

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

Trudeau père reigns in our hearts

Chretien a close second

TORONTO August 10th, 2015- In a random sampling of public opinion taken by the Forum Poll™ among 1392 Canadian voters, one quarter said that, of the past 6 elected Prime Ministers, Pierre Elliot Trudeau was the best (25%), and he is followed by Jean Chretien (22%). More than one tenth say none of the six was best (13%) and just fewer pick Stephen Harper (12%). No other recent Prime Minister makes double digits on this measure (Brian Mulroney - 9%, Paul Martin - 6%, Joe Clark - 4%). One tenth don't know who was best (8%).

Trudeau is preferred by the oldest (31%), in Atlantic Canada (36%) and Ontario (31%). Stephen Harper is especially preferred by prairie residents and Albertans (21% each).

Among Conservatives, Harper is clearly seen to be the best PM (39%). Among Liberals, Chretien (34%) and Trudeau (36%) are tied. Among New Democrats, Trudeau (30%) is favoured over Chretien (23%).

"He haunts us still. After more than 20 years, Pierre Elliot Trudeau is still the most popular leader the country has had, followed closely by his protégé and successor, Jean Chretien. The fact that Stephen Harper barely makes it out of single digits after being in power 10 years speaks volumes to his lack of personal charisma," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

TORONTO

August 10th, 2015

HIGHLIGHTS:

- One quarter said that, of the past 6 elected Prime Ministers, Pierre Elliot Trudeau was the best (25%).
- Trudeau is preferred by the oldest (31%), in Atlantic Canada (36%) and Ontario (31%).
- Among Conservatives, Harper is clearly seen to be the best PM (39%).

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1392 randomly selected Canadians 18 years of age or older. The poll was conducted on August 10th and 11th, 2015.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Past Prime Ministers

‘Which of the following past Prime Ministers was the best?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1392	292	200	241	345	314	752	640
Stephen Harper	12	14	8	10	15	14	13	11
Paul Martin	6	6	6	6	7	7	5	7
Jean Chretien	22	29	24	21	14	17	23	21
Brian Mulroney	9	6	9	11	11	12	11	7
Joe Clark	4	4	4	4	5	5	4	4
Pierre Trudeau	25	15	27	29	29	31	23	27
None of these	13	15	15	14	14	10	15	12
Don't know	8	12	7	6	5	6	4	11

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1392	120	376	357	149	162	228	1045	347
Stephen Harper	12	3	5	15	21	21	11	14	5
Paul Martin	6	10	6	5	12	5	8	7	5
Jean Chretien	22	24	23	21	14	20	28	22	24
Brian Mulroney	9	9	20	4	10	6	6	5	21
Joe Clark	4	3	3	4	4	7	4	4	3
Pierre Trudeau	25	36	15	31	23	22	23	29	13
None of these	13	11	19	12	10	13	13	12	19
Don't know	8	6	10	8	6	6	7	7	10

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1392	370	339	415	84	74	35
Stephen Harper	12	39	4	4	1	1	0
Paul Martin	6	5	9	6	6	4	11
Jean Chretien	22	10	34	23	28	22	13
Brian Mulroney	9	13	4	9	9	22	10
Joe Clark	4	4	3	5	5	2	12
Pierre Trudeau	25	12	36	30	28	6	19
None of these	13	10	5	18	14	33	26
Don't know	8	8	5	6	11	12	10

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