

Table 1A

FEDERAL PARTIES' POPULAR SUPPORT LEVELS - October 1993 Election to January 1997 -															
	Oct. '93*	Feb. '94	Aug. '94	Oct. '94	Feb. '95	July '95	Oct. '95	Dec. '95	Jan. '96	Apr. '96	July '96	Oct. '96	Nov. '96	Dec. '96	Jan. '97
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Liberal	41	58	58	62	63	55	56	49	53	53	57	52	47	46	45
Bloc Quebecois	14	9	8	8	10	7	8	10	7	9	9	12	11	11	11
Reform	19	20	13	13	17	12	12	16	16	16	12	14	11	14	11
Conservative	16	5	8	6	5	14	14	11	13	11	12	13	18	16	19
New Democrat	7	4	5	4	5	9	8	10	9	8	9	9	11	11	10
Other	3	5	7	6	1	3	2	4	2	2	2	1	1	2	4
* Actual popular vote in October 1993 election. Decided Voters Only: Undecided and Refused Excluded; "Leaners" Included.															

"Thinking of how you feel right now, if a federal election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to support - ...?"

Table IB

**THE FEDERAL PARTIES' POPULAR SUPPORT ACROSS REGIONS
- October 1993 Election to January 1997 -**

	Oct. '93*	Feb. '94	Aug. '94	Oct. '94	Feb. '95	July '95	Oct. '95	Jan. '96	Apr. '96	July '96	Oct. '96	Nov. '96	Dec. '96	Jan. '97
BRITISH COLUMBIA														
(Weighted Bases)	(-) (%)	(160) (%)	(148) (%)	(145) (%)	(142) (%)	(131) (%)	(124) (%)	(135) (%)	(140) (%)	(139) (%)	(159) (%)	(168) (%)	(161) (%)	(169) (%)
Liberal	28	53	54	54	54	53	62	55	51	55	52	48	44	39
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	36	34	33	24	29	27	23	27	30	19	32	25	26	26
Conservative	14	0	4	2	4	4	3	4	4	4	4	7	9	12
New Democrat	16	7	6	10	9	11	11	12	13	19	12	18	19	17
Other	6	6	4	9	4	5	1	2	1	3	1	2	3	6
ALBERTA														
(Weighted Bases)	(-)	(112)	(96)	(116)	(103)	(96)	(101)	(88)	(94)	(103)	(116)	(126)	(117)	(126)
Liberal	25	40	44	49	34	36	47	29	35	39	43	34	38	39
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	52	49	30	32	55	44	31	50	47	37	36	35	38	33
Conservative	15	6	18	11	7	11	12	13	13	17	11	25	18	17
New Democrat	4	1	5	2	2	8	8	7	3	8	7	6	6	6
Other	4	4	3	6	2	2	2	1	2	0	2	-	-	5
MANITOBA/SASKATCHEWAN														
(Weighted Bases)	(-)	(97)	(87)	(86)	(84)	(94)	(87)	(85)	(75)	(69)	(95)	(104)	(96)	(102)
Liberal	39	66	58	63	58	50	48	47	50	53	45	40	38	42
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	24	17	17	20	20	16	17	27	18	18	22	13	18	9
Conservative	12	3	1	8	8	12	11	11	14	8	15	17	14	19
New Democrat	21	7	18	3	10	22	21	13	17	21	17	29	29	24
Other	3	7	5	5	4	1	2	2	1	0	-	2	1	6
ONTARIO														
(Weighted Bases)	(-)	(488)	(453)	(451)	(458)	(459)	(438)	(444)	(444)	(407)	(507)	(505)	(470)	(510)
Liberal	53	64	69	75	68	60	64	60	64	67	62	57	56	52
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	20	23	12	12	16	8	10	12	13	10	12	10	13	10
Conservative	18	6	9	5	9	20	17	16	14	15	15	22	19	25
New Democrat	6	4	4	5	5	9	8	11	8	7	10	11	11	9
Other	3	4	6	2	1	2	1	2	1	1	1	-	1	3
QUEBEC														
(Weighted Bases)	(-)	(309)	(272)	(299)	(286)	(278)	(258)	(246)	(238)	(247)	(333)	(347)	(319)	(359)
Liberal	33	51	48	47	50	53	42	46	44	47	40	37	37	37
Bloc Quebecois	49	38	35	33	40	30	36	32	43	36	46	44	45	41
Reform	-	-	-	-	3	2	4	3	2	2	2	1	1	1
Conservative	14	3	3	3	4	7	13	11	5	9	9	12	11	11
New Democrat	2	1	2	2	1	3	2	4	2	1	2	5	2	5
Other	2	6	12	11	2	5	4	5	4	5	1	2	3	5
ATLANTIC														
(Weighted Bases)	(-)	(115)	(109)	(103)	(96)	(97)	(96)	(98)	(98)	(87)	(108)	(113)	(105)	(112)
Liberal	57	65	60	68	68	62	63	62	49	63	56	51	48	49
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	8	11	8	8	8	2	1	8	15	8	4	1	5	3
Conservative	26	12	18	16	14	26	21	21	24	18	26	32	30	32
New Democrat	5	5	9	5	9	9	13	9	10	11	11	16	15	13
Other	4	6	5	3	2	1	1	0	2	0	2	-	3	3

