

# Facing Facts by



## Issue no. 4 - The Lucky and Unlucky Seven Longest Serving Prime Ministers of Canada

The Association for Canadian Studies commissioned the firm Leger Marketing to conduct the survey and some 1500 Canadians responded via web panel between March 1-3, 2016 with a probabilistic margin of error of 3.9 percent 19 times out of 20

July 2016

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**Harper and Mulroney at bottom of the list in rating of longest serving PM's; Trudeau highest positives but Laurier net winner as most Canadians don't know him**

	Net Positive	Net Negative	Don't Know
<b>Pierre-Elliot Trudeau</b>	<b>52%</b>	<b>32</b>	<b>16</b>
<b>Wilfrid Laurier</b>	<b>51%</b>	<b>6</b>	<b>43</b>
<b>John A. Macdonald</b>	<b>50%</b>	<b>10</b>	<b>39</b>
<b>Jean Chretien</b>	<b>46%</b>	<b>33</b>	<b>21</b>
<b>Mackenzie King</b>	<b>38%</b>	<b>11</b>	<b>51</b>
<b>Brian Mulroney</b>	<b>34%</b>	<b>40</b>	<b>26</b>
<b>Stephen Harper</b>	<b>31%</b>	<b>61</b>	<b>8</b>

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Less knowledge amongst youth helps earlier PM's ratings while more knowledge hurts some recent ones

<b>Net Positive</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
<b>Pierre-Elliot Trudeau</b>	51%	45%	52%	58%	54%	51%
<b>Wilfrid Laurier</b>	35%	39%	43%	56%	64%	62%
<b>John A. Macdonald</b>	36%	40%	47%	50%	59%	60%
<b>Jean Chretien</b>	37%	45%	45%	47%	48%	48%
<b>Mackenzie King</b>	42%	23%	32%	35%	48%	51%
<b>Brian Mulroney</b>	20%	29%	37%	36%	37%	39%
<b>Stephen Harper</b>	29%	24%	32%	31%	31%	37%

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Francophones boost Mulroney ratings while Trudeau tops Chart with Allophones and 2<sup>nd</sup> with anglophones behind Macdonald

Net Positive	French	English	Other
Pierre-Elliot Trudeau	39%	56%	58%
Wilfrid Laurier	44%	54%	47%
John A. Macdonald	26%	57%	51%
Jean Chretien	39%	48%	45%
Mackenzie King	26%	44%	32%
Brian Mulroney	44%	32%	26%
Stephen Harper	22%	33%	35%

# Facing Facts by



Harper highest negatives bridges language groups. Trudeau and Chretien more negatives than Mulroney amongst francophones. Amongst English Canadians Mulroney more negative than Trudeau and Chretien

Net Negative	French	English	Other
Pierre-Elliot Trudeau	42%	30%	20%
Wilfrid Laurier	9%	6%	1%
John A. Macdonald	13%	11%	6%
Jean Chretien	42%	31%	26%
Mackenzie King	13%	11%	6%
Brian Mulroney	27%	45%	33%
Stephen Harper	68%	59%	57%