

Table 3A

| CANADIANS' PUBLIC POLICY ISSUES AGENDA | | | | | | | | | | | | | | | | |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| - February 1988 to Late November 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 | July '96 | Sept. '96 | Oct. '96 | Nov. '96 |
| (Weighted Bases) | (1523) (%) | (1521) (%) | (1501) (%) | (1508) (%) | (1500) (%) | (1506) (%) | (1500) (%) | (1507) (%) | (1505) (%) | (1501) (%) | (1503) (%) | (1511) (%) | (1516) (%) | (1516) (%) | (1502) (%) | (1520) (%) |
| Unemployment/Jobs | 18 | 14 | 8 | 14 | 24 | 38 | 58 | 33 | 28 | 34 | 27 | 40 | 44 | 40 | 47 | 45 |
| Nat'l Unity/Quebec/Const. | 2 | 4 | 52 | 38 | 55 | 6 | 6 | 17 | 33 | 22 | 72 | 39 | 39 | 41 | 35 | 35 |
| Deficit/Debt/Spending | 5 | 13 | 7 | 12 | 4 | 21 | 33 | 18 | 29 | 28 | 15 | 26 | 23 | 23 | 27 | 25 |
| The Economy (general) | 10 | 10 | 22 | 31 | 44 | 36 | 21 | 21 | 21 | 22 | 20 | 25 | 26 | 20 | 19 | 22 |
| Health Care/Medicare | n/a | n/a | n/a | n/a | n/a | 5 | 9 | 3 | 5 | 12 | 7 | 12 | 13 | 16 | 17 | 20 |
| Education | 3 | 2 | 2 | 2 | 2 | 3 | 5 | 2 | 5 | 3 | 3 | 5 | 6 | 9 | 11 | 11 |
| Poverty/Homeless/Hunger | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 1 | 7 | 8 | 6 | 5 | 6 | 6 | 6 | 8 |
| Taxes/Tax Reform/GST | 4 | 6 | 14 | 17 | 5 | 7 | 5 | 3 | 6 | 5 | 3 | 4 | 4 | 5 | 8 | 6 |
| Other Social Services | n/a | n/a | n/a | n/a | n/a | 3 | 5 | 4 | 5 | 7 | 6 | 5 | 6 | 5 | 7 | 6 |
| Crime/Justice Issues | 2 | 2 | 2 | 1 | 2 | 3 | 2 | 5 | 9 | 12 | 5 | 4 | 6 | 5 | 6 | 6 |
| Environment | 5 | 31 | 24 | 17 | 9 | 4 | 5 | 3 | 2 | 4 | 2 | 2 | 5 | 3 | 4 | 4 |
| Immigration/Refugees | 3 | 4 | 1 | 2 | 2 | 2 | 3 | 4 | 4 | 3 | 1 | 2 | 4 | 4 | 3 | 4 |
| Government/Politics | 9 | 4 | 7 | 8 | 3 | 7 | 3 | 1 | 1 | 3 | 1 | 2 | 3 | 3 | 3 | 3 |
| Native Issues | 1 | 1 | 3 | 6 | 4 | 2 | 1 | 1 | 2 | 3 | 1 | 1 | 3 | 2 | 2 | 3 |
| Defence/Peace | 4 | 4 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 2 | 0 | 1 | 1 | 3 | 2 | 2 |
| Trade Issues | 37 | 15 | 4 | 7 | 8 | 6 | 16 | 1 | 1 | 1 | 0 | 1 | 3 | 3 | 1 | 2 |
| Language Issues | 0 | 4 | 5 | 3 | 2 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 2 |
| International Issues | 2 | 3 | 1 | 0 | 2 | 1 | 1 | 2 | 1 | 8 | 1 | 0 | 1 | 1 | 1 | 1 |
| Moral Issues/Abortion | 20 | 16 | 2 | 1 | 2 | 1 | 1 | 0 | 2 | 2 | 1 | 0 | 1 | 1 | 1 | 1 |
| Health/Social Services* | 6 | 9 | 4 | 4 | 4 | 8 | 14 | 7 | 10 | 19 | 13 | 17 | 19 | 21 | 24 | 26 |
| Other** | 17 | 18 | 8 | 5 | 3 | 5 | 6 | 11 | 6 | 7 | 4 | 5 | 10 | 5 | 6 | 10 |
| (Unsure) | 10 | 8 | 5 | 3 | 3 | 8 | 2 | 6 | 5 | 6 | 5 | 4 | 6 | 9 | 8 | 6 |

* 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 1 percent or less of all respondents to the November 1996 survey.