*Actual October 1993 election results.

Decided Voters Only: Undecided and Refused Excluded; "Leaners" Included.

Table 4

VOTERS' ASSESSMENT OF JEAN CHRETIEN'S PERFORMANCE AS PRIME MINISTER - February 1994 to January 1997 -							
CANADA							
	Feb. '94	Sept. '94	Mar. '95	Nov. '95	June '96	Nov. '96	Jan. '97
(Base)	(1465) (%)	(1504) (%)	(1503) (%)	(1506) (%)	(1500) (%)	(1520) (%)	(1519) (%)
Approve	71	71	70	63	57	63	57
Disapprove	18	21	23	32	37	33	40
QUEBEC							
	Feb. '94	Sept. '94	Mar. '95	Nov. '95	June '96	Nov. '96	Jan. '97
(Base)	(376) (%)	(385) (%)	(387) (%)	(387) (%)	(385) (%)	(401) (%)	(390) (%)
Approve	59	51	47	34	30	42	39
Disapprove	26	38	42	60	62	53	58
REST OF CANADA							
	Feb. '94	Sept. '94	Mar. '95	Nov. '95	June '96	Nov. '96	Jan. '97
(Base)	(1089) (%)	(1119) (%)	(1116) (%)	(1119) (%)	(1115) (%)	(1119) (%)	(1129) (%)
Approve	75	78	78	73	66	71	63
Disapprove	15	15	16	22	28	26	34

"Thinking of Jean Chretien, would you say you generally approve or disapprove of the way he has performed as Prime Minister?"

