Martin as the best prime minister of the past four decades.

One-quarter of respondents (25%) say Progressive Conservative leader Brian Mulroney has been Canada's worst prime minister in four decades, a five point increase since a similar survey was conducted in October 2007.

Trudeau is highly regarded in Ontario and British Columbia, where more than 40 per cent of respondents pick him as the best head of government in recent history. He is also notably popular among Canadians living in households earning more than \$100,000 a year (46%) and among respondents with at least one university degree (45%).

KEY FINDINGS

- **38% pick Pierre Trudeau as best PM since 1968**
- **Trudeau is most admired in Ontario (49%)**
- **12% of Canadians say Harper has been the best PM**
- **25% say Brian Mulroney has been the country's worst head of government in 40 years**

Full topline results are at the end of this release.

From June 24 to June 25, 2008 Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 1,000 adult Canadians. The margin of error for the total sample is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

Remarkably, only 26 per cent of Quebecers regard Trudeau as the greatest leader in recent Canadian history. And while most of the country sees Mulroney as the worst prime minister, in Quebec 24 per cent of respondents pick him as the best.

Harper, who has been in office since 2006, is most admired in Alberta (28% choose him as the best), and least appreciated in Quebec (only seven per cent agree). Harper's popularity goes hand in hand with the age of respondents. Canadians over the age of 55 (19%) are much more likely to pick Harper as best prime minister than their younger counterparts (less than 10%).

Canadian Prime Ministers

We would like to ask you some questions about the people who have served as prime minister of Canada since 1968. Which of these politicians do you think has been Canada's best prime minister?

| | Region | | | | | | |
|-----------------------|------------|------------|------------|------------|------------|------------|------------|
| | National | BC | AB | MB/SK | ON | PQ | ATL |
| Pierre Trudeau | 38% | 42% | 32% | 31% | 49% | 26% | 38% |
| Stephen Harper | 12% | 14% | 28% | 18% | 9% | 7% | 15% |
| Jean Chrétien | 11% | 12% | 9% | 8% | 10% | 15% | 9% |
| Brian Mulroney | 9% | 3% | 6% | 4% | 5% | 24% | 5% |
| Paul Martin | 3% | 3% | 0% | 3% | 2% | 3% | 6% |
| Joe Clark | 2% | 3% | 3% | 2% | 3% | 2% | 0% |
| John Turner | 1% | 0% | 0% | 1% | 0% | 2% | 0% |
| Kim Campbell | 0% | 0% | 0% | 2% | 0% | 1% | 1% |
| Not Sure | 23% | 22% | 21% | 32% | 23% | 20% | 25% |

Canadian Prime Ministers

We would like to ask you some questions about the people who have served as prime minister of Canada since 1968. Which of these politicians do you think has been Canada's **best** prime minister?

| | Gender | | Age | | | Income | | | Education | | |
|-----------------------|--------|--------|-------|-------|-----|--------|----------|---------|------------|----------------------|-------|
| | Male | Female | 18-34 | 35-54 | 55+ | <\$50K | \$50-99K | \$100K+ | HS or less | College/ Tech school | Univ+ |
| Pierre Trudeau | 36% | 40% | 34% | 41% | 38% | 35% | 37% | 46% | 34% | 38% | 45% |
| Stephen Harper | 14% | 10% | 7% | 10% | 19% | 11% | 15% | 13% | 11% | 16% | 7% |
| Jean Chrétien | 11% | 11% | 14% | 10% | 10% | 13% | 7% | 14% | 10% | 11% | 14% |
| Brian Mulroney | 11% | 8% | 9% | 10% | 9% | 9% | 14% | 7% | 10% | 8% | 12% |
| Paul Martin | 4% | 2% | 3% | 3% | 2% | 1% | 2% | 2% | 4% | 2% | 2% |
| Joe Clark | 2% | 2% | 1% | 1% | 5% | 4% | 1% | 1% | 4% | 2% | 2% |
| John Turner | 1% | 1% | 0% | 1% | 1% | 0% | 2% | 0% | 1% | 0% | 1% |
| Kim Campbell | 0% | 1% | 1% | 0% | 0% | 1% | 1% | 0% | 0% | 1% | 1% |
| Not Sure | 20% | 25% | 32% | 23% | 15% | 25% | 21% | 16% | 26% | 23% | 18% |

Canadian Prime Ministers

We would like to ask you some questions about the people who have served as prime minister of Canada since 1968. Which of these politicians do you think has been Canada's **worst** prime minister?

