

Table 2A

CANADIANS' PUBLIC POLICY ISSUES AGENDA
- February 1988 to September 1996 -

	Feb. '88	July '89	July '90	July '91	July '92	July '93	Nov. '93	July '94	Dec. '94	July '95	Oct. '95	Jan. '96	Apr. '96	June '96	July '96	Aug. '96	Sept. '96
(Weighted Bases)	(1523) (%)	(1521) (%)	(1501) (%)	(1508) (%)	(1500) (%)	(1506) (%)	(1500) (%)	(1507) (%)	(1505) (%)	(1501) (%)	(1503) (%)	(1511) (%)	(1501) (%)	(1800) (%)	(1516) (%)	(1501) (%)	(1516) (%)
Nat'l Unity/Quebec/Const.	2	4	52	38	55	6	6	17	33	22	72	39	28	40	39	33	41
Unemployment/Jobs	18	14	8	14	24	38	58	33	28	34	27	40	40	41	44	50	40
Deficit/Debt	5	13	7	12	4	21	33	18	29	28	15	26	21	20	23	21	23
The Economy (general)	10	10	22	31	44	36	21	21	21	22	20	25	24	26	26	22	20
Health Care/Medicare	n/a	n/a	n/a	n/a	n/a	5	9	3	5	12	7	12	13	13	13	21	16
Education	3	2	2	2	2	3	5	2	5	3	3	5	8	8	6	8	9
Poverty/Homeless/Hunger	3	4	4	4	4	2	3	1	7	8	6	5	6	7	6	7	6
Other Social Services	n/a	n/a	n/a	n/a	n/a	3	5	4	5	7	6	5	7	6	6	6	5
Crime/Justice Issues	2	2	2	1	2	3	2	5	9	12	5	4	3	9	6	10	5
Taxes/Tax Reform/GST	4	6	14	17	5	7	5	3	6	5	3	4	8	6	4	6	5
Immigration/Refugees	3	4	1	2	2	2	3	4	4	3	1	2	3	3	4	3	4
Environment	5	31	24	17	9	4	5	3	2	4	2	2	4	5	5	4	3
Defence/Peace	4	4	1	1	1	1	1	0	1	2	0	1	1	1	1	1	3
Trade Issues	37	15	4	7	8	6	16	1	1	1	0	1	1	2	3	1	3
Government/Politics	9	4	7	8	3	7	3	1	1	3	1	2	3	4	3	4	3
Native Issues	1	1	3	6	4	2	1	1	2	3	1	1	1	1	3	1	2
Language Issues	0	4	5	3	2	1	1	0	0	0	0	0	1	1	1	3	1
International Issues	2	3	1	0	2	1	1	2	1	8	1	0	0	1	1	1	1
Moral Issues/Abortion	20	16	2	1	2	1	1	0	2	2	1	0	1	1	1	1	1
Other Economic Issues	3	6	6	1	0	2	1	1	1	1	1	1	1	0	1	1	1
Fisheries	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2	1	0
Health/Social Services*	6	9	4	4	4	8	14	7	10	19	13	17	20	19	19	27	21
Other**	17	18	8	5	3	5	6	11	6	7	4	5	5	5	10	6	5
(Unsure)	10	8	5	3	3	8	2	6	5	6	5	4	5	8	6	4	9

* These two items were presented together in previous soundings. Above, mentions for each are reported separately for July 1993 onwards.

** "Other" includes other specific policy issues mentioned by less than 2 percent of all respondents to the September 1996 survey.

Figures represent "Total Mentions": Up to three issues were accepted from each respondent; therefore, percents will exceed 100.