Table 5A

CANADIANS' PUBLIC POLICY ISSUES AGENDA
- February 1988 to January 1997 -

	Feb. '88	July '89	July '90	July '91	July '92	July '93	Nov. '93	July '94	Dec. '94	July '95	Jan. '96	July '96	Oct. '96	Nov. '96	Jan. '97
(Weighted Bases)	(1523) (%)	(1521) (%)	(1501) (%)	(1508) (%)	(1500) (%)	(1506) (%)	(1500) (%)	(1507) (%)	(1505) (%)	(1501) (%)	(1511) (%)	(1516) (%)	(1502) (%)	(1520) (%)	(1519) (%)
Unemployment/Jobs	18	14	8	14	24	38	58	33	28	34	40	44	47	45	46
Nat'l Unity/Quebec/Const.	2	4	52	38	55	6	6	17	33	22	39	39	35	35	26
Deficit/Debt/Spending	5	13	7	12	4	21	33	18	29	28	26	23	27	25	24
The Economy (general)	10	10	22	31	44	36	21	21	21	22	25	26	19	22	19
Health Care/Medicare	n/a	n/a	n/a	n/a	n/a	5	9	3	5	12	12	13	17	20	17
Education	3	2	2	2	2	3	5	2	5	3	5	6	11	11	9
Poverty/Homeless/Hunger	3	4	4	4	4	2	3	1	7	8	5	6	6	8	8
Taxes/Tax Reform/GST	4	6	14	17	5	7	5	3	6	5	4	4	8	6	8
Other Social Services	n/a	n/a	n/a	n/a	n/a	3	5	4	5	7	5	6	7	6	6
Defense/Military/Somalia	4	4	1	1	1	1	1	0	1	2	1	1	2	2	6
Crime/Justice Issues	2	2	2	1	2	3	2	5	9	12	4	6	6	6	5
Government/Politics	9	4	7	8	3	7	3	1	1	3	2	3	3	3	5
Trade Issues	37	15	4	7	8	6	16	1	1	1	1	3	1	2	4
Environment	5	31	24	17	9	4	5	3	2	4	2	5	4	4	4
Immigration/Refugees	3	4	1	2	2	2	3	4	4	3	2	4	3	4	2
Native Issues	1	1	3	6	4	2	1	1	2	3	1	3	2	3	1
Language Issues	0	4	5	3	2	1	1	0	0	0	0	1	1	2	1
International Issues	2	3	1	0	2	1	1	2	1	8	0	1	1	1	1
Moral Issues/Abortion	20	16	2	1	2	1	1	0	2	2	0	1	1	1	1
Health/Social Services*	6	9	4	4	4	8	14	7	10	19	17	19	24	26	23
Other**	17	18	8	5	3	5	6	11	6	7	5	10	6	10	7
(Unsure)	10	8	5	3	3	8	2	6	5	6	4	6	8	6	7

* 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 January 1997 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
- January 1997 -**

	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)	(1519) (%)	(185) (%)	(136) (%)	(113) (%)	(566) (%)	(390) (%)	(128) (%)	(739) (%)	(780) (%)	(560) (%)	(541) (%)	(414) (%)	(423) (%)	(561) (%)	(389) (%)
Unemployment/Jobs	46	39	31	36	44	57	56	48	44	38	51	49	42	49	46
Unity/Quebec/Const.	26	25	30	24	27	28	19	30	22	24	28	28	18	29	33
Deficit/Debt	24	38	27	18	28	18	12	29	20	26	23	23	18	24	32
The Economy	19	12	16	11	16	30	14	20	17	16	23	16	14	21	18
Health Care	17	10	27	20	16	13	25	11	22	18	15	18	19	18	15
Education	9	7	11	8	10	8	7	5	13	11	7	9	11	8	8
Poverty	8	7	4	15	10	7	3	5	11	8	8	8	9	8	7
Taxes	8	7	4	15	9	4	13	8	8	7	8	9	9	7	8
Social Services	6	7	4	7	6	4	8	4	8	6	6	6	6	5	7
Defense/Somalia	6	4	8	14	6	2	6	5	5	6	5	7	4	5	4
Crime/Justice	5	6	10	10	5	3	5	4	6	7	4	4	5	5	5
Government/Politics	5	6	4	2	4	6	2	6	3	3	3	9	6	4	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 3

