

Table 1B

THE FEDERAL PARTIES' POPULAR SUPPORT ACROSS REGIONS
- October 1993 Election to Late March 1997 -

	Oct. '93*	Feb. '94	Aug. '94	Oct. '94	Feb. '95	July '95	Oct. '95	Jan. '96	Apr. '96	July '96	Oct. '96	Dec. '96	Jan. '97	Feb. '97	Mar. '97
BRITISH COLUMBIA															
(Weighted Bases)	(-)	(160)	(148)	(145)	(142)	(131)	(124)	(135)	(140)	(139)	(159)	(161)	(169)	(160)	(169)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Liberal	28	53	54	54	54	53	62	55	51	55	52	44	39	45	34
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	36	34	33	24	29	27	23	27	30	19	32	26	26	29	36
Conservative	14	0	4	2	4	4	3	4	4	4	4	9	12	7	10
New Democrat	16	7	6	10	9	11	11	12	13	19	12	19	17	16	17
Other	6	6	4	9	4	5	1	2	1	3	1	3	6	4	4
ALBERTA															
(Weighted Bases)	(-)	(112)	(96)	(116)	(103)	(96)	(101)	(88)	(94)	(103)	(116)	(117)	(126)	(118)	(132)
Liberal	25	40	44	49	34	36	47	29	35	39	43	38	39	30	26
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	52	49	30	32	55	44	31	50	47	37	36	38	33	31	38
Conservative	15	6	18	11	7	11	12	13	13	17	11	18	17	27	26
New Democrat	4	1	5	2	2	8	8	7	3	8	7	6	6	11	10
Other	4	4	3	6	2	2	2	1	2	0	2	0	5	2	0
MANITOBA/SASKATCHEWAN															
(Weighted Bases)	(-)	(97)	(87)	(86)	(84)	(94)	(87)	(85)	(75)	(69)	(95)	(96)	(102)	(95)	(97)
Liberal	39	66	58	63	58	50	48	47	50	53	45	38	42	44	37
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	24	17	17	20	20	16	17	27	18	18	22	18	9	21	28
Conservative	12	3	1	8	8	12	11	11	14	8	15	14	19	14	17
New Democrat	21	7	18	3	10	22	21	13	17	21	17	29	24	16	18
Other	3	7	5	5	4	1	2	2	1	0	0	1	6	5	0
ONTARIO															
(Weighted Bases)	(-)	(488)	(453)	(451)	(458)	(459)	(438)	(444)	(444)	(407)	(507)	(470)	(510)	(481)	(467)
Liberal	53	64	69	75	68	60	64	60	64	67	62	56	52	53	53
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	20	23	12	12	16	8	10	12	13	10	12	13	10	11	14
Conservative	18	6	9	5	9	20	17	16	14	15	15	19	25	22	19
New Democrat	6	4	4	5	5	9	8	11	8	7	10	11	9	13	12
Other	3	4	6	2	1	2	1	2	1	1	1	1	3	2	1
QUEBEC															
(Weighted Bases)	(-)	(309)	(272)	(299)	(286)	(278)	(258)	(246)	(238)	(247)	(333)	(319)	(359)	(336)	(334)
Liberal	33	51	48	47	50	53	42	46	44	47	40	37	37	40	36
Bloc Quebecois	49	38	35	33	40	30	36	32	43	36	46	45	41	46	44
Reform	-	-	-	-	3	2	4	3	2	2	2	1	1	1	2
Conservative	14	3	3	3	4	7	13	11	5	9	9	11	11	8	14
New Democrat	2	1	2	2	1	3	2	4	2	1	2	2	5	3	3
Other	2	6	12	11	2	5	4	5	4	5	1	3	5	2	1
ATLANTIC															
(Weighted Bases)	(-)	(115)	(109)	(103)	(96)	(97)	(96)	(98)	(98)	(87)	(108)	(105)	(112)	(107)	(95)
Liberal	57	65	60	68	68	62	63	62	49	63	56	48	49	55	40
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	8	11	8	8	8	2	1	8	15	8	4	5	3	6	7
Conservative	26	12	18	16	14	26	21	21	24	18	26	30	32	27	31
New Democrat	5	5	9	5	9	9	13	9	10	11	11	15	13	12	22
Other	4	6	5	3	2	1	1	0	2	0	2	3	3	0	0

*Actual October 1993 election results.