Table 2B

**CANADIANS' CURRENT PUBLIC POLICY PRIORITIES
ACROSS POPULATION GROUPINGS
- September 1996 -**

	REGION							GENDER		AGE			INCOME		
	Canada	B.C.	Alberta	Man/Sask	Ontario	Quebec	Atlantic	Men	Women	18-34	35-54	55+	<\$30K	\$30-59K	\$60K+
(Weighted Bases)	(1516) (%)	(185) (%)	(136) (%)	(113) (%)	(565) (%)	(389) (%)	(128) (%)	(738) (%)	(778) (%)	(559) (%)	(542) (%)	(413) (%)	(425) (%)	(550) (%)	(402) (%)
Unity/Quebec/Const.	41	43	36	32	46	37	44	47	36	38	42	45	31	43	50
Unemployment	40	27	31	36	35	58	35	41	38	33	42	45	40	41	35
Deficit/Debt	23	32	33	29	21	19	16	28	18	21	23	26	16	23	29
The Economy	20	19	13	9	20	26	16	25	15	19	25	14	15	20	24
Health Care	16	12	27	30	15	9	21	10	21	14	15	20	19	15	15
Education	9	6	15	11	9	6	13	4	13	11	8	7	12	9	7
Poverty	6	4	1	5	8	6	7	4	8	7	7	3	8	6	4
Social Services	5	6	4	4	4	6	2	3	6	5	6	4	4	6	4
Crime/Justice	5	11	8	5	6	3	5	5	7	6	6	5	6	3	7
Taxes	5	6	4	9	5	3	6	6	4	5	4	5	4	5	6
Immigration	4	7	6	2	4	2	2	3	4	4	4	3	3	3	5
Environment	3	5	4	4	3	1	5	3	3	5	3	2	4	4	3
Defence/Peace	3	3	3	3	5	2	4	4	3	2	2	5	3	3	2
Trade Issues	3	1	4	5	3	2	3	3	2	3	3	1	1	4	3
Gov't/Politics	3	1	4	3	2	5	1	3	3	2	2	4	2	3	3

Figures represent "Total Mentions": Up to three issues were accepted from each respondent; therefore, percents will exceed 100.

"To begin with, thinking of the issues presently confronting Canada, which one do you feel should receive the greatest attention from Canada's leaders? What other issues do you think are important for Canada right now?"

Table 1A

FEDERAL PARTIES' POPULAR SUPPORT LEVELS																	
- October 1993 Election to September 1996 -																	
	Oct. '93*	Feb. '94	Aug. '94	Oct. '94	Jan. '95	Feb. '95	Mar. '95	July '95	Oct. '95	Nov. '95	Jan. '96	Apr. '96	May '96	June '96	July '96	Aug. '96	Sept. '96
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Liberal	41	58	58	62	54	63	58	55	56	52	53	53	53	54	57	53	51
Bloc Quebecois	14	9	8	8	10	10	10	7	8	9	7	9	8	9	9	11	10
Reform	19	20	13	13	14	17	15	12	12	15	16	16	13	14	12	12	11
Conservative	16	5	8	6	9	5	7	14	14	13	13	11	16	12	12	17	17
New Democrat	7	4	5	4	6	5	7	9	8	9	9	8	9	9	9	6	9
Other	3	5	7	6	6	1	3	3	2	2	2	2	2	1	2	2	2
* Actual popular vote in October 1993 election. Decided Voters Only: Undecided and Refused Excluded; "Leaners" included from Sept. '96 onwards.																	

"Thinking of how you feel right now, which party's candidate would you be most likely to support if a federal election were held tomorrow?"