**CHANGE IN VOTERS' VIEWS OF THE FEDERAL LIBERAL GOVERNMENT
- January 1997 -**

		REGION					
	Canada	B.C.	Alberta	Man/Sask.	Ontario	Quebec	Atlantic
(Weighted Bases)	(1519) (%)	(185) (%)	(136) (%)	(113) (%)	(566) (%)	(390) (%)	(128) (%)
OPINION OF LIBERAL GOVERNMENT HAS:							
Improved	5	6	5	5	4	8	1
Stayed the same	59	57	59	50	59	61	56
Worsened	35	36	34	40	36	30	44
WHY HAS OPINION IMPROVED?:*							
(Base: Improved Opinion)	(79) (%)						
Good government-general	26						
Trade mission	26						
Economy	19						
Other	37						
(Unsure)	12						
WHY HAS OPINION WORSENE?:*							
(Base: Worsened Opinion)	(535) (%)						
GST - promise/handling	24						
Defense/Somalia Inquiry	13						
Election promises - general	9						
Jobs - not delivered	9						
Cuts - health/social programs	7						
Dishonest	6						
Economy	6						
Ineffective gov't - general	6						
Unity/Quebec	5						
Airbus	5						
Other	38						
(Unsure)	5						
* "Total Mentions" : Responses may add to more than 100 as up to two were accepted from each respondent.							

"Over the past couple of months or so, would you say your own opinion of the federal Liberal government has ...?"

(IF OPINION "IMPROVED"): "Why has your opinion of the federal Liberal government improved recently?"

(IF OPINION "WORSENE"): "Why has your opinion of the federal Liberal government worsened recently?"

Table 2

THE PARTIES' APPROVAL RATINGS															
- December 1993 to January 1997 -															
	Canada									REGION - JANUARY 1997					
	Dec. '93	Jan. '94	Aug. '94	Oct. '94	Jan. '95	Sept. '95	Dec. '95	July '96	Jan. '97	B.C. '97	Alberta '97	Man/Sask '97	Ontario '97	Quebec '97	Atlantic '97
(Weighted Bases)	(1509) (%)	(1517) (%)	(1502) (%)	(1500) (%)	(1500) (%)	(1503) (%)	(1506) (%)	(1516) (%)	(1519) (%)	(185) (%)	(136) (%)	(113) (%)	(566) (%)	(390) (%)	(128) (%)
THE LIBERAL GOVERNMENT'S PERFORMANCE:															
Approve strongly	15	22	14	15	9	14	11	7	7	3	6	9	9	6	8
Approve moderately	46	47	54	54	48	51	45	51	48	50	47	51	52	41	43
Disapprove moderately	11	8	15	13	23	16	19	23	22	26	21	20	20	28	18
Disapprove strongly	9	5	10	11	15	15	22	15	19	19	23	15	15	22	29
(Unsure)	20	18	7	6	5	4	4	3	3	3	2	5	4	3	2
THE BQ AS OFFICIAL OPPOSITION:															
Approve	n/a	22	17	20	21	17	n/a	19	17	7	6	5	6	47	7
Disapprove	n/a	57	71	69	68	77	n/a	74	74	81	88	84	83	47	85
(Unsure)	n/a	21	12	11	10	6	n/a	7	9	12	6	11	10	6	8
REFORM AS AN OPPOSITION PARTY:															
Approve	n/a	48	33	38	39	40	n/a	34	31	45	50	38	29	16	35
Disapprove	n/a	25	45	44	44	43	n/a	52	57	44	42	52	61	63	56
(Unsure)	n/a	28	22	18	17	17	n/a	14	13	11	8	10	11	21	9
PROGRESSIVE CONSERVATIVES AS AN OPPOSITION PARTY:															
Approve	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	43	34	37	43	50	34	55
Disapprove	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	42	49	48	46	38	44	35
(Unsure)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	15	17	15	11	12	21	9
THE NEW DEMOCRATIC PARTY AS AN OPPOSITION PARTY:															
Approve	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	30	26	20	39	33	25	46
Disapprove	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	50	60	63	46	53	41	42
(Unsure)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	19	14	16	15	14	35	13

"Generally speaking, would you say you approve or disapprove of the overall performance of the federal Liberal government?"

"And, generally speaking, would you say you approve or disapprove of the overall performance of ...? And what about ... - do you approve or disapprove of their overall performance?"