

Communication

Canada



Listening to Canadians Communications Survey

Fall 2002

Communications Survey



Enquête sur les communications

Listening to Canadians

Communications Survey

Fall 2002

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Introduction

The mandate of Communication Canada is to improve communications between the Government of Canada and Canadians. In doing so, it provides corporate communications products and services, and supports the Government's commitment to a strong and united Canada.

Within this framework, Communication Canada carries out relevant research activities, and shares research results throughout the Government of Canada to increase understanding of societal trends, issues and events affecting government communications.

This report comprises the results of our fall 2002 communications survey. GPC Research conducted the survey for Communication Canada between September 3 and October 7, 2002. The survey results are based on telephone interviews with a representative sample of 7222 adults across Canada. We continued our practice of regular oversampling in Manitoba, Saskatchewan, New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador and the Territories (Yukon, Northwest Territories and Nunavut). The present report is available on Communication Canada's Web site (www.communication.gc.ca).

Executive Summary

In fall 2002, Canadians were asked to rate the major long-term priorities facing the country. Health care, education, child poverty and the economy rated the highest in terms of importance.

Public evaluations of the overall performance of the Government of Canada have increased marginally since April-May 2002. Positive evaluations of the Government's performance on major issues, such as the economy and health care, have also improved slightly. However, perceptions of the Government in areas of public administration such as the Government's management of costs and listening to Canadians remain low.

Overall, the Government's ratings on many issues tend to be lowest in the three western-most provinces, British Columbia, Alberta and Saskatchewan with more positive ratings coming from Manitoba, Central and Eastern Canada. Relatively speaking, opinion in Quebec tends to be more neutral than in other provinces.

The fall 2002 report focused on four issues: the economy, child poverty, the Kyoto Protocol and national infrastructure.

The Government continues to receive favourable evaluations for its management of the economy. These positive ratings are attributable to four factors: (1) positive ratings on the unemployment issue, (2) continued optimism about the economy, (3) continued confidence in the Government's ability to face an economic downturn, (4) and the perception that the Government has a broad economic plan to meet any such downturn.

Child poverty continues to be a very high priority for Canadians, yet the Government gets low performance ratings on the issue. Results show that Canadians who are aware of the Government of Canada's initiatives on children's issues are more likely to have confidence in the Government's policies and programs. However, only one in four can identify one of the Government's initiatives top-of-mind. This suggests that increased awareness of these initiatives will lead to increased confidence in the Government's handling of child poverty issues.

At this time a central environmental issue is the Kyoto Protocol. While support for the Kyoto Protocol remains high across most of the country with the notable exception of Alberta, many Canadians have relatively low confidence in governments, both federal and provincial, on this issue. By contrast, scientists and environmental organizations enjoy a much higher level of credibility.

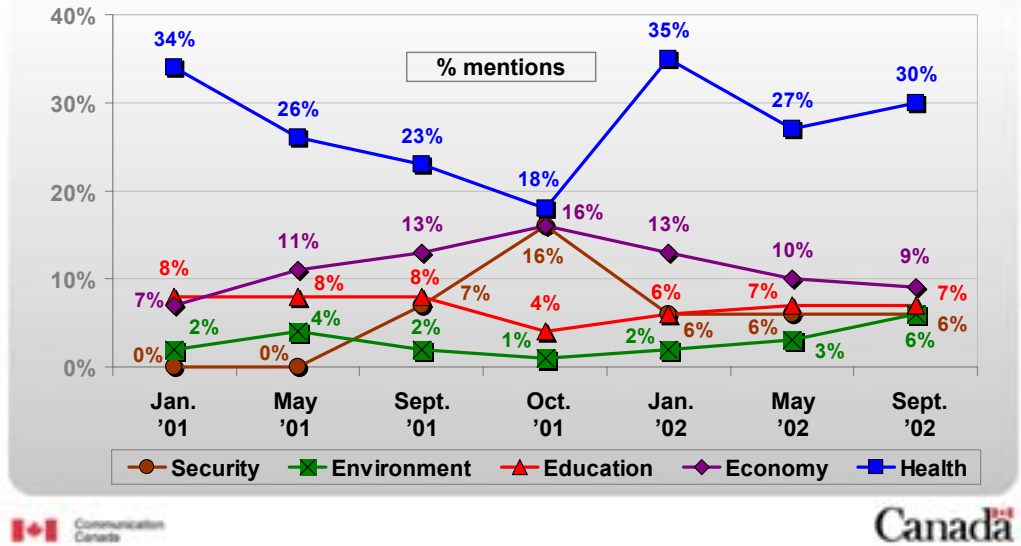
Improving the national infrastructure is a moderately high priority among Canadians and an issue on which the Government receives moderately good evaluations from the public. Perceptions of the quality of the national infrastructure tend to vary widely depending on the region and the type of infrastructure.

Trends observed in previous months continue. The public's views of how the Government is handling quality-of-life issues, especially health care and child poverty, remain negative. On the other hand, the economy and the Government's economic management remain key strengths. Moreover, Canadians have moderately favourable perceptions of the Government's leadership and vision for the future.



Top-of-Mind Issues: Trends

Q. 4: "Thinking of the issues facing Canada today, which one would you say the Government of Canada should focus on most?"



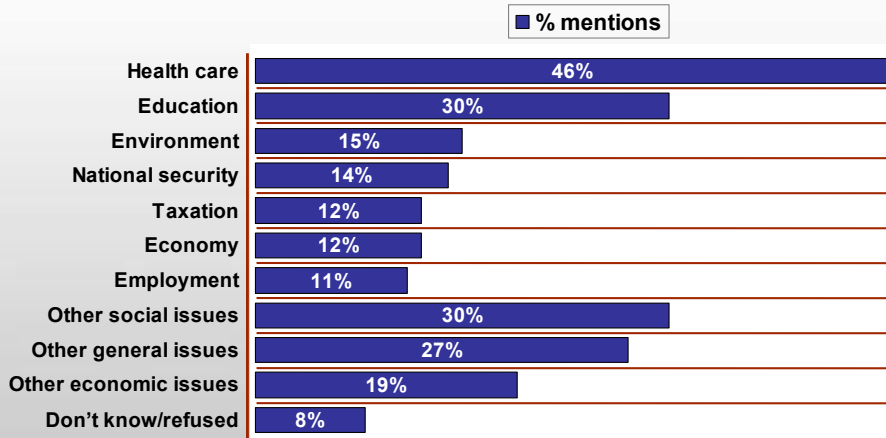
- Canadians were asked to identify the most important issue on which the Government should focus.
- Health care remains the first top-of-mind issue of the largest number of Canadians. Mentions of health are particularly high in Newfoundland and Labrador (46%), Prince Edward Island (45%), among people aged 55 and over (36%) and women (35%).
- The economy is the second-most frequently mentioned issue (9%).
- Education is mentioned by 7% and by even more people in Ontario (10%) and persons 18 to 34 (10%).
- The environment is now mentioned by 6%, up from 2% in January 2002. A particularly large number of Albertans (12%) want the Government to focus on the environment.
- National security and defence are the top-of-mind concern of 6%.

Note: see results of question 4 in Appendix A



Interest in Information from the Government of Canada

Q. 8: "Thinking about these and other issues, what are the issues for which you would most like to hear about the Government of Canada's plans and activities?"



Responses add up to more than 100% as many respondents identified more than one answer.



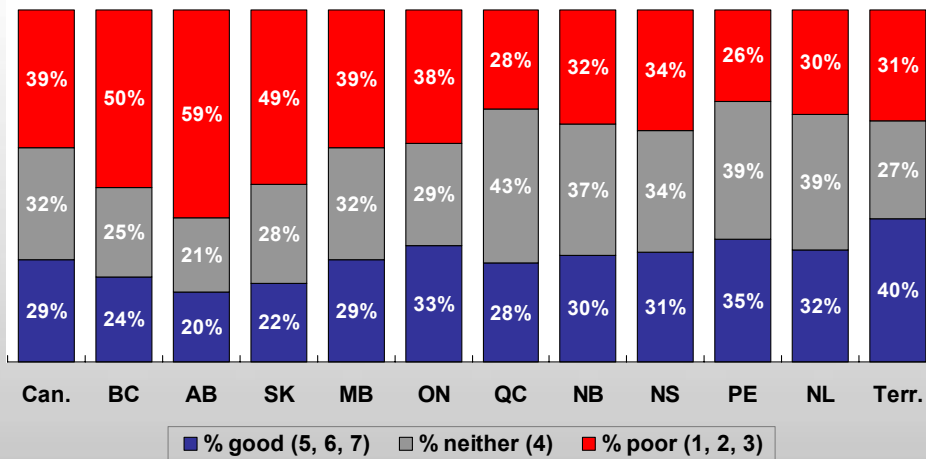
- The survey asked Canadians to identify which types of information they would most like to get from the Government of Canada.
- Canadians appear to be most interested in the quality-of-life issues: health, education and the environment. This appears to correspond in a very approximate way to the priorities of Canadians (see previous page).
- Almost half (46%) of Canadians are interested in the Government's plans and activities related to health care. Interest in health care is especially high in Prince Edward Island (55%), Nova Scotia (54%) and Newfoundland and Labrador (53%). Interest is also higher among women (52%) than men (38%).
- Thirty percent (30%) of Canadians would like information about the Government's plans and activities regarding education. Interest is high among women (37%), in Ontario (36%) and among people aged 18 to 34 (35%).
- Fifteen percent (15%) of Canadians are interested in information in what the Government is doing on the environment. Interest is highest in Alberta (20%).

Note: see results of question 8 in Appendix A



Evaluation of Government Performance: By Province/Region

Q. 3: "Generally speaking, how would you rate the performance of the Government of Canada?"



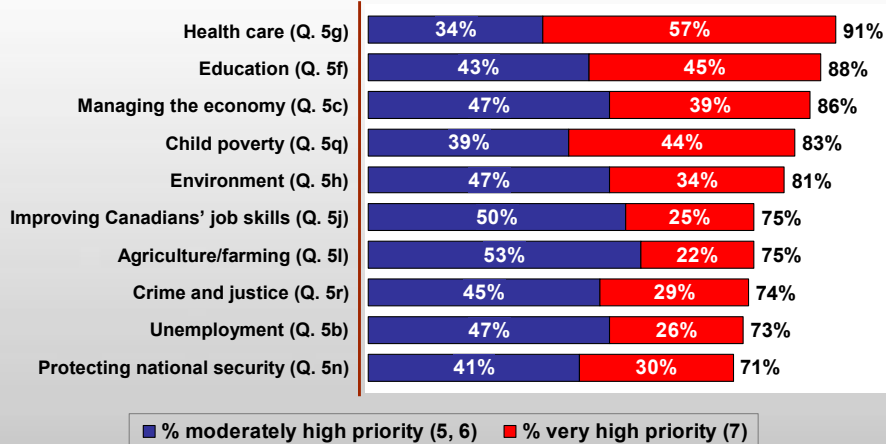
- Evaluation of the Government's overall performance has improved slightly since spring 2002. The proportion giving the Government a "good" rating has increased to 29% from 27% in spring 2002 while the proportion giving a "poor" rating has declined marginally to 39% from 41%.
- The overall evaluation varies considerably by region.
- In Western Canada, negative ratings are highest with 59% in Alberta, followed by 50% in British Columbia and 49% in Saskatchewan. They are lower in Manitoba (39%).
- In Central Canada, 33% of Ontarians give the Government a "good" rating and 29% give a "neither good nor poor" rating. In Quebec, the Government gets a "good" rating from 28% while 43% give a "neither good nor poor" rating.
- In Atlantic Canada, "good" ratings in each province are between 30% and 35%.
- In the territories, 40% give the Government a "good" rating, the highest in the country.

