

TABLE 1B

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

	Oct. '93*	Feb. '94	Aug. '94	Oct. '94	Feb. '95	July '95	Oct. '95	Jan. '96	Apr. '96	July '96	Oct. '96	Jan. '97	Feb. '97	Mar. '97	Apr. '97
BRITISH COLUMBIA															
(Weighted Bases)	(-)	(160)	(148)	(145)	(142)	(131)	(124)	(135)	(140)	(139)	(159)	(169)	(160)	(169)	(159)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Liberal	28	53	54	54	54	53	62	55	51	55	52	39	45	34	41
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	36	34	33	24	29	27	23	27	30	19	32	26	29	36	33
Conservative	14	0	4	2	4	4	3	4	4	4	4	12	7	10	10
New Democrat	16	7	6	10	9	11	11	12	13	19	12	17	16	17	13
Other	6	6	4	9	4	5	1	2	1	3	1	6	4	4	2
ALBERTA															
(Weighted Bases)	(-)	(112)	(96)	(116)	(103)	(96)	(101)	(88)	(94)	(103)	(116)	(126)	(118)	(132)	(129)
Liberal	25	40	44	49	34	36	47	29	35	39	43	39	30	26	36
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	52	49	30	32	55	44	31	50	47	37	36	33	31	38	29
Conservative	15	6	18	11	7	11	12	13	13	17	11	17	27	26	27
New Democrat	4	1	5	2	2	8	8	7	3	8	7	6	11	10	8
Other	4	4	3	6	2	2	2	1	2	0	2	5	2	0	-
MANITOBA/SASKATCHEWAN															
(Weighted Bases)	(-)	(97)	(87)	(86)	(84)	(94)	(87)	(85)	(75)	(69)	(95)	(102)	(95)	(97)	(95)
Liberal	39	66	58	63	58	50	48	47	50	53	45	42	44	37	52
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	24	17	17	20	20	16	17	27	18	18	22	9	21	28	19
Conservative	12	3	1	8	8	12	11	11	14	8	15	19	14	17	9
New Democrat	21	7	18	3	10	22	21	13	17	21	17	24	16	18	20
Other	3	7	5	5	4	1	2	2	1	0	0	6	5	0	-
ONTARIO															
(Weighted Bases)	(-)	(488)	(453)	(451)	(458)	(459)	(438)	(444)	(444)	(407)	(507)	(510)	(481)	(467)	(482)
Liberal	53	64	69	75	68	60	64	60	64	67	62	52	53	53	46
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	20	23	12	12	16	8	10	12	13	10	12	10	11	14	17
Conservative	18	6	9	5	9	20	17	16	14	15	15	25	22	19	25
New Democrat	6	4	4	5	5	9	8	11	8	7	10	9	13	12	11
Other	3	4	6	2	1	2	1	2	1	1	1	3	2	1	1
QUEBEC															
(Weighted Bases)	(-)	(309)	(272)	(299)	(286)	(278)	(258)	(246)	(238)	(247)	(333)	(359)	(336)	(334)	(340)
Liberal	33	51	48	47	50	53	42	46	44	47	40	37	40	36	36
Bloc Quebecois	49	38	35	33	40	30	36	32	43	36	46	41	46	44	49
Reform	-	-	-	-	3	2	4	3	2	2	2	1	1	2	1
Conservative	14	3	3	3	4	7	13	11	5	9	9	11	8	14	9
New Democrat	2	1	2	2	1	3	2	4	2	1	2	5	3	3	4
Other	2	6	12	11	2	5	4	5	4	5	1	5	2	1	-
ATLANTIC															
(Weighted Bases)	(-)	(115)	(109)	(103)	(96)	(97)	(96)	(98)	(98)	(87)	(108)	(112)	(107)	(95)	(97)
Liberal	57	65	60	68	68	62	63	62	49	63	56	49	55	40	42
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform	8	11	8	8	8	2	1	8	15	8	4	3	6	7	9
Conservative	26	12	18	16	14	26	21	21	24	18	26	32	27	31	25
New Democrat	5	5	9	5	9	9	13	9	10	11	11	13	12	22	23
Other	4	6	5	3	2	1	1	0	2	0	2	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 April 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	April '97
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Liberal	41	58	58	62	63	55	56	53	53	57	52	46	45	46	41	42
Bloc Quebecois	14	9	8	8	10	7	8	7	9	9	12	11	11	12	11	13
Reform	19	20	13	13	17	12	12	16	16	12	14	14	11	12	17	16
Conservative	16	5	8	6	5	14	14	13	11	12	13	16	19	17	18	18
New Democrat	7	4	5	4	5	9	8	9	8	9	9	11	10	11	12	11
Other	3	5	7	6	1	3	2	2	2	2	1	2	4	2	1	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 6

