

Table 5A

CANADIANS' PUBLIC POLICY ISSUES AGENDA																	
- February 1988 to October 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	July '96	Aug. '96	Sept. '96	Oct. '96
(Weighted Bases)	(1523) (%)	(1521) (%)	(1501) (%)	(1508) (%)	(1500) (%)	(1506) (%)	(1500) (%)	(1507) (%)	(1505) (%)	(1501) (%)	(1503) (%)	(1511) (%)	(1501) (%)	(1516) (%)	(1501) (%)	(1516) (%)	(1502) (%)
Unemployment/Jobs	18	14	8	14	24	38	58	33	28	34	27	40	40	44	50	40	47
Nat'l Unity/Quebec/Const.	2	4	52	38	55	6	6	17	33	22	72	39	28	39	33	41	35
Deficit/Debt/Spending	5	13	7	12	4	21	33	18	29	28	15	26	21	23	21	23	27
The Economy (general)	10	10	22	31	44	36	21	21	21	22	20	25	24	26	22	20	19
Health Care/Medicare	n/a	n/a	n/a	n/a	n/a	5	9	3	5	12	7	12	13	13	21	16	17
Education	3	2	2	2	2	3	5	2	5	3	3	5	8	6	8	9	11
Taxes/Tax Reform/GST	4	6	14	17	5	7	5	3	6	5	3	4	8	4	6	5	8
Other Social Services	n/a	n/a	n/a	n/a	n/a	3	5	4	5	7	6	5	7	6	6	5	7
Poverty/Homeless/Hunger	3	4	4	4	4	2	3	1	7	8	6	5	6	6	7	6	6
Crime/Justice Issues	2	2	2	1	2	3	2	5	9	12	5	4	3	6	10	5	6
Environment	5	31	24	17	9	4	5	3	2	4	2	2	4	5	4	3	4
Immigration/Refugees	3	4	1	2	2	2	3	4	4	3	1	2	3	4	3	4	3
Government/Politics	9	4	7	8	3	7	3	1	1	3	1	2	3	3	4	3	3
Defence/Peace	4	4	1	1	1	1	1	0	1	2	0	1	1	1	1	3	2
Native Issues	1	1	3	6	4	2	1	1	2	3	1	1	1	3	1	2	2
Trade Issues	37	15	4	7	8	6	16	1	1	1	0	1	1	3	1	3	1
Language Issues	0	4	5	3	2	1	1	0	0	0	0	0	1	1	3	1	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
Health/Social Services*	6	9	4	4	4	8	14	7	10	19	13	17	20	19	27	21	24
Other**	17	18	8	5	3	5	6	11	6	7	4	5	5	10	6	5	6
(Unsure)	10	8	5	3	3	8	2	6	5	6	5	4	5	6	4	9	8

* 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 October 1996 survey.

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

Table 5B

PROFILE OF MAJOR POPULATION SEGMENTS' PUBLIC POLICY PRIORITIES - October 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)	(1502) (%)	(183) (%)	(135) (%)	(112) (%)	(560) (%)	(386) (%)	(127) (%)	(731) (%)	(771) (%)	(554) (%)	(538) (%)	(410) (%)	(412) (%)	(520) (%)	(419) (%)
Unemployment/Jobs	47	39	34	41	45	62	48	47	48	39	51	55	46	50	46
Unity/Quebec/Const.	35	34	46	31	40	27	29	39	31	33	36	36	22	38	45
Deficit/Debt	27	31	36	28	30	20	19	34	20	28	27	24	19	27	35
The Economy	19	21	13	11	18	27	13	22	17	17	23	17	13	20	26
Health Care	17	7	31	24	21	12	12	11	24	15	17	21	19	17	16
Education	11	6	15	9	13	9	11	8	13	14	9	8	12	10	10
Taxes	8	10	5	15	7	5	17	8	9	8	7	10	8	7	8
Social Services	7	10	6	8	9	6	2	6	9	7	7	8	11	6	5
Poverty	6	7	1	3	6	8	3	4	7	8	5	3	8	4	6
Crime/Justice	6	9	10	11	6	2	6	7	6	6	6	5	7	5	6

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

* This National Angus Reid Poll used both an aided and an unaided party choice and follow-up "leaning" question, each asked of half the sample on a completely randomized basis. The two questions have been merged to produce the party support figures.