Note: see results of question 3 in Appendix A



Top Ten Priority Issues: Prompted

Q. 5: "Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas?"



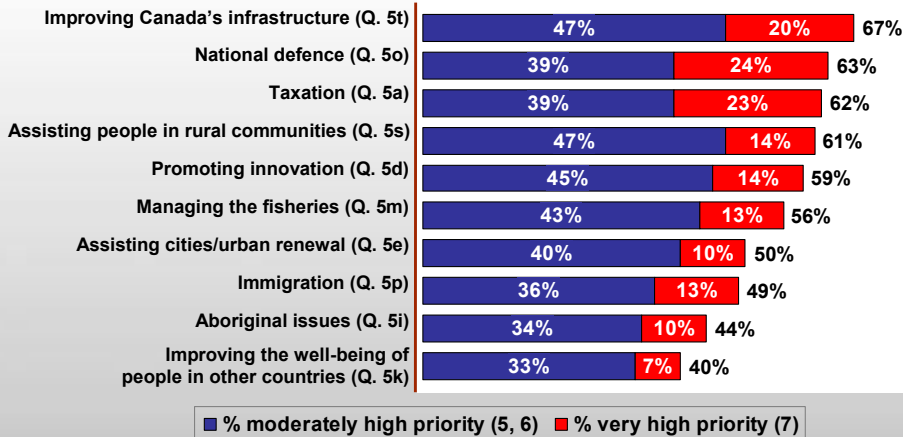
- When Canadians are offered a set of issues and asked to rate their importance, quality-of-life issues continue to get very high priority, especially in Quebec and among women. Health care continues to be the highest priority issue, at 91%. Education rates as the second highest priority, with 88%. Child poverty also rates very high (83%), particularly so in Quebec (90%) and among women (88%). The environment is also found in the top five, at 81%.
- Crime and justice is in the second tier of priorities, with 74% giving it high priority.
- Among the economic issues, only one, managing the economy, is among the top five priorities (86%).
- Three economic priorities are found in the second tier. Improving job skills (75%) gets the highest priority in Newfoundland and Labrador (86%) and Prince Edward Island (84%). Agriculture (75%) gets a particularly high rating in Saskatchewan (82%). Unemployment (73%) gets a high priority in Newfoundland and Labrador (88%).

Note: see results of questions 5b, 5c, 5f, 5g, 5h, 5j, 5l, 5n, 5q, 5r in Appendix A



Next Top Ten Priority Issues: Prompted

Q. 5: "Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas?"



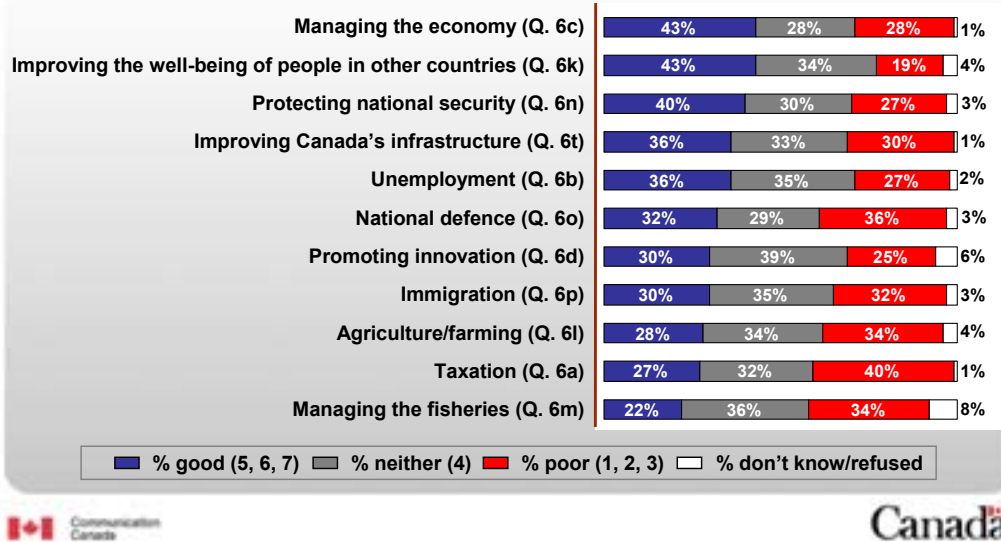
- Improving Canada’s infrastructure gets the highest priority (67%) among the next tier. Priority is highest in Nova Scotia (81%) and Newfoundland and Labrador (79%).
- National defence gets a high priority from 63% and is highest in the four Atlantic provinces, where between 70% and 77% in each province give it high priority.
- Taxation gets high priority from 62%. Promoting innovation gets a high priority with 59%.
- Managing the fisheries gets high priority from 56%. Priority is especially high in Newfoundland and Labrador (84%), Prince Edward Island (72%), Nova Scotia (72%) and British Columbia (67%).
- Assisting people in rural communities gets a somewhat lower rating (61%) and assisting cities gets a still lower priority (50%).
- Aboriginal issues get a high priority from 44%. In the territories, 68% give them high priority.
- Helping people in other countries gets high priority from 40% of Canadians.

Note: see results of questions 5a, 5d, 5e, 5i, 5k, 5m, 5o, 5p, 5s, 5t in Appendix A



Performance Evaluation on Economic and International Issues

Q. 6: “How would you rate the Government of Canada’s performance in each of the following areas?”



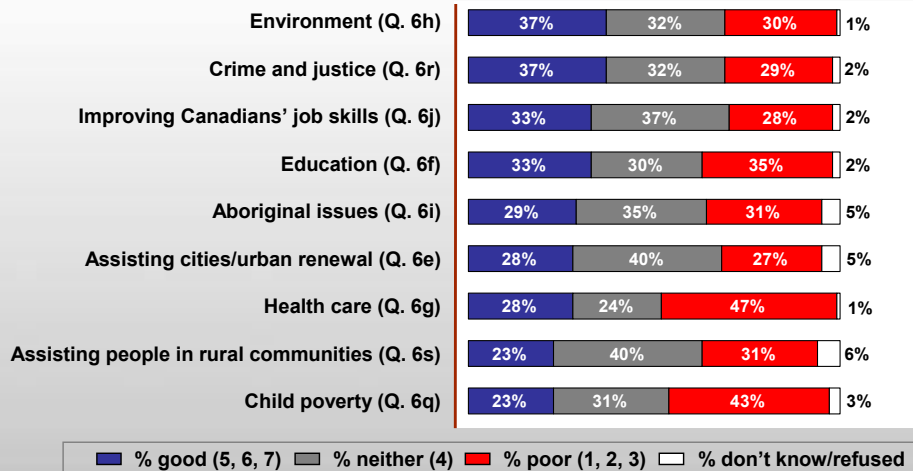
- Among the economic issues, the Government’s most favourable evaluation is on managing the economy (43% good). This rating is highest in the territories at 53% and lowest in Alberta at 30%.
- The Government also gets moderately positive evaluations on improving Canada’s infrastructure (36%) and unemployment (36%).
- The Government’s good evaluation for agriculture is 28%, although only 16% in Saskatchewan. The good evaluation for managing the fisheries is 22%, but is somewhat lower in British Columbia at 16%.
- Good evaluations for “promoting innovation” are slightly lower than some other economic issues at 30%.
- Among the international issues, the Government’s most positive evaluation is for “improving the well-being of people in other countries” (43% good), followed by “protecting national security” (40% good).
- Positive evaluations for national defence are at 32% for Canada as a whole and are highest in Newfoundland and Labrador at 42% and in Quebec and the Territories at 40%.
- Thirty percent (30%) give a good evaluation for immigration.

Note: see results of questions 6a, 6b, 6c, 6d, 6k, 6l, 6m, 6o, 6p, 6t in Appendix A



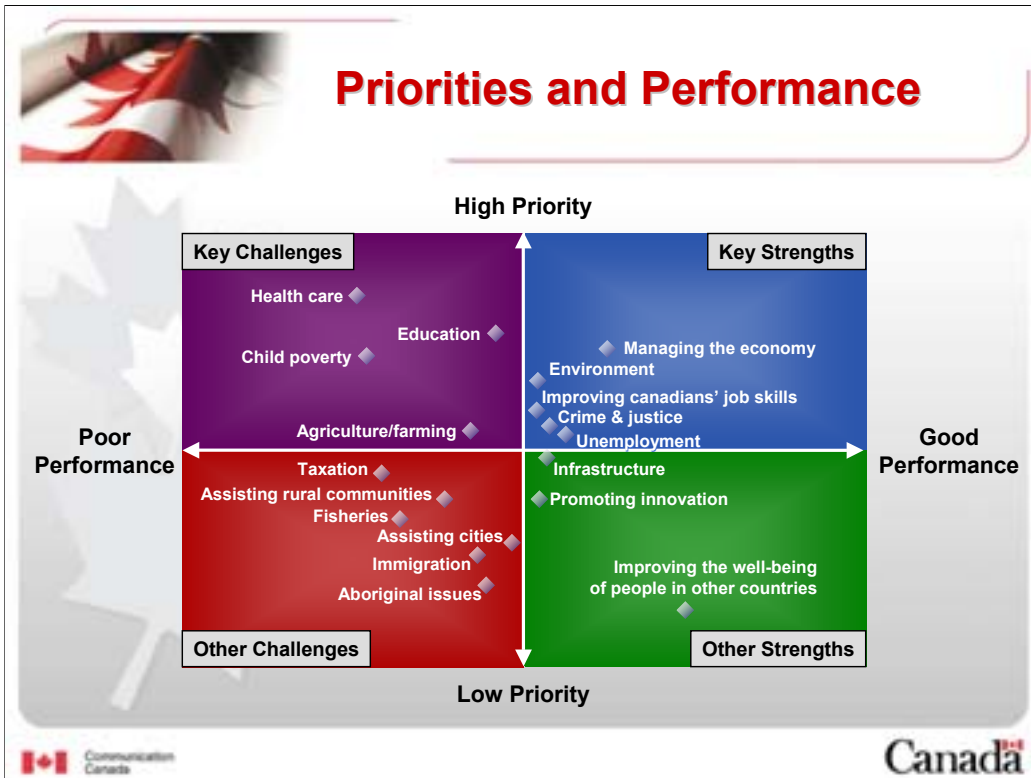
Performance Evaluation on Quality-of-Life Issues

Q. 6: "How would you rate the Government of Canada's performance in each of the following areas?"



- Among the quality-of-life issues, the Government's highest performance evaluations are for the environment (37%) and crime and justice (37%). The Government receives particularly high evaluations from 18 to 34 year old Canadians for its performance on crime (46% good) and lower evaluations from Canadians aged 55 and over (35% good).
- The Government is accorded moderately good evaluations for both improving job skills (33%) and education (33%).
- Less favourable evaluations (29%) are accorded to the Government on Aboriginal issues. The Government gets evaluations above the national average in the Atlantic provinces, Quebec and Manitoba and below average in Alberta and British Columbia.
- Only 28% give the Government a good evaluation for health care.
- The Government gets among its least positive ratings for child poverty. Only 23% give the Government a good rating, although the ratings are somewhat more favourable in Newfoundland and Labrador (31%) and Quebec (29%).