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

Table 3B

| PROFILE OF MAJOR POPULATION SEGMENTS' PUBLIC POLICY PRIORITIES - Late November 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) | (1520) (%) | (185) (%) | (137) (%) | (113) (%) | (567) (%) | (390) (%) | (128) (%) | (740) (%) | (780) (%) | (560) (%) | (544) (%) | (414) (%) | (412) (%) | (567) (%) | (373) (%) |
| Unemployment/Jobs | 45 | 33 | 31 | 38 | 40 | 62 | 54 | 45 | 45 | 36 | 51 | 48 | 44 | 50 | 42 |
| Unity/Quebec/Const. | 35 | 41 | 36 | 25 | 33 | 33 | 39 | 42 | 27 | 34 | 36 | 33 | 27 | 34 | 45 |
| Deficit/Debt | 25 | 36 | 35 | 24 | 22 | 23 | 13 | 29 | 21 | 24 | 24 | 26 | 22 | 25 | 29 |
| The Economy | 22 | 19 | 14 | 12 | 24 | 31 | 12 | 26 | 19 | 20 | 26 | 21 | 19 | 22 | 28 |
| Health Care | 20 | 14 | 36 | 25 | 22 | 12 | 21 | 13 | 26 | 21 | 19 | 20 | 23 | 20 | 17 |
| Education | 11 | 4 | 17 | 11 | 14 | 8 | 7 | 6 | 15 | 16 | 8 | 7 | 10 | 12 | 10 |
| Poverty | 8 | 5 | 6 | 13 | 9 | 8 | 9 | 7 | 10 | 9 | 8 | 9 | 11 | 7 | 7 |
| Taxes | 6 | 9 | 5 | 9 | 6 | 4 | 7 | 7 | 6 | 7 | 7 | 4 | 4 | 6 | 6 |
| Social Services | 6 | 4 | 7 | 11 | 6 | 3 | 10 | 4 | 7 | 6 | 6 | 5 | 6 | 6 | 5 |
| Crime/Justice | 6 | 6 | 8 | 11 | 6 | 3 | 4 | 5 | 7 | 5 | 6 | 7 | 5 | 7 | 5 |

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 Late November 1996 - | | | | | | | | | | | | | | |
| | Oct. '93* | Feb. '94 | Aug. '94 | Oct. '94 | Feb. '95 | July '95 | Oct. '95 | Dec. '95 | Jan. '96 | Apr. '96 | July '96 | Sept. '96 | Oct. '96 | Nov. '96 |
| | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) |
| Liberal | 41 | 58 | 58 | 62 | 63 | 55 | 56 | 49 | 53 | 53 | 57 | 51 | 52 | 47 |
| Bloc Quebecois | 14 | 9 | 8 | 8 | 10 | 7 | 8 | 10 | 7 | 9 | 9 | 10 | 12 | 11 |
| Reform | 19 | 20 | 13 | 13 | 17 | 12 | 12 | 16 | 16 | 16 | 12 | 11 | 14 | 11 |
| Conservative | 16 | 5 | 8 | 6 | 5 | 14 | 14 | 11 | 13 | 11 | 12 | 17 | 13 | 18 |
| New Democrat | 7 | 4 | 5 | 4 | 5 | 9 | 8 | 10 | 9 | 8 | 9 | 9 | 9 | 11 |
| Other | 3 | 5 | 7 | 6 | 1 | 3 | 2 | 4 | 2 | 2 | 2 | 2 | 1 | 1 |
| * Actual popular vote in October 1993 election. Decided Voters Only: Undecided and Refused Excluded; "Leaners" included from Sept. '96 onwards. | | | | | | | | | | | | | | |

* The latest National Angus Reid Polls 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 Late November 1996 -**