Table 1B

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

	Oct. '93*	Feb. '94	Aug. '94	Oct. '94	Feb. '95	July '95	Oct. '95	Jan. '96	Apr. '96	July '96	Aug. '96	Sept. '96	Oct. '96
BRITISH COLUMBIA													
(Weighted Bases)	(-)	(160)	(148)	(145)	(142)	(131)	(124)	(135)	(140)	(139)	(131)	(165)	(159)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Liberal	28	53	54	54	54	53	62	55	51	55	49	56	52
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	36	34	33	24	29	27	23	27	30	19	29	23	32
Conservative	14	0	4	2	4	4	3	4	4	4	6	5	4
New Democrat	16	7	6	10	9	11	11	12	13	19	14	14	12
Other	6	6	4	9	4	5	1	2	1	3	3	2	1
ALBERTA													
(Weighted Bases)	(-)	(112)	(96)	(116)	(103)	(96)	(101)	(88)	(94)	(103)	(89)	(120)	(116)
Liberal	25	40	44	49	34	36	47	29	35	39	42	43	43
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	52	49	30	32	55	44	31	50	47	37	34	36	36
Conservative	15	6	18	11	7	11	12	13	13	17	21	17	11
New Democrat	4	1	5	2	2	8	8	7	3	8	2	4	7
Other	4	4	3	6	2	2	2	1	2	0	0	1	2
MANITOBA/SASKATCHEWAN													
(Weighted Bases)	(-)	(97)	(87)	(86)	(84)	(94)	(87)	(85)	(75)	(69)	(80)	(97)	(95)
Liberal	39	66	58	63	58	50	48	47	50	53	60	52	45
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	24	17	17	20	20	16	17	27	18	18	8	15	22
Conservative	12	3	1	8	8	12	11	11	14	8	20	16	15
New Democrat	21	7	18	3	10	22	21	13	17	21	12	17	17
Other	3	7	5	5	4	1	2	2	1	0	0	-	-
ONTARIO													
(Weighted Bases)	(-)	(488)	(453)	(451)	(458)	(459)	(438)	(444)	(444)	(407)	(425)	(497)	(507)
Liberal	53	64	69	75	68	60	64	60	64	67	64	57	62
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	20	23	12	12	16	8	10	12	13	10	10	9	12
Conservative	18	6	9	5	9	20	17	16	14	15	20	21	15
New Democrat	6	4	4	5	5	9	8	11	8	7	5	11	10
Other	3	4	6	2	1	2	1	2	1	1	1	1	1
QUEBEC													
(Weighted Bases)	(-)	(309)	(272)	(299)	(286)	(278)	(258)	(246)	(238)	(247)	(280)	(347)	(333)
Liberal	33	51	48	47	50	53	42	46	44	47	43	38	40
Bloc Quebecois	49	38	35	33	40	30	36	32	43	36	43	40	46
Reform	-	-	-	-	3	2	4	3	2	2	1	1	2
Conservative	14	3	3	3	4	7	13	11	5	9	11	16	9
New Democrat	2	1	2	2	1	3	2	4	2	1	-	2	2
Other	2	6	12	11	2	5	4	5	4	5	3	3	1
ATLANTIC													
(Weighted Bases)	(-)	(115)	(109)	(103)	(96)	(97)	(96)	(98)	(98)	(87)	(86)	(109)	(108)
Liberal	57	65	60	68	68	62	63	62	49	63	47	57	56
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	8	11	8	8	8	2	1	8	15	8	9	8	4
Conservative	26	12	18	16	14	26	21	21	24	18	28	23	26
New Democrat	5	5	9	5	9	9	13	9	10	11	15	10	11
Other	4	6	5	3	2	1	1	0	2	0	1	2	2

*Actual October 1993 election results.