Note: see results of questions 6e, 6f, 6g, 6h, 6i, 6j, 6q, 6r, 6s in Appendix A



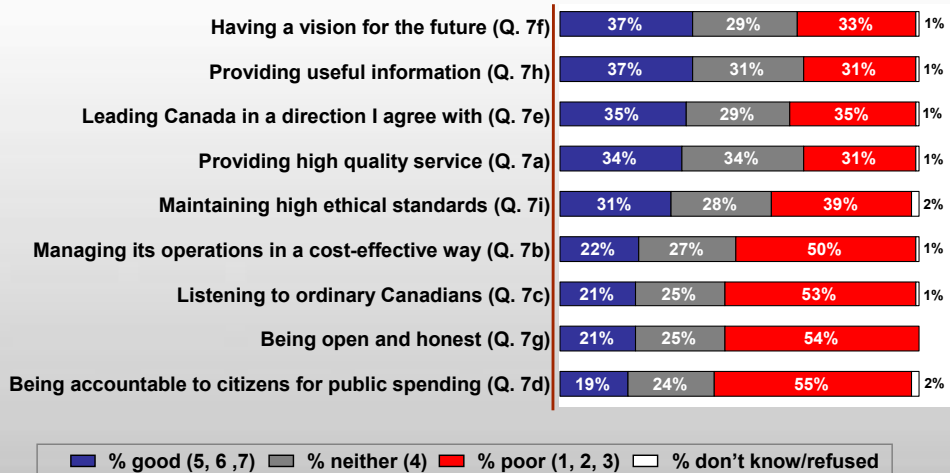
- The priority accorded by Canadians to the key policy issues, and the evaluation they give to the Government's performance on them, vary widely. Managing the economy, the environment, job skills, crime and justice, and unemployment are all key strengths for the Government in that they are accorded high priority by Canadians who perceive the Government to be performing well in these areas.
- On the other hand, health care, child poverty, education and agriculture are seen as key challenges because they get high priority from Canadians but at the same time these issues get relatively poor performance ratings.
- Taxation, assisting rural communities and cities, fisheries, immigration and Aboriginal issues get lower priority and performance ratings from Canadians.
- Finally, improving the national infrastructure, promoting innovation and helping the well-being of people in other countries are also considered opportunities for the Government. The Government received good evaluations for its performance on these issues even though they command less priority from the public than other issues.

Note: see Appendix B for explanation of above chart



Performance Evaluation: The Perceptual Factors

Q. 7: “For each of the following, how would you rate the performance of the Government of Canada?”



- Perceptual factors refer to a wide range of factors beyond the spectrum of policy issues. They include perceptions of service and information provided to Canadians, the overall vision and direction that the Government is providing, ethics and transparency, listening to Canadians and fiscal management.
- The Government receives moderately good evaluations for providing useful information (37%) and providing high quality service (34%). The Government’s evaluations in these areas are above average in Prince Edward Island and Quebec and below average in Saskatchewan, Alberta and British Columbia.
- The Government also receives moderately good evaluations for having a vision for the future (37%) and leading Canada in the right direction (35%) The Government’s evaluations in these areas are above average in Newfoundland and Labrador, Nova Scotia and Quebec and below average in Saskatchewan, Alberta and British Columbia.
- The Government gets a slightly less positive evaluation (31%) for maintaining ethical standards and much lower evaluations in four other areas: managing its operations in a cost-effective way (22%), listening to ordinary Canadians (21%), being open and honest (21%) and being accountable to citizens for public spending (19%). The Government’s evaluations in all five areas are above average in Quebec and below average in Manitoba, Saskatchewan, Alberta and British Columbia.

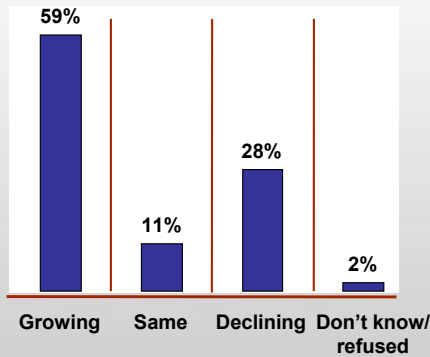
Note: see results of questions 7a through 7i in Appendix A



How Canadians See the Economy

The economy today

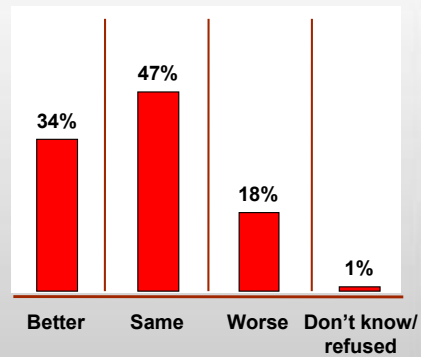
Q. 9: "How do you think the Canadian economy is currently performing? Would you say it is growing or declining?"



Sample size: 1502 adults
September 3-9, 2002

The economy in 12 months

Q. 2: "Over the next year or so, do you think Canada's economy will be going better, worse or about the same?"



Sample size: 7222 adults
September 3-October 7, 2002



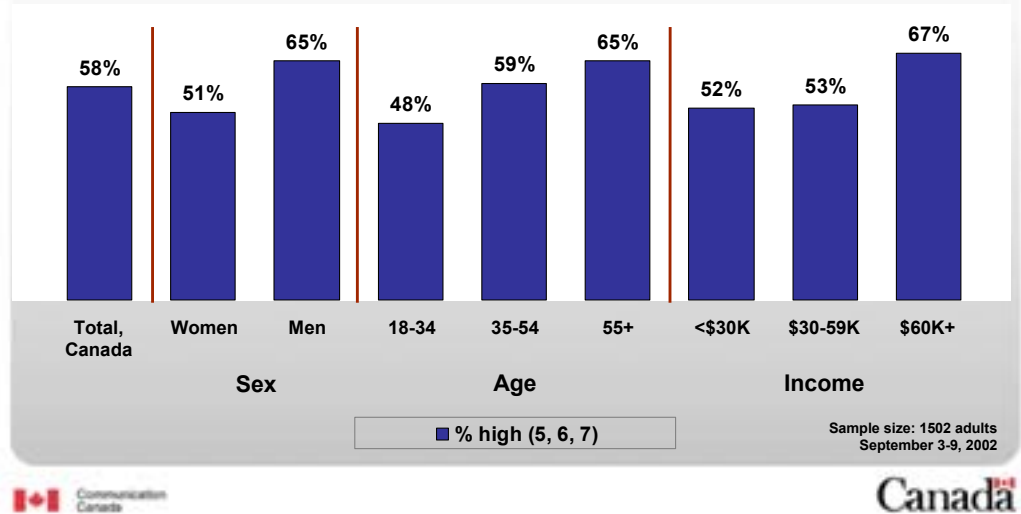
- The next four pages take a look at how Canadians view the economy and economic issues.
- A majority (59%) of Canadians believe that the economy is growing while a minority (28%) believe it is declining. The belief that the economy is growing is stronger among men (66%) than women (53%).
- The majority of Canadians believe that the economy will be better (34%) or the same (47%) in 12 months. Only 18% believe that it will be worse. The belief that the economy will be better is highest in the territories (43%), Newfoundland and Labrador (39%) and Ontario (37%). The belief that the economy will be better is lowest in Prince Edward Island (28%), Alberta (28%) and Saskatchewan (29%).

Note: see results of questions 2 and 9 in Appendix A



Interest in the Economy

Q. 10: "How would you rate your level of interest in how the economy works? Please use a 7-point scale where 1 means you are not at all interested, 7 means you are very interested, and 4 means you are somewhat interested."



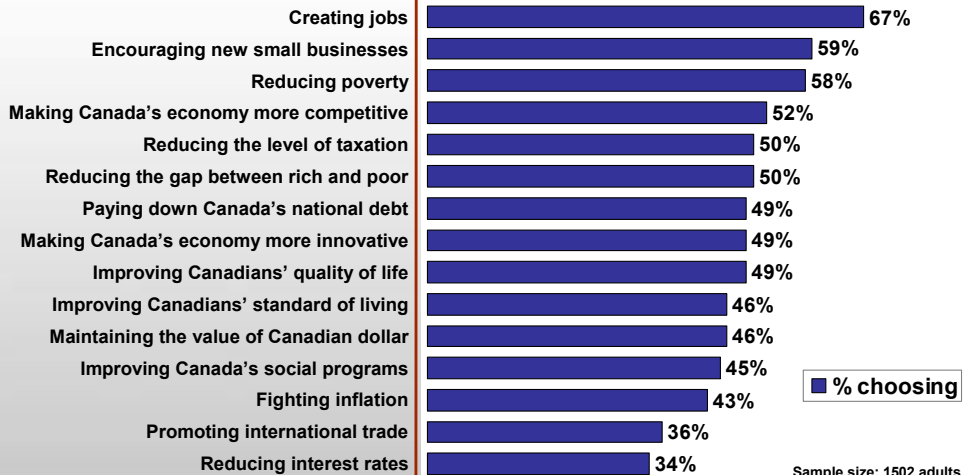
- Overall, Canadians show a moderately high interest in how the economy works.
- Interest in the economy varies considerably within Canada, however. While two thirds (65%) of men say they have a high interest, only half (51%) of women say they do.
- Interest is also highest among Canadians 55 and over (65% indicate a high level of interest) and relatively lower among Canadians aged 18 to 34 (48% indicate a high interest).
- Interest is also highest among persons earning \$60,000 or more (67% indicate a high interest).

Note: see results of question 10 in Appendix A



Making Choices: Economic Priorities

Q. 11: "I am going to read you a series of two possible priority areas and I would like you to tell me which one you think should be given highest priority by the Government of Canada."



Sample size: 1502 adults
September 3-9, 2002



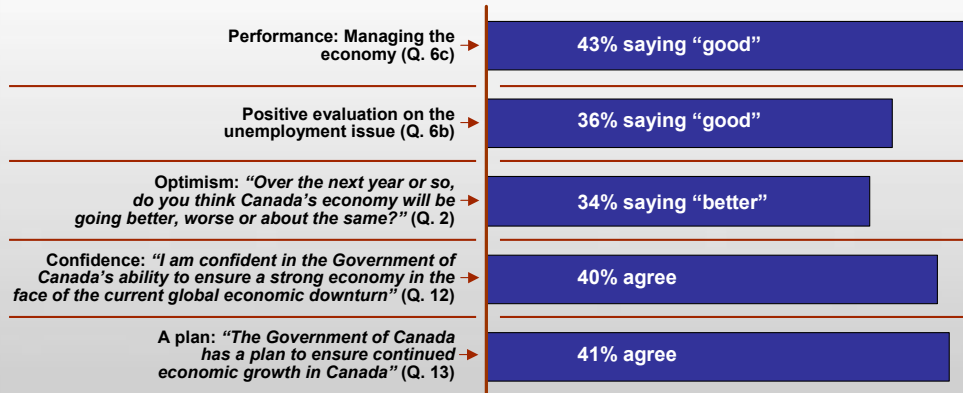
- Canadians were offered a series of choices related to the priority of economic issues from the list of 15 above and were asked to choose the most important one.
- Canadians see job creation as the number one economic priority: 67% chose this priority over others. Other high economic priorities for Canadians include encouraging small businesses (59%) and reducing poverty (58%).
- There are a number of mid- and lower-range priorities that are related to socio-economic themes, including reducing the gap between rich and poor (50%), improving the quality of life (49%), improving the standard of living (46%) and improving social programs (45%). Women are consistently more likely than men to choose these as priorities.
- Mid-range themes related to Canada's fiscal health include reducing the level of taxation (50%), paying down Canada's debt (49%), maintaining the value of the Canadian dollar (46%), fighting inflation (43%) and reducing interest rates (34%).
- Themes related to productivity and growth include making the economy more competitive (52%), making the economy more innovative (49%) and promoting international trade (36%). Men are more likely than women to choose priorities related to productivity and growth.

Note: see results of question 11 in Appendix A



Factors that Contribute to a Positive Evaluation for Managing the Economy

Q. 6c: "How would you rate the Government of Canada's performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent, and the mid-point 4 is neither. How about managing the economy?"



Sample size: 1502 adults
September 3-9, 2002



- Among the issues, the Government obtains one of its most positive performance evaluations for managing the economy (43% good).
- A number of beliefs by Canadians contribute to this positive evaluation.
- First, views of the Government's performance on unemployment have remained moderately positive. Thirty-six percent (36%) of Canadians give the Government a good evaluation for dealing with unemployment (see page 15). According to the results on the preceding page, creating jobs is the top priority of Canadians in the economic arena (67%).
- Second, Canadians remain optimistic about the future course of the economy. Thirty-four percent (34%) believe that the economy will be doing better in 12 months.
- Third, Canadians remain confident in the Government's ability to manage the economy. Forty percent (40%) believe that the Government can ensure a strong economy in the face of an economic downturn.
- Fourth, a large number of Canadians (41%) believe that the Government has a plan to ensure continued economic growth.