| | Oct. '93* | Feb. '94 | Aug. '94 | Oct. '94 | Feb. '95 | July '95 | Oct. '95 | Jan. '96 | Apr. '96 | July '96 | Sept. '96 | Oct. '96 | Nov. '96 |
|------------------|------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|-------------|
| | BRITISH COLUMBIA | | | | | | | | | | | | |
| (Weighted Bases) | (-) | (160) | (148) | (145) | (142) | (131) | (124) | (135) | (140) | (139) | (165) | (159) | (168) |
| | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) |
| Liberal | 28 | 53 | 54 | 54 | 54 | 53 | 62 | 55 | 51 | 55 | 56 | 52 | 48 |
| Bloc Quebecois | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform | 36 | 34 | 33 | 24 | 29 | 27 | 23 | 27 | 30 | 19 | 23 | 32 | 25 |
| Conservative | 14 | 0 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 7 |
| New Democrat | 16 | 7 | 6 | 10 | 9 | 11 | 11 | 12 | 13 | 19 | 14 | 12 | 18 |
| Other | 6 | 6 | 4 | 9 | 4 | 5 | 1 | 2 | 1 | 3 | 2 | 1 | 2 |
| | ALBERTA | | | | | | | | | | | | |
| (Weighted Bases) | (-) | (112) | (96) | (116) | (103) | (96) | (101) | (88) | (94) | (103) | (120) | (116) | (126) |
| Liberal | 25 | 40 | 44 | 49 | 34 | 36 | 47 | 29 | 35 | 39 | 43 | 43 | 34 |
| Bloc Quebecois | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform | 52 | 49 | 30 | 32 | 55 | 44 | 31 | 50 | 47 | 37 | 36 | 36 | 35 |
| Conservative | 15 | 6 | 18 | 11 | 7 | 11 | 12 | 13 | 13 | 17 | 17 | 11 | 25 |
| New Democrat | 4 | 1 | 5 | 2 | 2 | 8 | 8 | 7 | 3 | 8 | 4 | 7 | 6 |
| Other | 4 | 4 | 3 | 6 | 2 | 2 | 2 | 1 | 2 | 0 | 1 | 2 | - |
| | MANITOBA/SASKATCHEWAN | | | | | | | | | | | | |
| (Weighted Bases) | (-) | (97) | (87) | (86) | (84) | (94) | (87) | (85) | (75) | (69) | (97) | (95) | (104) |
| Liberal | 39 | 66 | 58 | 63 | 58 | 50 | 48 | 47 | 50 | 53 | 52 | 45 | 40 |
| Bloc Quebecois | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform | 24 | 17 | 17 | 20 | 20 | 16 | 17 | 27 | 18 | 18 | 15 | 22 | 13 |
| Conservative | 12 | 3 | 1 | 8 | 8 | 12 | 11 | 11 | 14 | 8 | 16 | 15 | 17 |
| New Democrat | 21 | 7 | 18 | 3 | 10 | 22 | 21 | 13 | 17 | 21 | 17 | 17 | 29 |
| Other | 3 | 7 | 5 | 5 | 4 | 1 | 2 | 2 | 1 | 0 | - | - | 2 |
| | ONTARIO | | | | | | | | | | | | |
| (Weighted Bases) | (-) | (488) | (453) | (451) | (458) | (459) | (438) | (444) | (444) | (407) | (497) | (507) | (505) |
| Liberal | 53 | 64 | 69 | 75 | 68 | 60 | 64 | 60 | 64 | 67 | 57 | 62 | 57 |
| Bloc Quebecois | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform | 20 | 23 | 12 | 12 | 16 | 8 | 10 | 12 | 13 | 10 | 9 | 12 | 10 |
| Conservative | 18 | 6 | 9 | 5 | 9 | 20 | 17 | 16 | 14 | 15 | 21 | 15 | 22 |
| New Democrat | 6 | 4 | 4 | 5 | 5 | 9 | 8 | 11 | 8 | 7 | 11 | 10 | 11 |
| Other | 3 | 4 | 6 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | - |
| | QUEBEC | | | | | | | | | | | | |
| (Weighted Bases) | (-) | (309) | (272) | (299) | (286) | (278) | (258) | (246) | (238) | (247) | (347) | (333) | (347) |
| Liberal | 33 | 51 | 48 | 47 | 50 | 53 | 42 | 46 | 44 | 47 | 38 | 40 | 37 |
| Bloc Quebecois | 49 | 38 | 35 | 33 | 40 | 30 | 36 | 32 | 43 | 36 | 40 | 46 | 44 |
| Reform | - | - | - | - | 3 | 2 | 4 | 3 | 2 | 2 | 1 | 2 | 1 |
| Conservative | 14 | 3 | 3 | 3 | 4 | 7 | 13 | 11 | 5 | 9 | 16 | 9 | 12 |
| New Democrat | 2 | 1 | 2 | 2 | 1 | 3 | 2 | 4 | 2 | 1 | 2 | 2 | 5 |
| Other | 2 | 6 | 12 | 11 | 2 | 5 | 4 | 5 | 4 | 5 | 3 | 1 | 2 |
| | ATLANTIC | | | | | | | | | | | | |
| (Weighted Bases) | (-) | (115) | (109) | (103) | (96) | (97) | (96) | (98) | (98) | (87) | (109) | (108) | (113) |
| Liberal | 57 | 65 | 60 | 68 | 68 | 62 | 63 | 62 | 49 | 63 | 57 | 56 | 51 |
| Bloc Quebecois | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform | 8 | 11 | 8 | 8 | 8 | 2 | 1 | 8 | 15 | 8 | 8 | 4 | 1 |
| Conservative | 26 | 12 | 18 | 16 | 14 | 26 | 21 | 21 | 24 | 18 | 23 | 26 | 32 |
| New Democrat | 5 | 5 | 9 | 5 | 9 | 9 | 13 | 9 | 10 | 11 | 10 | 11 | 16 |
| Other | 4 | 6 | 5 | 3 | 2 | 1 | 1 | 0 | 2 | 0 | 2 | 2 | - |