| | Region | | | | | | |
|-----------------------|----------|-----|-----|-------|-----|-----|-----|
| | National | BC | AB | MB/SK | ON | PQ | ATL |
| Brian Mulroney | 25% | 37% | 28% | 24% | 29% | 9% | 41% |
| Stephen Harper | 15% | 11% | 9% | 20% | 16% | 15% | 16% |
| Pierre Trudeau | 13% | 14% | 13% | 10% | 9% | 17% | 15% |
| Jean Chrétien | 11% | 8% | 20% | 10% | 11% | 12% | 3% |
| Paul Martin | 8% | 5% | 8% | 19% | 7% | 12% | 1% |
| Kim Campbell | 6% | 2% | 3% | 3% | 8% | 5% | 10% |
| Joe Clark | 3% | 1% | 1% | 3% | 3% | 5% | 3% |
| John Turner | 2% | 4% | 1% | 2% | 3% | 2% | 0% |
| Not Sure | 17% | 18% | 17% | 10% | 14% | 23% | 11% |

Canadian Prime Ministers

We would like to ask you some questions about the people who have served as prime minister of Canada since 1968. Which of these politicians do you think has been Canada's **worst** prime minister?

| | Gender | | Age | | | Income | | | Education | | |
|-----------------------|--------|--------|-------|-------|-----|--------|----------|---------|------------|----------------------|-------|
| | Male | Female | 18-34 | 35-54 | 55+ | <\$50K | \$50-99K | \$100K+ | HS or less | College/ Tech school | Univ+ |
| Brian Mulroney | 23% | 27% | 18% | 27% | 29% | 24% | 26% | 25% | 25% | 26% | 25% |
| Stephen Harper | 16% | 14% | 19% | 14% | 12% | 13% | 17% | 10% | 12% | 14% | 21% |
| Pierre Trudeau | 18% | 8% | 9% | 9% | 21% | 15% | 13% | 12% | 13% | 13% | 11% |
| Jean Chrétien | 12% | 11% | 8% | 11% | 14% | 9% | 14% | 13% | 12% | 11% | 10% |
| Paul Martin | 6% | 11% | 12% | 8% | 6% | 10% | 8% | 6% | 7% | 9% | 9% |
| Kim Campbell | 8% | 4% | 4% | 7% | 6% | 6% | 4% | 9% | 6% | 5% | 7% |
| Joe Clark | 2% | 4% | 1% | 4% | 3% | 3% | 1% | 5% | 3% | 1% | 6% |
| John Turner | 3% | 1% | 0% | 2% | 4% | 2% | 3% | 4% | 3% | 1% | 3% |
| Not Sure | 12% | 21% | 29% | 18% | 6% | 19% | 15% | 15% | 20% | 19% | 8% |

Canadian Prime Ministers

TREND - We would like to ask you some questions about the people who have served as prime minister of Canada since 1968. Which of these politicians do you think has been Canada's best prime minister?

| | Jun. 2008 | Oct. 2007 | Jun. 2007 |
|-----------------------|------------|------------|------------|
| Pierre Trudeau | 38% | 33% | 42% |
| Stephen Harper | 12% | 14% | 12% |
| Jean Chrétien | 11% | 8% | 6% |
| Brian Mulroney | 9% | 14% | 12% |
| Paul Martin | 3% | 2% | 2% |
| Joe Clark | 2% | 2% | 3% |
| John Turner | 1% | 0% | 0% |
| Kim Campbell | 0% | 0% | 1% |
| Not Sure | 23% | 26% | 21% |

Canadian Prime Ministers

TREND - We would like to ask you some questions about the people who have served as prime minister of Canada since 1968. Which of these politicians do you think has been Canada's worst prime minister?

| | Jun. 2008 | Oct. 2007 | Jun. 2007 |
|-----------------------|------------|------------|------------|
| Brian Mulroney | 25% | 20% | 21% |
| Stephen Harper | 15% | 15% | 14% |
| Pierre Trudeau | 13% | 13% | 14% |
| Jean Chrétien | 11% | 13% | 17% |
| Paul Martin | 8% | 9% | 8% |
| Kim Campbell | 6% | 8% | 8% |
| Joe Clark | 3% | 4% | 4% |
| John Turner | 2% | 3% | 0% |
| Not Sure | 17% | 16% | 10% |

Angus Reid Strategies is a full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995.

Angus Reid Strategies, along with its sister company, Vision Critical, is now the largest Canadian-owned market research enterprise. In addition to its four offices in Canada—located in Vancouver, Calgary, Toronto, and Montreal—the firm also has offices San Francisco, New York and London, England. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Over the last year, Angus Reid has covered five elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes. <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=194>

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
www.angusreidstrategies.com**