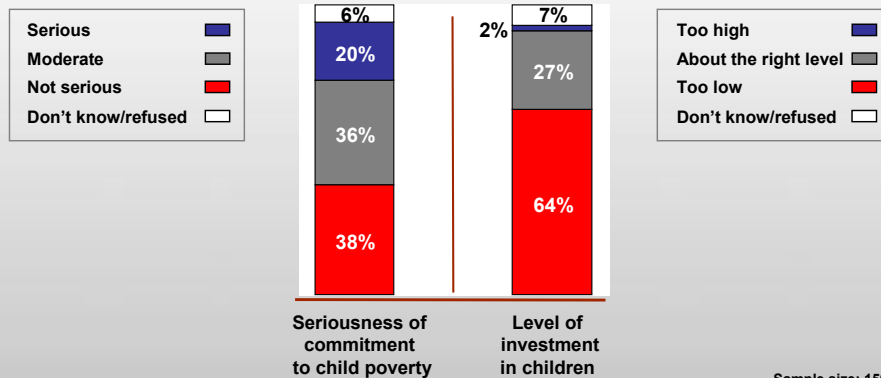
Note: see results of questions 2, 6b, 6c, 12 and 13 in Appendix A



Children's Issues

Q. 14: "How serious would you say the Government of Canada's current commitment is to addressing child poverty?"

Q. 15: "Thinking about the federal government's current level of investment in children and families, would you say that it is too low, too high or about the right level?"



Sample size: 1502 adults
September 10-16, 2002



- The next four pages deal with Canadian public opinion on child poverty, its ramifications and possible solutions. On page 13, it was observed that child poverty is a very high priority for Canadians (83%). Conversely, page 16 shows that the Government of Canada only gets a good performance rating from 23% on this issue.
- Only 20% of Canadians believe that the Government has a serious commitment to addressing child poverty.
- Two thirds of Canadians (64%) believe the level of investment in children is too low.

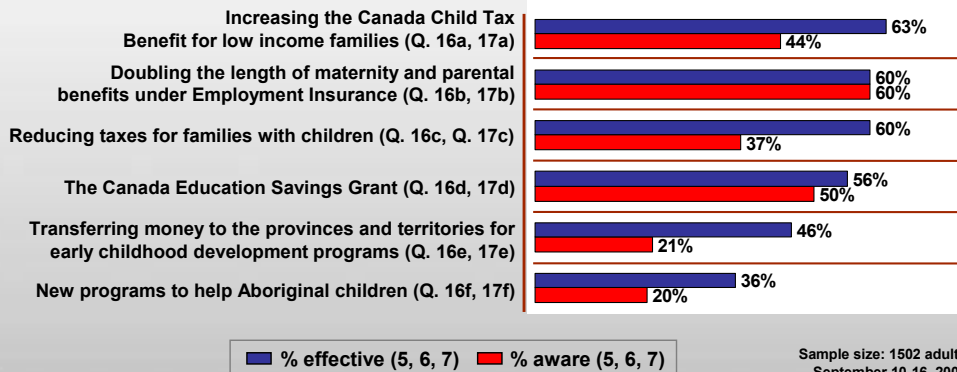
Note: see results of questions 14 and 15 in Appendix A



Effectiveness and Awareness of Initiatives Regarding the Quality of Life of Children

Q. 16: "I would like you to tell me how effective you think these initiatives are in terms of improving the quality of life of Canadian children. Please use a 7-point scale where 1 means not at all effective, 7 means very effective, and 4 means somewhat effective."

Q. 17: "I am going to read you a list of these initiatives and I would like you to tell me how aware you are of each of them. Please use a 7-point scale where 1 means not at all aware, 7 means very aware and 4 means somewhat aware."



Sample size: 1502 adults
September 10-16, 2002



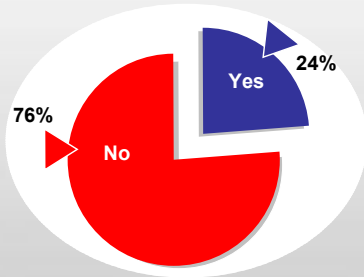
- Of six major Government of Canada initiatives to improve the quality of life of Canadian children, Canadians believe that most of these would be effective. This is particularly true for:
 - increasing the Canada Child Tax Benefit (63% effective);
 - doubling maternity and parental benefits (60% effective);
 - reducing taxes for families with children (60% effective);
 - the Canada Education Savings Grant (56% effective); and
 - transferring money to provinces and territories for early childhood development programs (46% effective).
- On the other hand, awareness of these Government of Canada initiatives tends to vary. The best-known initiatives include:
 - doubling maternity and parental benefits (60% awareness); and
 - the Canada Education Savings Grant (50% awareness).
- Initiatives that are perceived to be effective but are less known include:
 - reducing taxes for families with children (60% believe it is effective but only 37% of Canadians are aware of it); and
 - transferring money to provinces and territories for early childhood development programs (46% believe that it is effective but only 21% are aware of it).

Note: see results of questions 16a through 16f and 17a through 17f in Appendix A

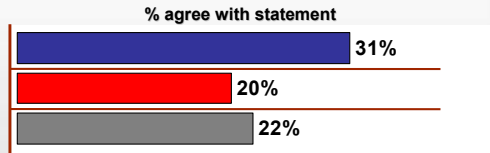


Awareness of Government of Canada Initiatives Regarding Child Poverty

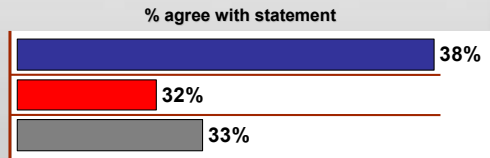
Q. 18: "Have you heard of any Government of Canada initiatives aimed at dealing with the issue of child poverty?"



Q. 19: "Over the past year or so, I think that the Government of Canada has been paying a lot more attention to challenges facing children and families."



Q. 20: "I am confident that government initiatives to improve the well-being of children and families will be successful."



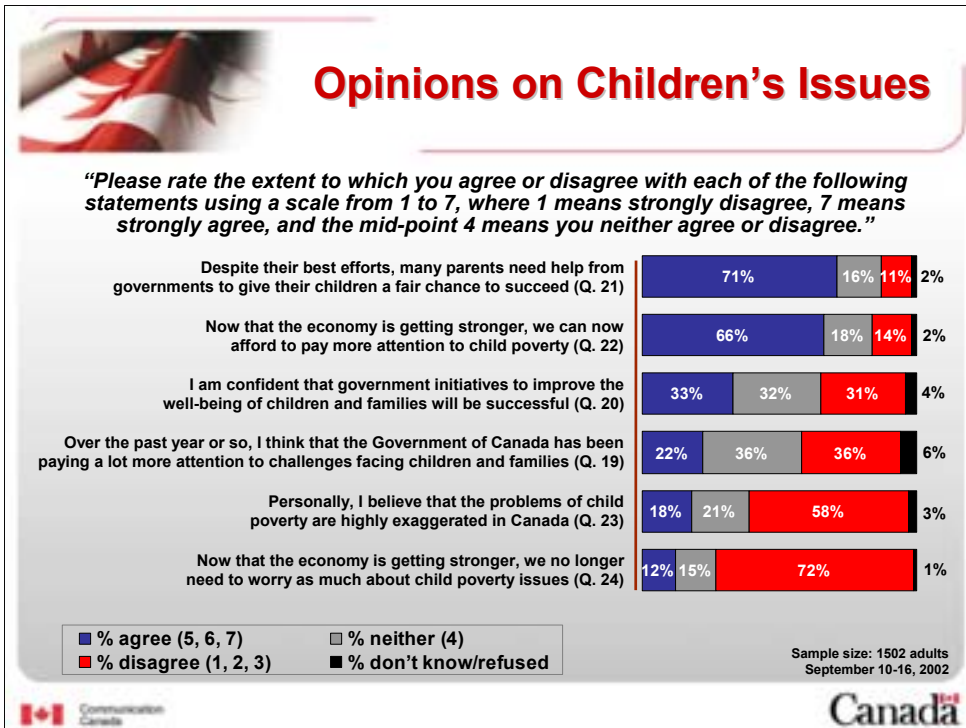
■ Yes, heard of initiative
 ■ No, have not heard
 ■ Total, Canada

Sample size: 1502 adults
September 10-16, 2002



- The number of Canadians who have heard of any Government of Canada initiatives aimed at child poverty is relatively low (24%).
 - Among this 24% of Canadians, there was a wide range of initiatives mentioned. These include:
 - the Canada Child Tax Benefit (10%);
 - programs for Aboriginal children (6%);
 - meal programs at schools (5%); and
 - the Early Childhood Development Agreement (3%).
- Canadians who have heard of these initiatives are more likely to agree with the two statements below:
 - "Over the last year or so, I think that the Government of Canada has been paying a lot more attention to challenges facing children and families." (31% of those who have heard of an initiative agree with this statement as opposed to 20% of those who have not.)
 - "I am confident that government initiatives to improve the well-being of children and families will be successful." (38% of those who have heard of an initiative agree with this statement as opposed to 32% of those who have not.)

Note: see results of questions 18, 19 and 20 in Appendix A



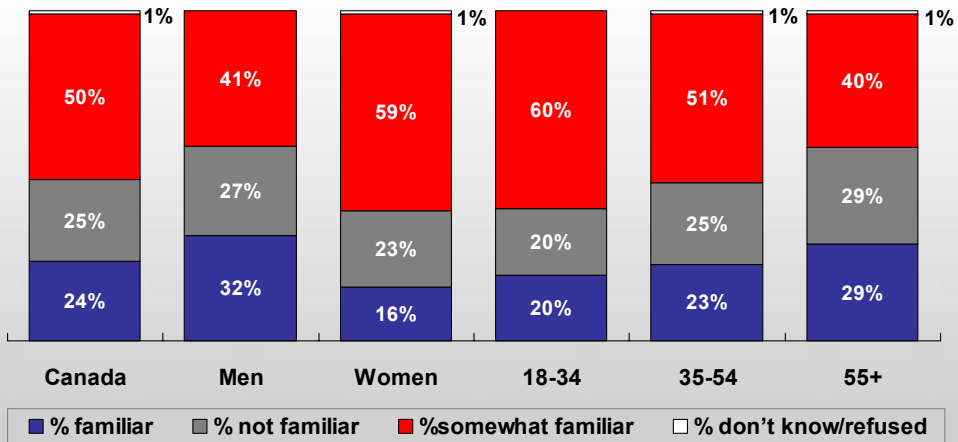
- The chart above shows the responses of Canadians to six statements about child poverty.
- First, a majority of Canadians accept the premises for an increased emphasis on addressing child poverty. Seven out of ten (71%) Canadians believe parents may need help from governments; moreover, 66% believe that a more prosperous economy provides a foundation for increased aid to poor children. However, only 22% believe that the Government of Canada has been paying more attention to child poverty in the past year.
- Second, Canadians are divided as to whether government initiatives have been or will be successful. Only 33% believe that government policies and programs to address child poverty will be successful.
- Third, a majority of Canadians reject some of the arguments against policies and programs to address child poverty. Only 18% agree that child poverty has been exaggerated and only 12% agree that a more prosperous economy reduces the need for policies and programs to address child poverty.