*Actual October 1993 election results.

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

Table 2

FEDERAL PARTY LEADERS' APPROVAL RATINGS
- February 1994 to Late November 1996 -

| | Canada | | | | | | | REGION - NOVEMBER 1996 | | | | | |
|-------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|------------------------|--------------|--------------|--------------|--------------|--------------|
| | Feb. '94 | Apr. '94 | Sept. '94 | Mar. '95 | Nov. '95 | June '96 | Nov. '96 | B.C. '96 | Alberta '96 | Man/Sask '96 | Ontario '96 | Quebec '96 | Atlantic '96 |
| (Weighted Bases) | (1465) (%) | (1506) (%) | (1504) (%) | (1503) (%) | (1506) (%) | (1500) (%) | (1520) (%) | (185) (%) | (137) (%) | (113) (%) | (567) (%) | (390) (%) | (128) (%) |
| JEAN CHRETIEN: | | | | | | | | | | | | | |
| Approve | 71 | 68 | 71 | 70 | 63 | 57 | 63 | 64 | 70 | 69 | 73 | 42 | 70 |
| Disapprove | 18 | 22 | 21 | 23 | 32 | 37 | 33 | 32 | 28 | 28 | 23 | 53 | 29 |
| (Unsure) | 11 | 10 | 8 | 7 | 5 | 6 | 4 | 3 | 2 | 4 | 4 | 5 | 2 |
| MICHEL GAUTHIER: | | | | | | | | | | | | | |
| Approve | n/a | n/a | n/a | n/a | n/a | 16 | 18 | 9 | 11 | 12 | 10 | 39 | 20 |
| Disapprove | n/a | n/a | n/a | n/a | n/a | 50 | 52 | 62 | 63 | 58 | 60 | 32 | 54 |
| (Unsure) | n/a | n/a | n/a | n/a | n/a | 33 | 29 | 29 | 26 | 30 | 30 | 30 | 26 |
| PRESTON MANNING: | | | | | | | | | | | | | |
| Approve | 47 | 40 | 37 | 39 | 35 | 32 | 33 | 50 | 48 | 35 | 34 | 19 | 32 |
| Disapprove | 31 | 38 | 41 | 41 | 47 | 53 | 52 | 40 | 47 | 55 | 51 | 58 | 59 |
| (Unsure) | 22 | 22 | 22 | 21 | 18 | 15 | 15 | 10 | 5 | 10 | 15 | 24 | 9 |
| JEAN CHAREST: | | | | | | | | | | | | | |
| Approve | n/a | n/a | n/a | n/a | n/a | 48 | 54 | 38 | 57 | 58 | 55 | 52 | 68 |
| Disapprove | n/a | n/a | n/a | n/a | n/a | 26 | 25 | 29 | 22 | 22 | 25 | 28 | 18 |
| (Unsure) | n/a | n/a | n/a | n/a | n/a | 26 | 21 | 32 | 22 | 19 | 20 | 20 | 14 |
| ALEXA McDONOUGH: | | | | | | | | | | | | | |
| Approve | n/a | n/a | n/a | n/a | n/a | 22 | 25 | 19 | 26 | 39 | 24 | 16 | 56 |
| Disapprove | n/a | n/a | n/a | n/a | n/a | 24 | 27 | 35 | 20 | 25 | 31 | 22 | 18 |
| (Unsure) | n/a | n/a | n/a | n/a | n/a | 54 | 48 | 46 | 54 | 37 | 45 | 62 | 26 |

"Thinking of, would you say you generally approve or disapprove of the way he/she has performed as?"