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

Table 2

VOTERS' ASSESSMENT OF THE LIBERAL GOVERNMENT'S OVERALL DIRECTION

- December 1993 to October 1996 -

	CANADA								REGION - OCTOBER 1996					
	Dec.'93	Jan.'94	Apr.'94	Nov.'94	Feb.'95	May '95	Nov.'95	Oct.'96	B.C.	Alberta	Man/Sask	Ontario	Quebec	Atlantic
(Weighted Base)	(1509) (%)	(1517) (%)	(1506) (%)	(1510) (%)	(1501) (%)	(1500) (%)	(1506) (%)	(1502) (%)	(183) (%)	(135) (%)	(112) (%)	(560) (%)	(386) (%)	(127) (%)
On the Right Track	62	69	63	62	60	65	55	62	60	59	63	73	46	61
On the Wrong Track	18	14	28	28	29	26	35	31	29	34	29	20	47	29
(Unsure)	21	17	9	10	12	9	10	7	11	7	8	6	7	9

"All things considered, would you say the federal Liberal government is on the right track or the wrong track in terms of the overall direction in which they have been leading the country?"

Table 3

**THE PUBLIC'S ASSESSMENT OF THE CHRETIEN LIBERALS' ACCOMPLISHMENTS AND
DISAPPOINTMENTS AT THEIR RE-ELECTION ANNIVERSARY
- "Top-Of-Mind" Responses -
- October 1995 and October 1996 -**

ACCOMPLISHMENTS	'95	'96	DISAPPOINTMENTS	'95	'96
	(%)	(%)		(%)	(%)
Deficit/Spending	13	25	Unity/Quebec	22	23
Unity/Quebec	7	13	GST still here	-	18
Jobs	5	6	Jobs	8	16
Economy	2	6	Broken promises	4	11
Honesty/Integrity	2	2	Deficit/Spending	15	9
Trade issues	2	2	Social Programs	8	8
Social programs	1	2	Leadership	4	6
Interest rates	-	2	International/Defense	3	4
General stability	2	1	Have not done anything	5	4
International issues /Defense	2	1	Gun control	3	3
Infrastructure program	1	1	Taxes	2	3
Gun control	1	1	Health care	-	3
Leadership	1	1	Government Pension/Salaries	2	2
Kept promises	1	1	Economy	2	2
Other*	7	9	Justice issues	1	2
None/No accomplishments	38	24	Education	1	2
(Unsure/Can't say)	27	24	"Offloading"	-	2
			Not for West	-	2
			Copps	-	2
			Trade/NAFTA	1	1
			Infrastructure	15	1
			Aboriginal issues	2	1
			Other*	11	12
			None/No disappointments	16	6
			(Unsure/Can't say)	15	12

Note: Figures are "Total Mentions" and will add to more than 100 as more than one accomplishment/disappointment was accepted from each respondent.

* Other includes other accomplishments/disappointments mentioned by less than 2 percent of survey respondents.

"It has now been three years since the federal Liberals under Jean Chretien were elected to government. What do you yourself feel has been this government's best accomplishment during these past three years? And what else has the federal Liberal government done since being elected that has impressed you?"

"And what do you yourself think has been the biggest disappointment about the federal Liberal government since being elected three years ago? What else is there about this federal Liberal government that you are not impressed with?"

Table 4

"TOP-OF-MIND" MAIN ELECTION ISSUES - What Canadian Voters Would Like the Parties/Leaders to Focus On During the Next Federal Election - - Single Mention Only -	
	(%)
Jobs	29
Deficit/Debt	15
The Economy	11
Unity/Quebec	10
Taxes/Tax cuts/GST	6
Health care	6
Other social services	4
Education	3
Honest/Integrity	2
Other*	6
(Unsure/Can't say)	4
* "Other" includes issues cited by fewer than 2 percent of all survey respondents.	

"As you may know, a federal election will be held as early as next spring. With this in mind, what is the one issue that you yourself would like the parties and their leaders to focus on during the next federal election campaign?"