Note: see results of questions 19 through 24 in Appendix A



Familiarity with Kyoto Protocol: By Gender and Age

Q. 25: "How familiar are you with something called 'the Kyoto Agreement or Protocol'?"



Sample size: 2809 adults
September 24-October 7, 2002



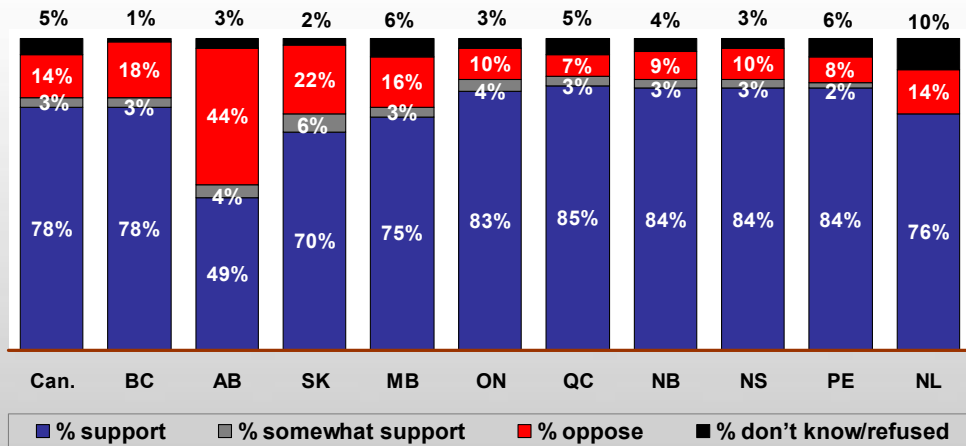
- Canadians give both a high priority to the environment as an issue and indicate a high level of interest in information on the environment (see page 11). Hence the next four pages focus on a current major environmental issue, the Kyoto Protocol.
- The chart above shows that familiarity with the Kyoto Protocol tends to be low. Only 24% of Canadians say that they are familiar with it.
- Familiarity tends to be highest among men (32%) and Canadians aged 55 and over (29%).

Note: see results of question 25 in Appendix A



Support for Kyoto Protocol: By Province

Q. 26: "Do you support or oppose Canada committing to the Kyoto Agreement?"



Sample size: 2809 adults
September 24-October 7, 2002



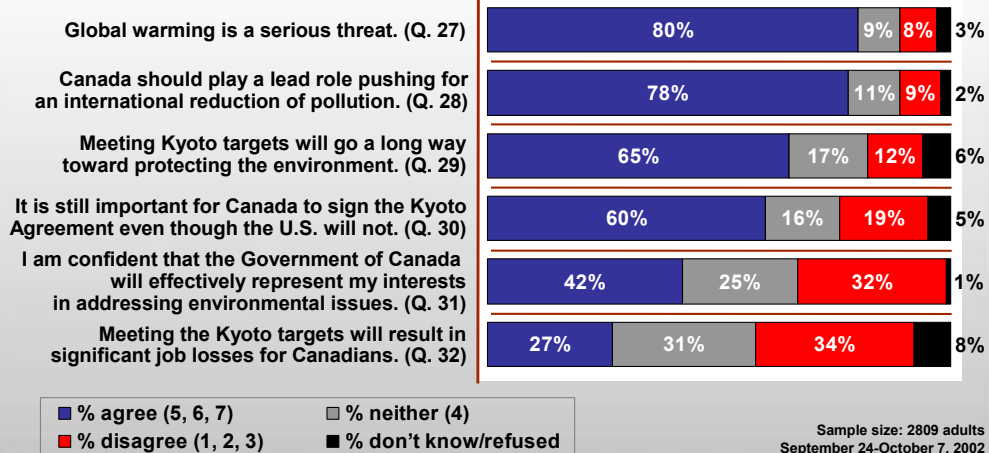
- Support for the Kyoto Protocol is very high: 78% of Canadians support the accord. A majority of Canadians in every province support the Kyoto Protocol except in Alberta, where 49% support it and 44% are opposed.

Note: see results of question 26 in Appendix A



Opinions on Global Warming and the Kyoto Protocol

“Please tell me the extent to which you agree or disagree with the following statements using a 7-point scale where 1 means you strongly disagree, 7 means you strongly agree and the midpoint, 4, means neither agree nor disagree.”



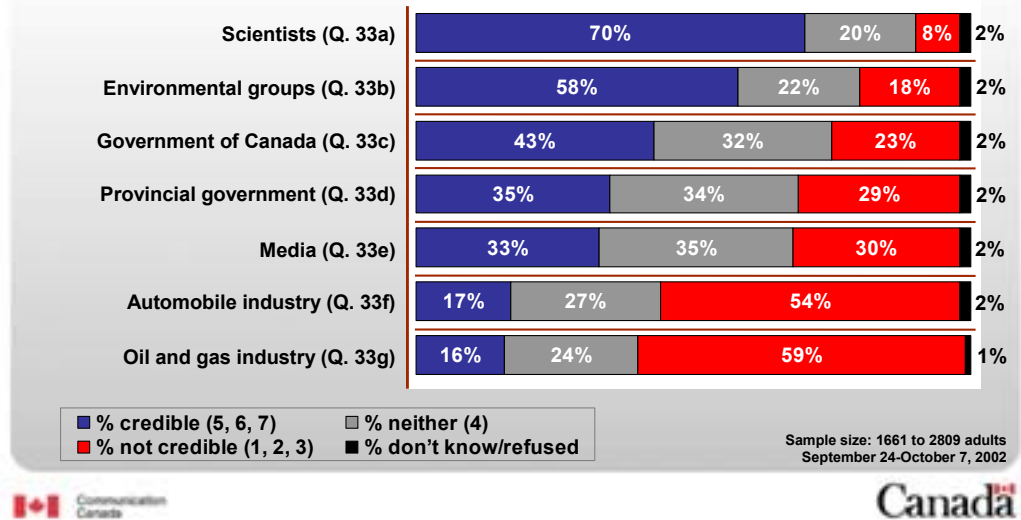
- Environmental concerns are driving support for the Kyoto Protocol.
- These environmental concerns are reflected by the above findings:
 - 80% believe that global warming is a serious threat;
 - 78% want Canada to play a lead role on international pollution issues; and
 - 65% believe that meeting the Kyoto targets will reduce harm to the environment.
- The economic impact concerns some Canadians; only 60% of Canadians favour committing to the Kyoto Protocol even if the U.S. does not.
- Twenty-seven percent (27%) of Canadians agree and 31% are unsure whether or not the Kyoto Protocol will cause significant job losses.
- Four in ten (42%) Canadians are confident that the Government of Canada will effectively represent their interests on environmental issues.

Note: see results of questions 27 through 32 in Appendix A



Credibility of Sources on the Environment and Climate Change

Q. 33: "Now, I'd like you to rate the credibility of a number of organizations in terms of what they say about the environment and climate change."



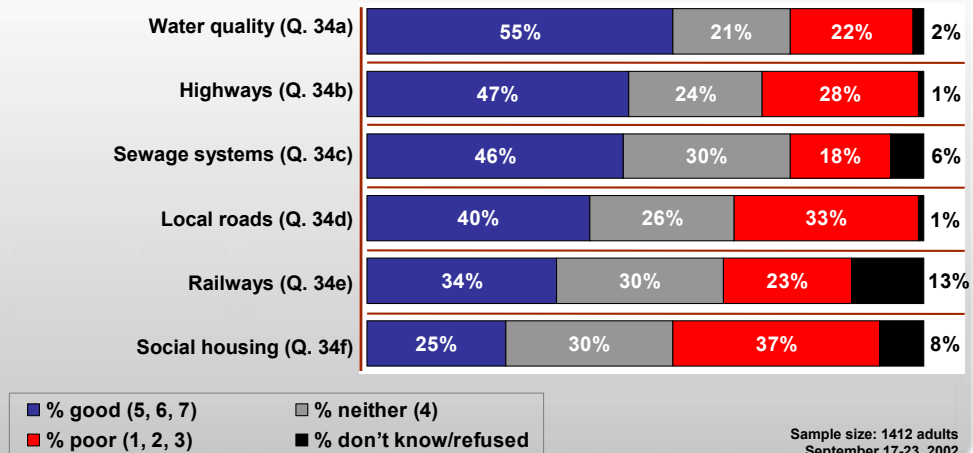
- Credibility of the different stakeholders related to the Kyoto Protocol varies widely.
- Scientists get the highest rating for credibility: 70% rate scientists highly as a source of information.
- Environmentalists are considered a very credible source by 58% of Canadians.
- Governments rate somewhat lower in credibility. Forty-three per cent (43%) of Canadians consider the Government of Canada a very credible source while 35% consider their provincial government a very credible source.
- The media is considered a very credible source by 33% of Canadians, while 30% do not believe that it is credible on this issue.
- The automobile industry and the oil and gas industry get still lower ratings for credibility. Only 17% believe the automobile industry is a credible source and 16% believe the oil and gas industry is credible.

Note: see results of questions 33a through 33g in Appendix A



How Canadians View the Nation's Infrastructure

Q. 34: "How would you rate the condition of the..."



Sample size: 1412 adults
September 17-23, 2002



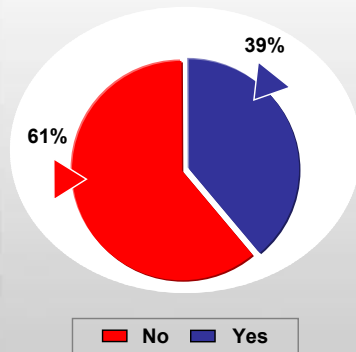
- Improving the nation's infrastructure represents a moderately high priority for Canadians (see page 14). Hence the next four pages focus on infrastructure of the country as a whole and the infrastructure of our cities and small towns.
- Views of the nation's physical infrastructure differ depending on the type. A majority of Canadians would give good ratings to Canada's water quality (55%); while a plurality of Canadians give good ratings to our highways (47%), sewage systems (46%) and local roads (40%).
- Perceptions of the water quality are most positive in Western Canada (61%) and Quebec (61%).
- Perceptions of the highway system vary considerably. While 54% of Ontarians and 51% of Western Canadians give good ratings to the highways, only 33% of Quebec residents do so.
- Similarly, good ratings of the local road system are highest in Western Canada (48%) and lowest in Atlantic Canada (20%).

Note: see results of questions 34a through 34f in Appendix A



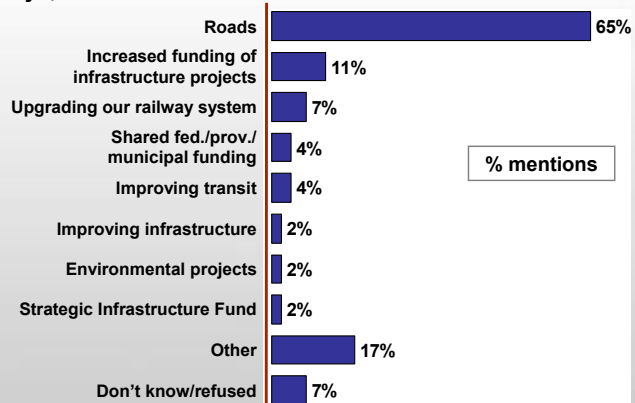
Awareness of Infrastructure Initiatives

Q. 35: "Have you heard of any Government of Canada initiatives aimed at improving roads, highways, rail and transit systems?"