Table 1B

**THE FEDERAL PARTIES' POPULAR SUPPORT ACROSS REGIONS
- October 1993 Election to September 1996 -**

	Oct. '93*	Feb. '94	Aug. '94	Oct. '94	Jan. '95	Feb. '95	July '95	Oct. '95	Nov. '95	Jan. '96	Apr. '96	May '96	June '96	July '96	Aug. '96	Sept. '96
BRITISH COLUMBIA																
(Weighted Bases)	(-)	(160)	(148)	(145)	(141)	(142)	(131)	(124)	(139)	(135)	(140)	(146)	(137)	(139)	(131)	(165)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Liberal	28	53	54	54	43	54	53	62	49	55	51	50	50	55	49	56
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	36	34	33	24	34	29	27	23	33	27	30	23	28	19	29	23
Conservative	14	0	4	2	12	4	4	3	6	4	4	6	3	4	6	5
New Democrat	16	7	6	10	15	9	11	11	8	12	13	17	16	19	14	14
Other	6	6	4	9	6	4	5	1	5	2	1	3	3	3	3	2
ALBERTA																
(Weighted Bases)	(-)	(112)	(96)	(116)	(104)	(103)	(96)	(101)	(109)	(88)	(94)	(96)	(94)	(103)	(89)	(120)
Liberal	25	40	44	49	35	34	36	47	32	29	35	37	39	39	42	43
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	52	49	30	32	41	55	44	31	48	50	47	37	42	37	34	36
Conservative	15	6	18	11	16	7	11	12	10	13	13	22	16	17	21	17
New Democrat	4	1	5	2	3	2	8	8	7	7	3	4	2	8	2	4
Other	4	4	3	6	6	2	2	2	3	1	2	0	0	0	0	1
MANITOBA/SASKATCHEWAN																
(Weighted Bases)	(-)	(97)	(87)	(86)	(91)	(84)	(94)	(87)	(86)	(85)	(75)	(91)	(82)	(69)	(80)	(97)
Liberal	39	66	58	63	46	58	50	48	52	47	50	49	48	53	60	52
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	24	17	17	20	26	20	16	17	17	27	18	17	18	18	8	15
Conservative	12	3	1	8	6	8	12	11	12	11	14	14	15	8	20	16
New Democrat	21	7	18	3	13	10	22	21	19	13	17	19	18	21	12	17
Other	3	7	5	5	8	4	1	2	1	2	1	1	1	0	0	-
ONTARIO																
(Weighted Bases)	(-)	(488)	(453)	(451)	(456)	(458)	(459)	(438)	(446)	(444)	(444)	(434)	(401)	(407)	(425)	(497)
Liberal	53	64	69	75	69	68	60	64	61	60	64	60	63	67	64	57
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	20	23	12	12	11	16	8	10	10	12	13	10	12	10	10	9
Conservative	18	6	9	5	11	9	20	17	17	16	14	22	15	15	20	21
New Democrat	6	4	4	5	6	5	9	8	11	11	8	7	9	7	5	11
Other	3	4	6	2	3	1	2	1	0	2	1	2	1	1	1	1
QUEBEC																
(Weighted Bases)	(-)	(309)	(272)	(299)	(300)	(286)	(278)	(258)	(252)	(246)	(238)	(255)	(237)	(247)	(280)	(347)
Liberal	33	51	48	47	44	50	53	42	43	46	44	45	49	47	43	38
Bloc Quebecois	49	38	35	33	39	40	30	36	41	32	43	37	40	36	43	40
Reform	-	-	-	-	1	3	2	4	2	3	2	3	1	2	1	1
Conservative	14	3	3	3	6	4	7	13	8	11	5	8	6	9	11	16
New Democrat	2	1	2	2	1	1	3	2	1	4	2	4	3	1	-	2
Other	2	6	12	11	10	2	5	4	5	5	4	3	1	5	3	3
ATLANTIC																
(Weighted Bases)	(-)	(115)	(109)	(103)	(104)	(96)	(97)	(96)	(87)	(98)	(98)	(98)	(81)	(87)	(86)	(109)
Liberal	57	65	60	68	61	68	62	63	58	62	49	66	56	63	47	57
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	8	11	8	8	4	8	2	1	8	8	15	7	6	8	9	8
Conservative	26	12	18	16	15	14	26	21	23	21	24	17	24	18	28	23
New Democrat	5	5	9	5	9	9	9	13	10	9	10	10	12	11	15	10
Other	4	6	5	3	11	2	1	1	0	0	2	0	2	0	1	2

*Actual October 1993 election results.

Decided Voters Only: Undecided and Refused Excluded; "Leaners" included from Sept. '96 onwards.