Decided Voters Only: Undecided and Refused excluded; "Leaners" included.

Table 1A

**FEDERAL PARTIES' POPULAR SUPPORT LEVELS
- October 1993 Election to Late March 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	Dec. '96	Jan. '97	Feb. '97	Mar. '97
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Liberal	41	58	58	62	63	55	56	49	53	53	57	52	46	45	46	41
Bloc Quebecois	14	9	8	8	10	7	8	10	7	9	9	12	11	11	12	11
Reform	19	20	13	13	17	12	12	16	16	16	12	14	14	11	12	17
Conservative	16	5	8	6	5	14	14	11	13	11	12	13	16	19	17	18
New Democrat	7	4	5	4	5	9	8	10	9	8	9	9	11	10	11	12
Other	3	5	7	6	1	3	2	4	2	2	2	1	2	4	2	1

* 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 4

CANADIAN VOTERS ON WHETHER THE FEDERAL LIBERALS DESERVE RE-ELECTION AND, IF NOT, WHICH PARTY WOULD DO A BETTER JOB													
	REGION							FEDERAL PARTY PREFERENCE					
	Canada	B.C.	Alberta	Man/Sask.	Ontario	Quebec	Atlantic	Liberal	BQ	Reform	PC	NDP	(Undecided)
(Weighted Bases)	(1500) (%)	(186) (%)	(145) (%)	(110) (%)	(543) (%)	(395) (%)	(120) (%)	(532) (%)	(149) (%)	(218) (%)	(231) (%)	(150) (%)	(177) (%)
THE LIBERALS AND WHETHER THEY DESERVE TO BE RE-ELECTED:													
Deserve re-election/Doing what's right for the country	48	43	35	48	56	42	50	87	15	23	29	35	29
Don't deserve re-election/Other party could do a better job	42	48	52	45	32	50	36	7	81	69	63	59	36
(Unsure)	10	9	13	7	12	8	14	6	4	8	8	7	35
(Base: Liberals do not deserve re-election)	(630) (%)	(89) (%)	(76) (%)	(50)* (%)	(174) (%)	(198) (%)	(43)* (%)	(-) (%)	(120) (%)	(151) (%)	(146) (%)	(88) (%)	(64)* (%)
IF OTHER PARTY COULD DO BETTER, WHICH ONE													
WOULD DO A BETTER JOB OF MANAGING THE COUNTRY?:													
Bloc Quebecois	10	-	-	-	-	32	-	-	46	1	1	1	6
Reform	25	44	52	33	27	3	15	-	3	87	3	7	2
Conservative	25	13	29	15	34	23	30	-	15	1	83	5	9
New Democrat	15	23	11	19	19	6	27	-	3	1	3	76	10
Other	3	8	0	2	2	5	0	-	5	1	1	2	6
(None)	11	6	3	10	7	18	14	-	18	4	3	4	29
(Unsure)	11	6	6	21	11	12	14	-	10	5	6	6	39
* Small sub-base.													

"Some people think the federal Liberals deserve to be re-elected because, overall, they have been doing what's right for the country. Other people think the Liberals do not deserve to be re-elected because one of the other major federal parties could do a better job of managing the country. Which of these two broad points of view is closer to your own?"

