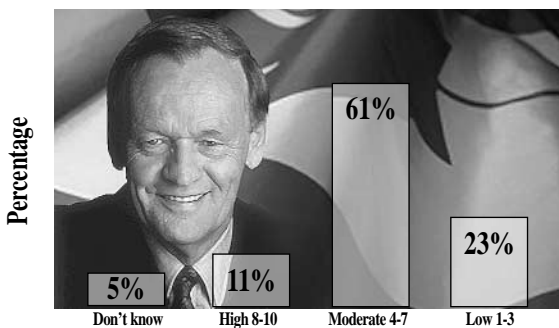


# Edmontonians' poll station

By Linda Banister

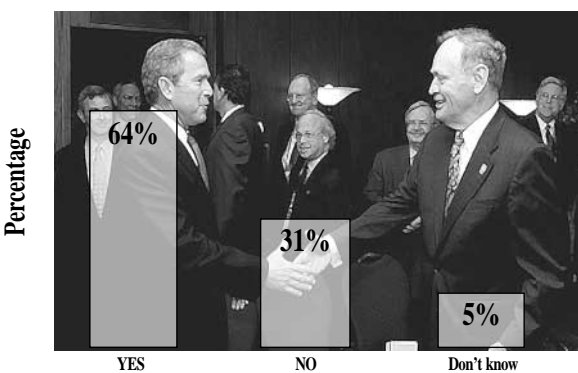
In August, 2002, Jean Chrétien announced he would step down as leader of the Liberal Party in 2004, effectively ending what will be an extensive 11-year term as the Prime Minister of Canada. Since that time the race for the Liberal leadership position has heated up and a Party election is slated for early next year that will, in turn, determine the new leader of Canada. In this month's Poll Station, we asked Edmontonians to give us their opinions on Jean Chrétien's tenure as prime minister, and their thoughts on the impending Liberal leadership race.

## HOW WOULD YOU RATE JEAN CHRÉTIEN'S LEADERSHIP OF THE COUNTRY?



When asked to rate the quality of the prime minister's leadership on a scale of 1 to 10, where 1 is very poor and 10 is excellent, respondents were decisively middle-of-the-road. Respondents provided an overall mean rating of 5 out of 10. In terms of the prime minister's performance, the majority (61%) of respondents provided a moderate rating, while 23 percent gave him a low rating, and 11 percent gave him a high rating. Reasons for considering his performance lacking included low support for the West (39%), a lack of leadership (26%), poor fiscal responsibility (22%), and putting his own personal agenda ahead of the country. Those who felt the prime minister has excelled in his position, praised his handling of international issues (64%), and implementation of social programs (18%).

## DO YOU THINK JEAN CHRÉTIEN'S LACK OF SUPPORT OF THE U.S. IN THE IRAQI WAR HAS HURT CANADA'S REPUTATION IN THE U.S.?



Almost two-thirds (64%) of respondents felt Canada's relations with the U.S. have been damaged by Prime Minister Chrétien's handling of the U.S.-led war on Iraq, while only 31 percent of respondents felt no such damage had occurred. When asked what Canada could do to help repair this tarnished image, 23 percent felt nothing could be done. Others were more optimistic and felt relations could be improved through moral support of U.S. initiatives (20%), having a change of leadership (19%), and providing future aid in Iraq (5%).

## OF THE THREE CANDIDATES, WHO DO YOU THINK WILL BEST REPRESENT THE PEOPLE OF CANADA?

When asked about the upcoming Liberal leadership election, almost half (46%) of all respondents were able to correctly recall the three candidates (former Finance Minister Paul Martin, current Finance Minister John Manley and Heritage Minister Sheila Copps). The majority (62%) of all respondents recalled Paul Martin as a candidate, while 52 percent recalled Sheila Copps, and 48 percent recalled John Manley.

Over half (51%) of all respondents felt Paul Martin would best represent the people of Canada as prime minister. Twelve percent felt John Manley is best suited for the position, and six percent indicated a preference for Sheila Copps. Three percent of respondents felt that none of the three candidates would adequately represent the people of Canada.

*Editor's Note: Since the survey was taken, Manley has withdrawn from the leadership race.*

## A WORD TO THE WISE

Respondents were asked what the successful candidate must do to effectively serve the country as prime minister. The most frequent response (34%) was to equally serve the interests of all Canadians, rather than favour the East. Other comments included listening to the public (12%), working to improve the economy (7%), showing strong leadership (6%), and addressing social services such as healthcare and education (6%).

The *Poll Station* surveyed 100 City of Edmonton residents on the topic and, while the results of the research are not statistically reliable, they do provide a qualitative indication of what Edmontonians are thinking. ✓



Linda Banister is a certified management consultant and the owner of Banister Research & Consulting Inc., a full service provider of market research and program evaluation services. If you have a question you would like included in the

Edmontonians Poll, contact Linda at 780.451.4444 or e-mail at [research@banister.ab.ca](mailto:research@banister.ab.ca). For further information on the firm visit [www.banister.ab.ca](http://www.banister.ab.ca).