

Table 2

FEDERAL PARTY LEADERS' APPROVAL RATINGS
- February 1994 to January 1998 -

	Canada						REGION - JANUARY 1998					
							B.C.	Alberta	Man/Sask	Ontario	Quebec	Atlantic
	Feb. '94	Mar. '95	Nov. '96	Jan. '97	May '97	Jan. '98	'98	'98	'98	'98	'98	'98
(Weighted Bases)	(1465) (%)	(1503) (%)	(1520) (%)	(1519) (%)	(3220) (%)	(1524) (%)	(199) (%)	(137) (%)	(107) (%)	(575) (%)	(383) (%)	(124) (%)
JEAN CHRÉTIEN:												
Approve	71	70	63	57	52	67	65	60	78	76	51	75
Disapprove	18	23	33	40	42	29	31	37	21	20	41	21
(Unsure)	11	7	4	3	6	4	4	3	1	4	8	3
PRESTON MANNING:												
Approve	47	39	33	n/a	31	38	55	64	51	40	13	37
Disapprove	31	41	52	n/a	58	47	30	30	40	47	63	48
(Unsure)	22	21	15	n/a	11	15	16	6	8	13	23	15
GILLES DUCEPPE: (QUÉBEC ONLY)												
Approve	n/a	n/a	n/a	n/a	33	36	-	-	-	-	36	-
Disapprove	n/a	n/a	n/a	n/a	57	45	-	-	-	-	45	-
(Unsure)	n/a	n/a	n/a	n/a	10	19	-	-	-	-	19	-
JEAN CHAREST:												
Approve	n/a	n/a	54	n/a	59	52	41	50	47	52	59	59
Disapprove	n/a	n/a	25	n/a	30	30	33	36	38	30	27	23
(Unsure)	n/a	n/a	21	n/a	11	18	25	14	15	19	14	18
ALEXA McDONOUGH:												
Approve	n/a	n/a	25	n/a	38	40	36	39	53	39	33	63
Disapprove	n/a	n/a	27	n/a	37	26	30	29	28	28	21	13
(Unsure)	n/a	n/a	48	n/a	25	34	34	32	18	32	46	23

"Thinking of (leader), would you say you generally approve or disapprove of the way he/she has performed as (Prime Minister/Leader of Party)?"

Table 1

FEDERAL PARTIES' POPULAR SUPPORT LEVELS					
- June 1997 Election to January 1998 -					
	June '97*	Oct. '97	Nov. '97	Dec. '97	Jan. '98
(Weighted Bases: Decided Voters)	(-) (%)	(1374) (%)	(1368) (%)	(1357) (%)	(1386) (%)
CANADA					
Conservative	19	14	14	16	15
Liberal	38	44	47	45	47
NDP	11	13	11	11	10
Reform	19	18	16	17	16
BQ	11	10	11	9	10
Other	2	2	1	1	1
BRITISH COLUMBIA.					
(Weighted Bases)	(-)	(184)	(176)	(173)	(179)
Conservative	6	4	8	9	8
Liberal	28	41	37	34	36
NDP	17	12	15	12	16
Reform	41	36	38	40	39
Other	4	6	3	4	1
ALBERTA					
(Weighted Bases)	(-)	(128)	(123)	(124)	(127)
Conservative	14	20	14	13	16
Liberal	24	22	35	29	37
NDP	6	6	6	9	5
Reform	54	51	44	46	41
Other	1	1	1	3	1
MANITOBA/SASKATCHEWAN					
(Weighted Bases)	(-)	(91)	(93)	(88)	(104)
Conservative	13	13	3	9	11
Liberal	30	37	43	41	45
NDP	27	26	17	18	18
Reform	29	24	36	30	24
Other	1	1	1	2	1
ONTARIO					
(Weighted Bases)	(-)	(527)	(526)	(522)	(525)
Conservative	18	15	17	17	17
Liberal	49	55	59	60	57
NDP	10	14	12	11	11
Reform	19	14	12	12	15
Other	2	1	0	1	1
QUÉBEC					
(Weighted Bases)	(-)	(335)	(340)	(342)	(343)
Conservative	22	14	12	18	14
Liberal	36	35	39	37	39
NDP	2	6	5	6	4
Reform	-	2	1	1	1
BQ	38	42	43	37	41
Other	1	1	0	1	1
ATLANTIC					
(Weighted Bases)	(-)	(108)	(110)	(108)	(108)
Conservative	33	22	27	24	25
Liberal	33	48	46	42	57
NDP	23	24	21	25	14
Reform	9	7	5	9	3
Other	1	0	1	0	1

* Actual June 1997 election results.

*Decided Voters Only: Undecided and Refusal 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 3

**CANADIANS' PUBLIC POLICY ISSUES AGENDA
- February 1998 to January 1998 -**

	Feb. '88	July '89	July '90	July '91	July '92	July '93	Nov. '93	July '94	July '95	July '96	Jan. '97	July '97	Sept. '97	Nov. '97	Jan. '98
(Weighted Bases)	(1523)	(1521)	(1501)	(1508)	(1500)	(1506)	(1500)	(1507)	(1501)	(1516)	(1519)	(1516)	(1503)	(1516)	(1524)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unemployment/Jobs	18	14	8	14	24	38	58	33	34	44	46	49	40	38	35
Nat'l Unity/Quebec/Const.	2	4	52	38	55	6	6	17	22	39	26	40	45	35	33
The Economy (general)	10	10	22	31	44	36	21	21	22	26	19	17	16	21	22
Deficit/Debt/Spending	5	13	7	12	4	21	33	18	28	23	24	17	22	16	18
Health Care/Medicare	n/a	n/a	n/a	n/a	n/a	5	9	3	12	13	17	15	24	19	17
Education	3	2	2	2	2	3	5	2	3	6	9	8	13	17	11
Poverty/Homeless/Hunger	3	4	4	4	4	2	3	1	8	6	8	7	6	6	7
Ice Storm Damage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7
Environment	5	31	24	17	9	4	5	3	4	5	4	7	5	6	6
Taxes/Tax Reform/GST	4	6	14	17	5	7	5	3	5	4	8	6	6	6	6
Canadian Dollar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5
Other Social Services	n/a	n/a	n/a	n/a	n/a	3	5	4	7	6	6	4	7	5	5
Crime/Justice Issues	2	2	2	1	2	3	2	5	12	6	5	8	4	5	5
Trade Issues	37	15	4	7	8	6	16	1	1	3	4	2	2	4	3
Immigration/Refugees	3	4	1	2	2	2	3	4	3	4	2	3	3	3	3
Government/Politics	9	4	7	8	3	7	3	1	3	3	5	4	3	2	3
Native Issues	1	1	3	6	4	2	1	1	3	3	1	2	2	2	3
Defence/Military/Somalia	4	4	1	1	1	1	1	0	2	1	6	2	1	2	2
Natural Resources/Fisheries	-	-	-	-	-	-	-	-	-	-	-	6	2	2	2
International Issues	2	3	1	0	2	1	1	2	8	1	1	1	0	3	1
Moral Issues/Abortion	20	16	2	1	2	1	1	0	2	1	1	1	1	1	1
Language Issues	0	4	5	3	2	1	1	0	0	1	1	0	1	0	0
Health/Social Services*	6	9	4	4	4	8	14	7	19	19	23	19	31	24	22
Other**	17	18	8	5	3	5	6	11	7	10	7	8	7	14	9
(Unsure)	10	8	5	3	3	8	2	6	6	6	7	5	5	6	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 January 1998 survey.

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

*"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?"*