(IF "DO NOT DESERVE RE-ELECTION"): *"And which party do you think could do a better job of managing the country?"*

Table 3

CANADIANS' RESPONSE TO THE PROSPECT OF A JUNE ELECTION													
	REGION							FEDERAL PARTY PREFERENCE					
	Canada	B.C.	Alberta	Man/Sask.	Ontario	Quebec	Atlantic	Liberal	BQ	Reform	PC	NDP	(Undecided)
(Weighted Bases)	(1500) (%)	(186) (%)	(145) (%)	(110) (%)	(543) (%)	(395) (%)	(120) (%)	(532) (%)	(149) (%)	(218) (%)	(231) (%)	(150) (%)	(177) (%)
Acceptable for the Liberals to hold an election before they have served four years/Earlier election really isn't a problem	62	63	67	60	62	63	58	66	68	65	55	62	56
Unacceptable for the Liberals to hold an election until they've served at least four years of current mandate	35	36	28	39	37	35	36	33	30	32	44	36	39
(Unsure)	2	1	4	1	1	2	7	1	2	2	1	2	5

"As you may have heard, many people expect that a federal election will be held this June. The current Liberal government is not quite four years into its mandate and federal elections are usually held every four to five years. (Some/Other) people say that it is acceptable for the Liberals to hold an election before they have served four years and that having an earlier election really isn't a problem. (Some/Other) people say that it is unacceptable for the Liberals to hold an election until they've served at least four years because they still have time left in their current mandate. Generally speaking, which of these two statements is closer to your point of view?"

Table 5

THE PUBLIC'S PREFERRED FEDERAL GOVERNMENT APPROACH ON THE ISSUE OF TAX CUTS													
	REGION							FEDERAL PARTY PREFERENCE					
	Canada	B.C.	Alberta	Man/Sask.	Ontario	Quebec	Atlantic	Liberal	BQ	Reform	PC	NDP	(Undecided)
(Weighted Bases)	(1500) (%)	(186) (%)	(145) (%)	(110) (%)	(543) (%)	(395) (%)	(120) (%)	(532) (%)	(149) (%)	(218) (%)	(231) (%)	(150) (%)	(177) (%)
Maybe a tax cut in the future, but only after the federal deficit has been brought under control and there are no other spending needs	30	32	31	30	32	27	26	34	23	24	25	39	33
Absolutely a tax cut in the future, but only after the federal deficit has been brought under control	34	35	39	29	35	33	31	37	33	39	41	19	27
A tax cut right away, because it is possible to both cut taxes and reduce the deficit at the same time	33	31	25	39	30	38	38	26	43	33	32	37	37
(Unsure)	3	2	6	2	2	3	5	2	1	3	2	5	3

"One issue that may be discussed during the upcoming federal election campaign is a cut in personal taxes. Which of the following three statements best describes how you would like to see the federal government proceed on this issue: Maybe a tax cut in the future, but only after the federal deficit has been brought under control and there are no other spending needs; Absolutely a tax cut in the future, but only after the federal deficit has been brought under control; A tax cut right away, because it is possible to both cut taxes and reduce the deficit at the same time?"

Table 6

WHO WOULD DO THE BEST JOB OF IMPROVING THE UNEMPLOYMENT SITUATION IF ELECTED?													
	REGION							FEDERAL PARTY PREFERENCE					
	Canada	B.C.	Alberta	Man/Sask.	Ontario	Quebec	Atlantic	Liberal	BQ	Reform	PC	NDP	(Undecided)
(Weighted Bases)	(1500) (%)	(186) (%)	(145) (%)	(110) (%)	(543) (%)	(395) (%)	(120) (%)	(532) (%)	(149) (%)	(218) (%)	(231) (%)	(150) (%)	(177) (%)
Jean Chretien and the Liberal Party	28	24	19	28	35	24	33	64	5	8	9	14	10
Gilles Duceppe and the Bloc Quebecois	6	-	-	-	-	24	-	1	57	1	0	1	2
Preston Manning and the Reform Party	15	32	29	17	14	4	6	6	3	70	4	6	4
Jean Charest and the Progressive Conservative Party	17	10	20	10	15	22	25	8	15	3	67	8	10
Alexa McDonough and the New Democratic Party	9	15	9	19	9	2	17	4	1	3	3	61	6
(All of them)	0	0	1	0	0	0	1	1	0	0	0	0	-
(None of them)	11	10	8	10	10	14	10	7	14	7	9	3	25
(Unsure)	13	9	15	16	15	10	8	10	6	8	9	7	43

"Which federal party and leader do you think would do the best job of improving the unemployment situation if elected - ...?"