Sample size: 1412 adults
September 17-23, 2002

Q. 36: "What have you heard?"



Sample size: 576 adults
September 17-23, 2002



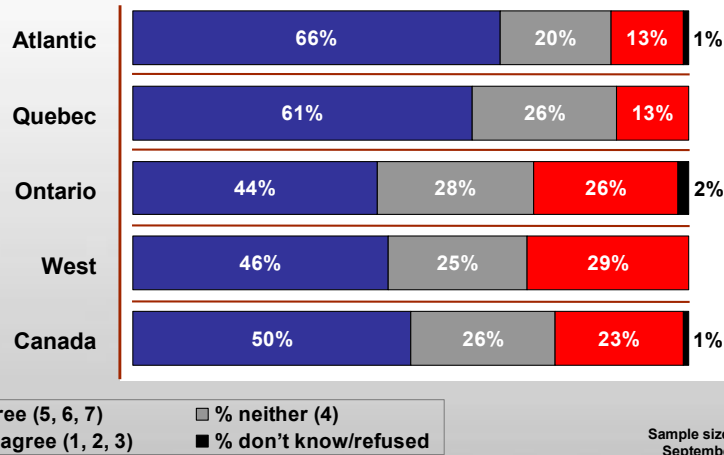
- Awareness of Government of Canada initiatives to improve roads, highways, rail and transit systems is moderately high (39%). Awareness ranges from 50% in Atlantic Canada to 35% in both Ontario and Western Canada.
- Of the Canadians who are aware of a Government of Canada initiative, by far the largest number (65%) mention initiatives related to *roads*.
- Mentions of other Government of Canada initiatives are much lower. These include:
 - increased funding of infrastructure projects (11%);
 - upgrading of the railway system (7%);
 - shared federal, provincial and municipal funding (4%); and
 - improving transit (4%).

Note: see results of questions 35 and 36 in Appendix A



Attention to New Infrastructure Investment

Q. 37: "I think Canada's roads, highways and other infrastructure systems are in need of urgent attention."



Sample size: 1412 adults
September 17-23, 2002



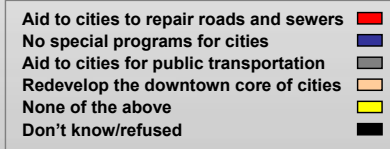
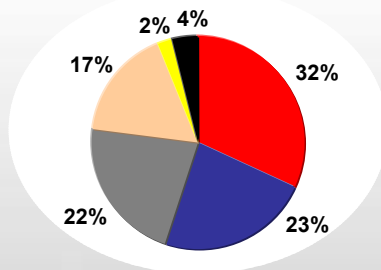
- Half (50%) of Canadians believe that there is an urgent need to improve Canada's roads, highways and other infrastructure. This belief is most prevalent in the Atlantic region (66% agree) and Quebec (61% agree). Conversely, only 44% of Ontarians and 46% of Western Canadians would agree that there is an urgent need for attention to the national infrastructure.

Note: see results of question 37 in Appendix A

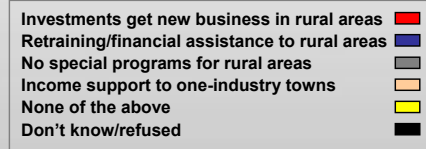
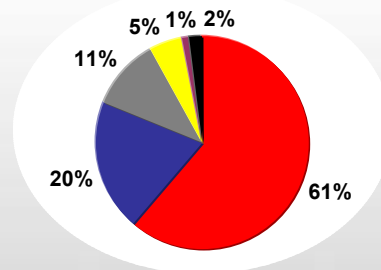


Aid to Canada's Cities Aid to Canada's Small Towns

Q. 38: "Thinking about the current situation facing cities in Canada, please tell me which of the following statements is closest to your own point of view. The Government of Canada should provide..."



Q. 39: "Thinking about the current situation facing small rural towns in Canada, please tell me which of the following statements is closest to your own personal opinion. The Government of Canada should provide..."



Sample size: 1412 adults, September 17-23, 2002



- With respect to Canada's cities, Canadians appear to have diverging priorities. While the largest number of Canadians (32%) consider aid to repair roads and sewers as a top priority, others (22%) consider aid to public transportation the top priority and 17% believe redevelopment of the core should be the top priority. Twenty-three percent (23%) believe that there should be no special programs for cities.
- With respect to Canada's small towns, six in 10 (61%) believe that aid should be focused on investments to attract new businesses to these communities. One fifth (20%) favour a focus on retraining and 5% want to focus on income support to one-industry towns. Only 11% believe there should be no special programs for small towns.

Note: see results of questions 38 and 39 in Appendix A



- Health care remains the top priority issue for Canadians. A number of other social and environmental issues also get high priority from Canadians. These include education, child poverty, environment, job skills and crime. Managing the economy is the only economic issue in the top tier of priorities.
- The Government's overall performance evaluation has increased slightly but is still highest in Ontario, the Atlantic provinces and the territories, and the lowest in Saskatchewan, Alberta and British Columbia. The Government's most positive evaluations are for international development, managing the economy and protecting national security. Evaluations are moderately favourable for improving the national infrastructure, unemployment, the environment and crime. Conversely, the Government's least favourable evaluations are for health care, taxation, child poverty and issues affecting resource sectors, such as agriculture, the fisheries and assisting people in rural communities. Perceptions in areas of public administration such as the Government's management of costs and listening to Canadians remain more negative than positive.
- The economy continues to be a key communications issue for the Government. Canadians are upbeat about the current state of the economy and confident about its course over the next 12 months. The Government receives moderately good evaluations for its handling of unemployment and generates confidence in its ability to face an economic downturn.



Conclusions (cont'd)



- Child poverty is a major concern of Canadians, who give the Government a low performance evaluation on this issue. Canadians perceive the current level of national investment in children to be inadequate. Canadians accept the basic premises of the need to reduce child poverty but are less confident that the Government has done so or will be able to do so.
- The environment is key for the Government in that it is a high priority and the Government's performance is well perceived by Canadians. Canadians accept the environmental premises of the Kyoto Protocol while they are less certain about its economic consequences. While a majority of Canadians support the accord, most are also not very familiar with its provisions.
- Canadians have diverging views of the state of the country's infrastructure, depending on the type of infrastructure and the province in which they live. Canadians give the highest ratings to the state of water quality, highways, sewage systems and local roads but are less positive about the state of social housing. Canadians are most aware of the Government of Canada's initiatives to improve roads and highways, but in some regions of the country, such as the Atlantic and Quebec, many believe the need to upgrade infrastructure is urgent.

The Survey (Fall 2002)

- Total sample: 7222 adults aged 18 and over.
 - Margin of error for Canada: +/- 1.2%.
- Oversampling conducted in Saskatchewan, Manitoba, New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador, Yukon, Northwest Territories and Nunavut.
- Interviewing conducted by telephone by GPC Research between September 3 and October 7, 2002.
- Focus groups were held between August 28 and September 5 in Vancouver, Crows Nest Pass, Sudbury, Québec and Charlottetown.

Total Interviews by GPC Research

	Actual percentage of Canada's population	Proportion of sample in relation to proportion of Canada's population	Number of interviews conducted	Maximum margin of error	Oversampling (number of persons)
Territories	0.3	22	201	+/- 6.9%	179
BC	13.0	939	506	+/- 4.4%	
AB	9.9	715	500	+/- 4.4%	
SK	3.3	238	501	+/- 4.4%	263
MB	3.7	267	502	+/- 4.4%	235
ON	38.0	2744	2005	+/- 2.2%	
QC	24.1	1741	1506	+/- 2.5%	
NB	2.4	173	451	+/- 4.6%	278
NS	3.0	217	450	+/- 4.6%	233
PE	0.5	36	300	+/- 5.6%	264
NL	1.7	123	300	+/- 5.6%	177
Atlantic	7.6	549	1501	+/- 2.5%	952
Total	100	7222	7222	+/- 1.2%	

Note: Numbers may not add up due to rounding.

Glossary

Atlantic (Atl.)

In the context of our publications, Atlantic includes Newfoundland and Labrador, Nova Scotia, Prince Edward Island and New Brunswick.

Focus Group

Small group of eight to twelve people engaged in a guided discussion on a specific topic or a number of topics. Focus group members are selected to represent a target population.

Government Transparency

In the context of our publications, government transparency refers to openness on the part of the Government about programs, services, policies and interactions, and the sharing of information with the general public.

Margin of Error

Margin of error measures the uncertainty of survey results. Margin of error tells us how much variation could exist between the observed results from the sample population and the actual result had the entire target population been interviewed.

Mean

A measure of central tendency that represents the sum of a set of values divided by the number of values in the data. Also known as the average.

Net Performance Rating

Respondents are asked to rate the performance of the Government. Poor performance ratings are subtracted from good performance ratings and a plus-minus scale (or net performance rating) is developed.

Overall Performance Rating

In the context of our publications, the overall performance rating refers to respondents' assessment of the overall performance of the Government, generally speaking.

Oversampling

In the context of our publications, oversampling refers to surveying proportionately more people in a particular region or subgroup than the people of that region or subgroup represent as a proportion of the national population. This is done to reduce the margin of error associated with the findings in these areas and to allow for more in-depth analysis.

Performance Rating

Survey respondents give performance ratings such as “good,” “poor” and “neither” to the Government in relation to selected issues.

Glossary (cont'd)

Priority Rating

The level of priority that respondents feel the Government should place on various public policy issues, such as health care, national defence and the economy.

Prompted Questions

Respondents are asked to rate or recall an item or series of items read by the interviewer.

Public Opinion Research (POR)

The process of gathering information on Canadians' opinions, attitudes, perceptions, judgments, feelings, ideas, reactions or views in order to facilitate decision-making. Public opinion research is one method used to understand the points of view and expectations of citizens.

Reputation Factors

In the context of our publications, reputation factors are a set of attributes that describe the image that the Government projects to the public. Such attributes include “having ethical standards”, “providing high quality service” and “managing cost-effectively.”

Rotational Oversampling

In the context of our publications, rotational oversampling refers to the rotation by researchers of the areas/regions where oversampling is to take place. One example is the switching between an oversampling of Prince Edward Island and Newfoundland and Labrador in one survey and Nova Scotia and New Brunswick in the next.

Survey

A gathering of a sample of opinions which involve a large number of interviews with respondents, using pre-designed questionnaires.¹

Syndicated Studies

Private-sector proprietary studies that are made available for use by Communication Canada as a subscriber to the studies.

Top-of-Mind Issues

Within the context of our publications, top-of-mind issues are the issues that Canadians, without prompting, feel the Government of Canada should focus on the most.

¹ *ESOMAR Glossary of Marketing Research Terms, 21 Aug. 2002.*
http://www.esomar.nl/EGlossary_s.htm

Glossary (cont'd)

Tracking Survey

Within the context of our publications, a tracking survey is a methodology used to study the public's attitudes and awareness over a period of time. The same questions are posed in a series of surveys.

Trend

Within the context of our research, a trend can be described as any result that demonstrates a particular pattern over time.

Unprompted Questions

In the context of our publications, unprompted questions are those questions where the participants are not given a list of possible responses to choose from. Rather, their response is left solely to their discretion.

Weighted Samples

A procedure for combining the survey results of two or more population subgroups of different sizes in order to accurately reflect the characteristics of the population as a whole. Communication Canada weights its survey samples to proportionately represent the Canadian population by province, by gender and by age, according to 1996 census information.

Appendix A

Background Notes

(Note: All figures are in percentages with the exception of sample sizes.)