MAIN CAMPAIGN ISSUES IN THE MINDS OF VOTERS													
	REGION							FEDERAL PARTY PREFERENCE					
	Canada	B.C.	Alberta	Man/Sask.	Ontario	Quebec	Atlantic	Liberal	BQ	Reform	PC	NDP	(Undecided)
(Weighted Bases)	(1513) (%)	(188) (%)	(140) (%)	(111) (%)	(552) (%)	(390) (%)	(122) (%)	(545) (%)	(165) (%)	(204) (%)	(237) (%)	(140) (%)	(181) (%)
Jobs	49	40	34	41	46	64	55	51	67	39	48	46	45
Deficit/Debt	23	31	23	24	22	24	9	24	24	30	27	16	13
Unity/Quebec	21	17	19	7	21	30	13	23	33	20	22	16	10
Healthcare	19	16	27	22	20	11	29	21	9	14	22	31	15
Economy	16	11	11	13	14	28	5	14	35	14	17	10	13
Taxes	14	16	18	11	19	5	17	13	5	24	18	16	10
Education	12	13	10	12	15	8	16	14	5	7	15	17	11
Government/Politics	7	9	12	5	6	4	10	4	6	10	9	9	7
Social Services	5	8	9	7	5	2	7	7	1	6	3	6	4

"What, for you, will be the most important issue in the next federal election campaign?"

"What other issues do you think will be important in the upcoming federal election?"

("Total Mentions": Responses will add to more than 100% as up to three issues were accepted.)

TABLE 5A

VOTERS' CHOICE OF BEST PRIME MINISTER													
	REGION							FEDERAL PARTY PREFERENCE					
	Canada	B.C.	Alberta	Man/Sask.	Ontario	Quebec	Atlantic	Liberal	BQ	Reform	PC	NDP	(Undecided)
(Weighted Bases)	(1513) (%)	(188) (%)	(140) (%)	(111) (%)	(552) (%)	(390) (%)	(122) (%)	(545) (%)	(165) (%)	(204) (%)	(237) (%)	(140) (%)	(181) (%)
Jean Chretien	35	44	38	45	42	18	27	61	5	17	23	32	24
Jean Charest	27	19	23	15	26	38	26	22	37	22	54	15	15
Alexa McDonough	5	4	4	6	5	4	16	3	4	5	4	22	3
Preston Manning	9	14	17	8	10	2	6	2	1	42	6	5	5
Gilles Duceppe	4	-	-	1	-	14	1	1	29	1	1	2	1
Other	1	-	1	1	1	3	2	2	3	-	1	1	2
(None)	8	8	5	6	7	11	5	4	13	5	4	7	19
(Unsure)	11	11	12	18	9	10	17	5	9	8	8	16	32

TABLE 5B

VOTERS' CHOICE OF BEST OPPOSITION LEADER													
	REGION							FEDERAL PARTY PREFERENCE					
	Canada	B.C.	Alberta	Man/Sask.	Ontario	Quebec	Atlantic	Liberal	BQ	Reform	PC	NDP	(Undecided)
(Weighted Bases)	(1513) (%)	(188) (%)	(140) (%)	(111) (%)	(552) (%)	(390) (%)	(122) (%)	(545) (%)	(165) (%)	(204) (%)	(237) (%)	(140) (%)	(181) (%)
Jean Chretien	15	14	15	16	16	12	15	13	8	14	27	16	8
Jean Charest	24	20	18	26	26	27	18	35	24	18	21	15	10
Alexa McDonough	10	9	5	13	12	5	17	10	2	6	10	29	6
Preston Manning	22	38	35	21	26	8	15	21	8	47	23	19	16
Gilles Duceppe	8	1	3	-	1	29	1	4	47	2	3	3	4
Other	1	-	1	1	1	-	1	1	1	1	-	-	1
(None)	5	3	6	4	4	8	8	4	5	3	2	2	15
(Unsure)	15	15	17	18	15	11	27	12	6	8	14	16	41

"Forgetting for a minute about the federal parties and what they stand for, and forgetting about which party you might be supporting, which of the federal party leaders do you think would make the best Prime Minister of Canada?"

"And which of the federal party leaders do you think would make the best leader of the official opposition?")