Table 7

WHOSE PROMISES ARE YOU MOST LIKELY TO TRUST IN THE UPCOMING FEDERAL ELECTION CAMPAIGN?													
	REGION							FEDERAL PARTY PREFERENCE					
	Canada	B.C.	Alberta	Man/Sask.	Ontario	Quebec	Atlantic	Liberal	BQ	Reform	PC	NDP	(Undecided)
(Weighted Bases)	(1500) (%)	(186) (%)	(145) (%)	(110) (%)	(543) (%)	(395) (%)	(120) (%)	(532) (%)	(149) (%)	(218) (%)	(231) (%)	(150) (%)	(177) (%)
Jean Chretien and the Liberal Party	27	24	18	22	34	23	23	60	4	7	9	8	14
Gilles Duceppe and the Bloc Quebecois	8	-	-	-	-	31	-	1	69	2	0	1	3
Preston Manning and the Reform Party	17	33	36	25	16	3	12	7	1	78	7	6	7
Jean Charest and the Progressive Conservative Party	16	10	18	8	14	20	20	8	10	3	59	6	10
Alexa McDonough and the New Democratic Party	10	15	8	18	10	3	20	4	2	2	4	64	8
(All of them)	1	1	0	0	1	1	0	0	0	0	1	1	2
(None of them)	15	13	12	21	16	14	18	15	12	7	14	9	30
(Unsure)	7	4	8	6	9	6	7	5	2	2	5	5	27

"Now thinking about the promises that are likely to be made in the upcoming federal election campaign, which party and leader's promises are you most likely to trust - ...?"

Table 2A

COMMITMENT OF THE PARTIES' SUPPORT						
	FEDERAL PARTY PREFERENCE					
	Total	Liberal	BQ	Reform	PC	NDP
(Weighted Bases: Decided Voters)	(1294) (%)	(532) (%)	(149) (%)	(218) (%)	(231) (%)	(150) (%)
CERTAINTY OF CHOICE:						
Very certain	28	27	26	30	29	32
Fairly certain	20	23	13	23	18	17
Not very certain	22	23	17	22	25	18
Not certain at all	29	25	43	26	27	33
LIKELIHOOD OF VOTING:						
Absolutely certain to vote	72	70	75	74	77	67
Quite sure	16	17	12	17	13	18
Might, but depends on campaign	9	11	11	6	7	10
Likely won't vote	3	2	3	3	2	4

"Based on how you feel right now, how certain are you as to which party's candidate you will support in the next federal election?"

"How likely is it that you, yourself, will actually go out and vote in the next federal election?"

Table 2B

DECIDED VOTERS' SECOND CHOICE FEDERAL PARTY						
	FEDERAL PARTY PREFERENCE					
	Total	Liberal	BQ	Reform	PC	NDP
(Weighted Bases: Decided Voters)	(1294) (%)	(532) (%)	(149) (%)	(218) (%)	(231) (%)	(150) (%)
SECOND CHOICE:						
Liberal	19	-	17	24	44	38
Bloc Quebecois	2	3	-	1	4	1
Reform	10	11	6	-	17	17
Conservative	27	39	27	35	-	13
New Democrat	15	24	17	8	11	-
(Other)	5	2	6	9	2	10
(Would not vote)	12	10	20	12	14	11
(Unsure)	10	11	9	10	8	9

"Suppose for some reason you could not support the (First Choice Party). Which party would you then be most likely to support?"