Q. 1 "Overall, thinking about the future of the country, how would you describe yourself?"

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Optimistic (5, 6, 7)	53	56	54	46	52	58	57	49	54	57	56	62
Neither (4)	29	25	25	31	29	26	26	37	30	30	29	24
Pessimistic (1, 2, 3)	16	15	20	22	18	15	16	13	14	11	15	10
Don't know/refused	1	4	1	1	1	1	1	1	2	3	1	4

By Gender and Age

	Optimistic (5, 6, 7)	Neither (4)	Pessimistic (1, 2, 3)	Don't know/refused	Sample size
Canada	53	29	16	1	7222
Men	55	27	18	1	3281
Women	52	32	14	2	3941
18-34 years	55	29	14	1	1768
35-54 years	54	29	16	1	3237
55+ years	51	30	17	2	2124

Q. 2 "Over the next year or so, do you think Canada's economy will be going better, worse or about the same?"

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Better (5, 6, 7)	34	43	32	28	29	33	37	33	30	34	28	39
Same (4)	47	42	42	41	49	53	46	53	52	52	53	51
Worse (1, 2, 3)	18	13	24	30	22	13	16	14	18	12	19	9
Don't know/refused	1	2	2	2	0	1	1	1	1	2	0	1

By Gender and Age

	Better (5, 6, 7)	Same (4)	Worse (1, 2, 3)	Don't know/refused	Sample size
Canada	34	47	18	1	7222
Men	37	44	18	1	3281
Women	31	50	18	2	3941
18-34 years	35	45	19	1	1768
35-54 years	31	49	19	1	3237
55+ years	36	48	14	2	2124

Q. 3 "Generally speaking, how would you rate the performance of the Government of Canada?"

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	29	40	24	20	22	29	33	28	30	31	35	32
Neither (4)	32	27	25	21	28	32	29	43	37	34	39	39
Poor (1, 2, 3)	39	31	50	59	49	39	38	28	32	34	26	30
Don't know/ refused	1	2	1	0	1	0	1	0	1	1	1	0

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Bad (1, 2, 3)	Don't know/ refused	Sample size
Canada	29	32	39	1	7222
Men	30	28	42	1	3281
Women	27	36	36	1	3941
18-34 years	32	30	37	1	1768
35-54 years	26	31	42	1	3237
55+ years	28	34	37	0	2124

Q. 4 "Thinking of the issues facing Canada today, which one would you say the Government of Canada should focus on most?"

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Medicare/health care	30	22	30	21	25	32	29	31	38	39	45	46
Other	10	11	12	12	10	9	10	10	8	7	12	7
Economy (general)	9	10	11	9	10	10	9	8	9	8	5	6
Education/schools	7	9	4	5	2	4	10	4	7	7	7	6
Don't know/refused	6	9	6	7	9	6	5	8	7	8	4	6
Environment/pollution	6	3	4	12	4	4	7	6	2	4	4	2
National security/defence	6	1	4	7	4	8	8	3	6	9	4	4
Jobs/unemployment	5	10	6	3	4	3	4	7	6	6	6	13
Poverty/the poor/ welfare/ homeless	5	3	3	3	4	2	3	10	6	4	4	2
Deficit/debt/Government spending	3	3	5	5	3	3	2	2	2	3	2	1
Taxes/tax reform/GST	3	1	2	4	4	6	3	2	3	2	3	1
Immigration	2	1	0	2	1	1	2	2	1	0	0	0
Trade/free trade/NAFTA/global trade	2	1	4	1	1	1	2	1	0	1	1	1
Social services	2	4	2	1	1	2	2	1	1	1	0	1
National unity/Quebec's future	1	1	1	2	1	2	1	3	1	0	1	1
None are important	1	0	1	1	1	0	1	1	1	0	1	0
Agriculture/farming	1	0	0	1	12	4	0	0	0	0	1	0
Canadian dollar	1	4	0	1	1	0	1	1	0	0	0	0
Aboriginals/native issues	1	5	2	1	1	1	0	0	1	0	0	0
Crime/violence	0	0	0	1	0	1	1	0	0	1	0	0

Q. 4 "Thinking of the issues facing Canada today, which one would you say the Government of Canada should focus on most?"

By Gender and Age

	CANADA	Men	Women	18-34 years	35-54 years	55+ years
Sample size	7222	3281	3941	1768	3237	2124
Medicare/health care	30	24	35	26	29	36
Other	10	11	9	10	10	11
Economy (general)	9	10	9	8	10	9
Education/schools	7	5	8	10	6	3
Don't know/refused	6	6	7	9	5	5
Environment/pollution	6	7	5	6	7	6
National security/defence	6	7	5	7	5	7
Jobs/unemployment	5	6	5	5	6	4
Poverty/the poor/ welfare/homeless	5	4	6	6	5	4
Deficit/debt/Government spending	3	4	2	2	3	3
Taxes/tax reform/GST	3	4	2	3	3	2
Immigration	2	2	2	1	2	2
Trade/free trade/NAFTA/global trade	2	2	1	1	2	1
Social services	2	1	2	2	2	1
National unity/Quebec's future	1	2	1	1	1	2
None are important	1	1	1	1	1	1
Agriculture/farming	1	1	1	1	1	1
Canadian dollar	1	1	0	1	1	0
Aboriginals/native issues	1	1	1	1	1	0
Crime/violence	0	0	1	1	0	0

Q. 5A “Canada is facing a set of difficult challenges. Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas? Please rate your response on a 7-point scale where 1 means the lowest priority, 7 means the highest priority and the mid-point 4 means middle priority. How about taxation?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	23	14	19	21	23	21	21	31	22	22	16	25
High (5, 6, 7)	62	55	60	63	60	60	61	67	57	62	52	69
Middle (4)	23	30	24	22	24	24	23	22	25	26	30	21
Low (1, 2, 3)	13	13	13	15	13	15	14	10	15	11	18	9
Don't know/refused	2	2	3	1	3	1	2	1	3	2	0	1

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	23	62	23	13	2	7222
Men	22	61	23	14	2	3281
Women	24	64	23	11	1	3941
18-34 years	20	63	22	14	1	1768
35-54 years	24	62	24	13	1	3237
55+ years	26	63	23	12	3	2124

Q. 5B “How about unemployment?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	26	29	24	16	19	20	23	35	36	29	31	40
High (5, 6, 7)	73	72	74	60	67	68	72	78	77	78	74	88
Middle (4)	18	19	17	29	22	24	18	15	15	15	18	7
Low (1, 2, 3)	8	5	8	11	9	8	9	6	7	7	7	5
Don't know/refused	1	4	1	0	1	0	1	0	1	1	1	0

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	26	73	18	8	1	7222
Men	22	68	21	11	1	3281
Women	29	77	16	6	1	3941
18-34 years	25	76	16	8	0	1768
35-54 years	24	71	20	9	0	3237
55+ years	28	72	19	8	1	2124

* This row contains the “very high priority” responses: 7 on the scale from 1 to 7. The responses are part of the “high” category: 5, 6, 7 on the scale from 1 to 7, which is found in the row/column immediately after.

Q. 5C “Canada is facing a set of difficult challenges. Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas? Please rate your response on a 7-point scale where 1 means the lowest priority, 7 means the highest priority and the mid-point 4 means middle priority. How about managing the economy?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	39	37	38	31	36	34	39	42	42	40	33	47
High (5, 6, 7)	86	81	88	84	82	84	86	85	83	86	86	88
Middle (4)	10	16	8	11	12	11	9	10	10	10	10	9
Low (1, 2, 3)	4	2	3	4	6	5	4	5	6	4	4	3
Don't know/refused	1	1	1	0	1	0	1	0	1	0	0	0

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	39	86	10	4	1	7222
Men	35	83	11	6	1	3281
Women	43	88	9	3	0	3941
18-34 years	35	86	9	5	0	1768
35-54 years	39	85	10	4	0	3237
55+ years	42	86	9	4	1	2124

Q. 5D “How about promoting innovation?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	14	8	14	10	10	12	14	16	12	14	15	19
High (5, 6, 7)	59	51	57	58	49	58	61	60	55	59	59	64
Middle (4)	26	29	25	26	34	26	25	26	29	25	29	24
Low (1, 2, 3)	11	13	12	13	12	12	11	11	11	9	7	8
Don't know/refused	4	6	5	3	6	5	4	3	5	7	5	5

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	14	59	26	11	4	7222
Men	16	62	24	11	3	3281
Women	12	57	28	11	5	3941
18-34 years	13	60	26	11	3	1768
35-54 years	15	60	26	11	3	3237
55+ years	14	58	25	11	6	2124

* This row contains the “very high priority” responses: 7 on the scale from 1 to 7. The responses are part of the “high” category: 5, 6, 7 on the scale from 1 to 7, which is found in the row/column immediately after.

Q. 5E “Canada is facing a set of difficult challenges. Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas? Please rate your response on a 7-point scale where 1 means the lowest priority, 7 means the highest priority and the mid-point 4 means middle priority. How about assisting cities/urban renewal?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	10	5	6	6	8	9	10	13	8	10	8	14
High (5, 6, 7)	50	43	40	45	43	53	54	53	46	52	52	56
Middle (4)	31	39	36	34	32	29	28	31	38	29	29	29
Low (1, 2, 3)	17	14	22	18	20	16	17	16	13	16	17	13
Don't know/refused	2	4	1	3	4	1	2	1	3	3	2	2

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	10	50	31	17	2	7222
Men	10	50	29	18	2	3281
Women	9	50	32	16	2	3941
18-34 years	8	49	32	17	1	1768
35-54 years	9	49	31	19	1	3237
55+ years	12	54	29	15	2	2124

Q. 5F “How about education?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	45	43	37	36	28	38	47	53	49	49	46	56
High (5, 6, 7)	88	93	88	87	84	88	89	88	89	92	91	92
Middle (4)	7	5	9	9	11	9	7	7	8	6	8	7
Low (1, 2, 3)	4	2	3	4	5	3	4	5	3	2	2	1
Don't know/refused	0	0	0	0	0	1	0	1	0	0	0	0

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	45	88	7	4	0	7222
Men	38	86	9	5	1	3281
Women	52	90	6	3	0	3941
18-34 years	51	92	5	3	0	1768
35-54 years	45	88	8	4	0	3237
55+ years	41	85	9	4	1	2124

* This row contains the “very high priority” responses: 7 on the scale from 1 to 7. The responses are part of the “high” category: 5, 6, 7 on the scale from 1 to 7, which is found in the row/column immediately after.

Q. 5G “Canada is facing a set of difficult challenges. Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas? Please rate your response on a 7-point scale where 1 means the lowest priority, 7 means the highest priority and the mid-point 4 means middle priority. How about health care?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	57	53	48	43	51	53	58	67	61	66	60	74
High (5, 6, 7)	91	95	90	87	93	93	92	92	89	93	93	92
Middle (4)	5	5	7	9	5	4	5	4	6	3	4	5
Low (1, 2, 3)	3	1	2	4	2	3	2	3	5	3	3	3
Don't know/refused	0	0	0	0	0	0	0	0	0	0	1	0

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	57	91	5	3	0	7222
Men	49	88	8	4	0	3281
Women	66	94	3	2	0	3941
18-34 years	54	91	5	3	0	1768
35-54 years	57	92	5	3	0	3237
55+ years	62	92	6	2	0	2124

Q. 5H “How about environment?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	34	34	23	23	22	29	36	42	39	38	39	35
High (5, 6, 7)	81	87	77	71	74	81	83	84	80	84	88	81
Middle (4)	13	8	16	20	19	13	12	12	15	11	8	14
Low (1, 2, 3)	6	4	7	9	8	6	5	5	5	4	3	5
Don't know/refused	0	0	1	0	0	1	0	0	1	0	0	0

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	34	81	13	6	0	7222
Men	30	78	15	7	0	3281
Women	38	84	12	4	0	3941
18-34 years	33	83	11	6	0	1768
35-54 years	34	82	13	4	0	3237
55+ years	35	77	16	7	1	2124

* This row contains the “very high priority” responses: 7 on the scale from 1 to 7. The responses are part of the “high” category: 5, 6, 7 on the scale from 1 to 7, which is found in the row/column immediately after.

