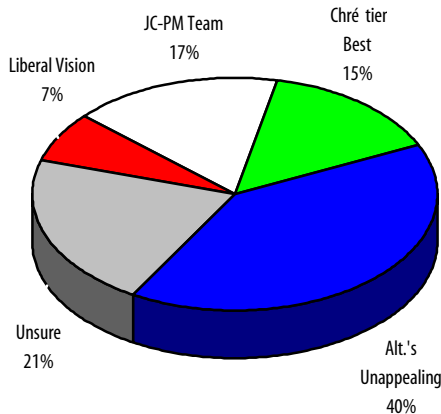


**WHY LIBERALS WON THE LAST ELECTION**



**COMMENTARY**

According to Canadians, credit for the November 2000 Liberal victory clearly rests on the shoulders of the split and unappealing opposition parties. Factoring the margin of accuracy of the survey, the Prime Minister and the Chrétien-Martin team can claim equal credit.

Committed Liberal voters were comparatively the group most likely to credit the Prime Minister for the Liberal victory. Quebecers and BQ voters were the groups most likely to cite the Chrétien-Martin Team while Western Canadians, CA and PC supporters were most likely to point to the unappealing alternatives

**THE QUESTION**

Thinking of the last federal election in November 2000, do you think Canadians elected the Liberals, led by Jean Chrétien because . . . [rotate options]

- Jean Chrétien was the best choice to lead Canada
- Jean Chrétien and Paul Martin made a strong team
- The Liberal Party had the best vision for the future
- The alternative parties and leaders were not appealing

Target Groups (+/- index score)	JC Best	JC-PM Team	Lib Vision	Poor Alt.'s	Und
<b>Atlantic</b>	+2	-3	0	-4	+5
<b>Quebec</b>	+3	+12	+3	-15	-2
<b>Ontario</b>	0	-4	+1	0	+3
<b>West</b>	-4	-5	-3	+13	-2
<b>Men</b>	+4	+1	-1	+5	-8
<b>Women</b>	-5	-1	+1	-4	+9
<b>18 to 29</b>	+7	-2	+2	-8	+1
<b>30 to 39</b>	-1	0	-2	+7	-3
<b>40 to 49</b>	+1	+1	+2	-2	-2
<b>50 to 59</b>	-5	-4	0	+7	+2
<b>60 plus</b>	-6	+3	-2	-2	+6
<b>Liberal voters</b>	+13	+3	+5	-10	-11
<b>CA voters</b>	-4	-9	-5	+18	-1
<b>PC voters</b>	-8	-5	0	+22	-8
<b>NDP voters</b>	-10	+8	-2	+8	-3
<b>BQ voters</b>	-8	+23	-5	-19	+10
<b>Undecided</b>	-9	-7	-2	-2	+20

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example the +12 score noted above in Quebec would indicate that Quebecers are 12% more likely to say the Liberals won because of the Jean Chrétien-Paul Martin team compared to the national average. Readers should focus on scores greater than +/-5.

**THE METHODOLOGY**

Between July 26<sup>th</sup> and August 1<sup>st</sup>, 2002, 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.

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