TABLE 2

**VOTERS' ASSESSMENT OF THE LIBERAL GOVERNMENT'S OVERALL DIRECTION
- December 1993 to April 1997 -**

	CANADA									REGION - April 1997					
	Dec.'93	Jan.'94	Apr.'94	Nov.'94	Feb.'95	May '95	Nov.'95	Oct.'96	Apr.'97	B.C.	Alberta	Man/Sask	Ontario	Quebec	Atlantic
(Weighted Bases)	(1509) (%)	(1517) (%)	(1506) (%)	(1510) (%)	(1501) (%)	(1500) (%)	(1506) (%)	(1502) (%)	(1513) (%)	(188) (%)	(140) (%)	(111) (%)	(552) (%)	(390) (%)	(122) (%)
On the Right Track	62	69	63	62	60	65	55	62	59	61	67	64	67	45	52
On the Wrong Track	18	14	28	28	29	26	35	31	33	31	27	26	26	47	36
(Unsure)	21	17	9	10	12	9	10	7	8	8	6	9	7	8	12

"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 3A

COMMITMENT OF THE PARTIES' SUPPORT						
	FEDERAL PARTY PREFERENCE					
	Total	Liberal	BQ	Reform	PC	NDP
(Weighted Bases: Decided Voters)	(1301) (%)	(545) (%)	(165) (%)	(204) (%)	(237) (%)	(140) (%)
CERTAINTY OF CHOICE:						
Very certain	30	29	40	34	25	25
Fairly certain	23	25	15	14	31	21
Not very certain	22	21	19	27	20	24
Not certain at all	24	24	25	24	21	29
LIKELIHOOD OF VOTING:						
Absolutely certain to vote	74	70	79	75	77	73
Quite sure	15	16	14	15	16	11
Might, but depends on campaign	7	8	5	5	5	10
Likely won't vote	4	4	2	6	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 3B

DECIDED VOTERS' SECOND CHOICE FEDERAL PARTY						
	FEDERAL PARTY PREFERENCE					
	Total	Liberal	BQ	Reform	PC	NDP
(Weighted Bases: Decided Voters)	(1301) (%)	(545) (%)	(165) (%)	(204) (%)	(237) (%)	(140) (%)
SECOND CHOICE:						
Liberal	19	-	15	25	47	44
Bloc Quebecois	3	5	-	1	3	4
Reform	11	12	4	-	23	9
Conservative	28	40	29	39	-	13
New Democrat	15	20	16	13	11	-
(Other)	4	4	6	3	1	7
(Would not vote)	13	10	22	14	9	17
(Unsure)	7	9	7	5	6	6

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

TABLE 3C

VOTERS' RESISTANCE TO THE FEDERAL PARTIES							
	REGION						
	Total	B.C.	Alberta	Man/Sask	Ontario	Quebec	Atlantic
(Weighted Bases: All Respondents)	(1513) (%)	(188) (%)	(140) (%)	(111) (%)	(552) (%)	(390) (%)	(122) (%)
COULD NEVER SUPPORT:							
Liberal	15	8	18	12	11	26	14
Bloc Quebecois*	6	-	-	-	-	25	-
Reform	29	29	20	35	28	31	34
Conservative	14	12	12	17	16	10	13
New Democrat	21	35	31	16	26	10	8
(Other)	2	1	2	1	1	2	1
None - Could support any/Unsure	24	24	24	30	28	12	37
(Note: BQ not accepted as a response outside Quebec)							

"Which, if any, of the federal political parties do you feel you could never support in the next federal election?"

TABLE 4

<p align="center">THE PARTIES' MOMENTUM: CHANGES IN VOTERS' OPINIONS OF THE PARTIES - MOMENTUM SCORES: % IMPROVED MINUS % WORSENERD -</p>							
		REGION					
	Total	B.C.	Alberta	Man/Sask	Ontario	Quebec	Atlantic
(Weighted Bases: All Respondents)	(1513) (%)	(188) (%)	(140) (%)	(111) (%)	(552) (%)	(390) (%)	(122) (%)
Jean Chretien and the Liberal Party	-24	-24	-17	-27	-23	-29	-26
Jean Charest and the Progressive Conservatives	+14	+12	+12	+17	+12	+18	+19
Alexa McDonough and the New Democratic Party	+4	-5	+2	+8	+4	-1	+20
Preston Manning and the Reform Party	-11	-3	-13	-9	-13	-12	-10
Gilles Duceppe and the Bloc Quebecois	-	-	-	-	-	-4	-

"Over the past couple of months has your opinion of improved, stayed the same, or worsened?"