Q. 5I “Canada is facing a set of difficult challenges. Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas? Please rate your response on a 7-point scale where 1 means the lowest priority, 7 means the highest priority and the mid-point 4 means middle priority. How about Aboriginal issues?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	10	25	9	8	10	11	11	9	15	9	14	9
High (5, 6, 7)	44	68	48	38	44	50	46	38	45	43	49	52
Middle (4)	28	17	24	29	28	23	28	31	30	29	31	26
Low (1, 2, 3)	26	15	28	32	26	26	23	29	24	26	20	19
Don't know/refused	2	0	1	2	3	1	2	2	1	2	0	3

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	10	44	28	26	2	7222
Men	9	40	29	29	2	3281
Women	11	47	28	24	2	3941
18-34 years	9	43	29	28	1	1768
35-54 years	10	43	28	28	2	3237
55+ years	11	46	28	23	3	2124

Q. 5J “How about improving Canadians’ job skills?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	25	31	23	20	21	23	27	23	30	33	32	41
High (5, 6, 7)	75	72	76	69	73	76	78	68	77	81	84	86
Middle (4)	17	20	15	19	18	17	15	21	16	12	12	10
Low (1, 2, 3)	8	7	8	11	8	6	7	9	7	6	4	4
Don't know/refused	1	0	0	1	1	1	1	1	0	1	0	0

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	25	75	17	8	1	7222
Men	24	74	16	9	1	3281
Women	26	75	18	7	1	3941
18-34 years	23	75	16	9	0	1768
35-54 years	25	73	18	8	1	3237
55+ years	27	76	16	6	1	2124

* This row contains the “very high priority” responses: 7 on the scale from 1 to 7. The responses are part of the “high” category: 5, 6, 7 on the scale from 1 to 7, which is found in the row/column immediately after.

Q. 5K “Canada is facing a set of difficult challenges. Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas? Please rate your response on a 7-point scale where 1 means the lowest priority, 7 means the highest priority and the mid-point 4 means middle priority. How about improving the well-being of people in other countries?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	7	11	4	4	5	6	6	12	6	8	8	8
High (5, 6, 7)	40	38	34	33	33	42	40	44	38	40	51	47
Middle (4)	30	34	32	29	29	28	28	31	34	33	28	32
Low (1, 2, 3)	30	28	33	37	36	29	32	25	27	26	21	20
Don't know/refused	0	0	1	1	1	1	0	1	1	1	0	1

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	7	40	30	30	0	7222
Men	6	37	29	34	0	3281
Women	8	42	30	27	1	3941
18-34 years	10	46	27	27	0	1768
35-54 years	6	35	32	33	0	3237
55+ years	6	40	30	29	1	2124

Q. 5L “How about agriculture and farming?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	22	17	18	21	35	25	22	22	23	25	25	23
High (5, 6, 7)	75	69	74	79	82	80	76	69	75	76	74	76
Middle (4)	17	21	18	13	12	14	17	21	18	17	19	17
Low (1, 2, 3)	7	8	7	8	5	5	7	9	6	6	6	6
Don't know/refused	1	2	1	0	0	0	1	1	1	0	0	2

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	22	75	17	7	1	7222
Men	20	71	19	9	1	3281
Women	24	77	16	6	1	3941
18-34 years	17	71	20	9	0	1768
35-54 years	22	75	17	7	1	3237
55+ years	28	78	15	6	1	2124

* This row contains the “very high priority” responses: 7 on the scale from 1 to 7. The responses are part of the “high” category: 5, 6, 7 on the scale from 1 to 7, which is found in the row/column immediately after.

Q. 5M “Canada is facing a set of difficult challenges. Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas? Please rate your response on a 7-point scale where 1 means the lowest priority, 7 means the highest priority and the mid-point 4 means middle priority. How about managing the fisheries?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	13	17	17	10	10	12	12	11	18	23	22	46
High (5, 6, 7)	56	70	67	57	49	59	58	43	57	72	72	84
Middle (4)	27	22	22	25	31	25	26	34	31	20	20	8
Low (1, 2, 3)	15	7	11	14	17	12	14	21	11	8	8	8
Don't know/refused	2	0	1	3	4	4	2	2	1	0	1	0

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	13	56	27	15	2	7222
Men	14	56	26	16	2	3281
Women	13	56	28	14	2	3941
18-34 years	9	50	30	20	1	1768
35-54 years	14	57	27	14	1	3237
55+ years	16	61	24	11	4	2124

Q. 5N “How about protecting national security?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	30	27	23	27	24	27	34	26	42	36	32	39
High (5, 6, 7)	71	75	66	74	70	75	75	62	78	79	72	82
Middle (4)	17	15	20	14	19	16	15	23	14	14	20	10
Low (1, 2, 3)	11	10	13	12	11	9	10	14	8	7	7	7
Don't know/refused	0	0	0	0	1	0	1	0	0	0	1	1

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	30	71	17	11	0	7222
Men	26	67	19	14	0	3281
Women	33	75	16	9	0	3941
18-34 years	27	70	17	13	0	1768
35-54 years	28	70	18	12	0	3237
55+ years	34	73	17	10	1	2124

* This row contains the “very high priority” responses: 7 on the scale from 1 to 7. The responses are part of the “high” category: 5, 6, 7 on the scale from 1 to 7, which is found in the row/column immediately after.

Q. 50 “Canada is facing a set of difficult challenges. Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas? Please rate your response on a 7-point scale where 1 means the lowest priority, 7 means the highest priority and the mid-point 4 means middle priority. How about national defence?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	24	25	21	22	20	21	28	18	32	34	26	33
High (5, 6, 7)	63	65	61	69	62	68	69	49	73	74	70	77
Middle (4)	20	21	20	19	22	21	17	28	16	15	15	14
Low (1, 2, 3)	16	13	19	12	16	10	13	23	10	9	15	8
Don't know/refused	1	1	0	0	0	0	1	1	0	1	1	1

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	24	63	20	16	1	7222
Men	23	61	19	19	0	3281
Women	25	65	21	13	1	3941
18-34 years	23	63	19	18	0	1768
35-54 years	22	62	22	16	1	3237
55+ years	27	66	20	13	1	2124

Q. 5P “How about immigration?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	13	12	9	10	11	10	15	14	16	10	18	10
High (5, 6, 7)	49	42	50	50	41	45	51	48	46	49	45	45
Middle (4)	26	35	28	24	28	31	24	30	28	26	35	29
Low (1, 2, 3)	23	22	20	26	30	23	25	21	25	23	19	24
Don't know/refused	1	2	2	1	1	0	1	1	1	1	1	2

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	13	49	26	23	1	7222
Men	11	47	27	25	1	3281
Women	14	51	26	22	1	3941
18-34 years	13	53	26	20	0	1768
35-54 years	12	47	27	25	1	3237
55+ years	15	49	25	24	2	2124

* This row contains the “very high priority” responses: 7 on the scale from 1 to 7. The responses are part of the “high” category: 5, 6, 7 on the scale from 1 to 7, which is found in the row/column immediately after.

Q. 5Q “Canada is facing a set of difficult challenges. Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas? Please rate your response on a 7-point scale where 1 means the lowest priority, 7 means the highest priority and the mid-point 4 means middle priority. How about child poverty?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	44	44	37	36	37	38	40	58	52	47	50	51
High (5, 6, 7)	83	87	81	79	81	83	81	90	84	83	86	88
Middle (4)	10	9	12	12	13	11	10	6	7	10	9	8
Low (1, 2, 3)	6	4	6	8	5	5	8	4	9	7	5	4
Don't know/refused	1	0	0	1	1	0	1	1	0	0	1	0

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	44	83	10	6	1	7222
Men	35	79	12	8	1	3281
Women	52	88	8	4	0	3941
18-34 years	44	86	8	6	0	1768
35-54 years	46	85	10	5	1	3237
55+ years	42	80	12	8	1	2124

Q. 5R “How about crime and justice?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	29	30	24	24	29	30	28	33	30	36	27	35
High (5, 6, 7)	74	75	71	74	77	79	75	73	74	80	77	81
Middle (4)	17	20	20	18	16	15	16	19	19	14	17	14
Low (1, 2, 3)	7	5	8	8	6	4	8	7	6	6	6	5
Don't know/refused	1	1	0	1	1	1	1	1	0	0	0	0

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	29	74	17	7	1	7222
Men	25	70	19	10	1	3281
Women	33	78	16	5	1	3941
18-34 years	27	75	17	8	0	1768
35-54 years	27	73	19	7	0	3237
55+ years	33	76	16	7	2	2124

* This row contains the “very high priority” responses: 7 on the scale from 1 to 7. The responses are part of the “high” category: 5, 6, 7 on the scale from 1 to 7, which is found in the row/column immediately after.

Q. 5S “Canada is facing a set of difficult challenges. Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas? Please rate your response on a 7-point scale where 1 means the lowest priority, 7 means the highest priority and the mid-point 4 means middle priority. How about assisting people in rural communities?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	14	19	12	9	21	16	11	18	18	19	20	28
High (5, 6, 7)	61	67	62	55	68	67	58	63	66	70	64	75
Middle (4)	26	20	24	30	22	22	27	25	20	20	25	17
Low (1, 2, 3)	12	14	13	14	9	10	14	11	13	9	10	7
Don't know/refused	1	0	2	2	1	1	1	1	1	0	1	1

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	14	61	26	12	1	7222
Men	12	56	28	15	1	3281
Women	16	66	23	10	1	3941
18-34 years	11	60	26	14	1	1768
35-54 years	14	61	25	13	1	3237
55+ years	16	62	25	10	2	2124

Q. 5T “How about improving Canada’s infrastructure such as roads, sewers and highways?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Highest priority* (7)	20	16	14	14	25	25	17	26	25	32	23	34
High (5, 6, 7)	67	67	63	61	76	77	65	69	72	81	74	79
Middle (4)	23	21	25	26	16	17	24	21	19	12	21	16
Low (1, 2, 3)	10	9	12	13	8	6	10	10	8	7	5	5
Don't know/refused	0	2	0	0	0	0	1	0	0	0	0	0

By Gender and Age

	Highest* (7)	High (5, 6, 7)	Middle (4)	Low (1, 2, 3)	Don't know/refused	Sample size
Canada	20	67	23	10	0	7222
Men	21	69	21	10	0	3281
Women	19	66	24	10	0	3941
18-34 years	17	62	24	13	0	1768
35-54 years	18	65	25	10	0	3237
55+ years	25	75	17	7	1	2124

* This row contains the “very high priority” responses: 7 on the scale from 1 to 7. The responses are part of the “high” category: 5, 6, 7 on the scale from 1 to 7, which is found in the row/column immediately after.

Q. 6A “How would you rate the Government of Canada’s performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent and the midpoint 4 is neither. How about taxation?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	27	42	22	21	23	27	29	28	29	22	31	34
Neither (4)	32	30	32	26	30	31	32	34	35	33	39	37
Poor (1, 2, 3)	40	28	45	51	46	42	38	37	34	43	29	29
Don't know/refused	1	1	2	1	1	1	2	1	2	2	1	1

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	27	32	40	1	7222
Men	26	30	43	1	3281
Women	27	33	38	2	3941
18-34 years	30	32	37	1	1768
35-54 years	23	32	43	1	3237
55+ years	28	32	38	1	2124

Q. 6B “How about unemployment?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	36	36	28	36	34	43	38	34	35	40	35	38
Neither (4)	35	32	37	36	41	35	36	34	28	31	42	35
Poor (1, 2, 3)	27	32	34	25	23	21	24	32	35	27	21	26
Don't know/refused	2	1	1	3	2	1	2	1	3	2	2	0

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	36	35	27	2	7222
Men	35	35	28	1	3281
Women	36	35	26	2	3941
18-34 years	41	32	26	2	1768
35-54 years	33	36	29	2	3237
55+ years	35	38	26	2	2124

Q. 6C “How would you rate the Government’s performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent and the midpoint 4 is neither. How about managing the economy?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	43	53	35	30	36	46	46	47	40	42	47	48
Neither (4)	28	29	29	26	29	26	29	28	33	32	31	31
Poor (1, 2, 3)	28	16	36	42	33	28	24	24	26	25	21	20
Don't know/refused	1	2	1	2	1	1	1	1	1	1	1	1

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	43	28	28	1	7222
Men	44	27	28	1	3281
Women	41	30	28	2	3941
18-34 years	45	29	25	2	1768
35-54 years	40	28	30	1	3237
55+ years	44	28	26	1	2124

Q. 6D “How about promoting innovation?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	30	31	25	26	28	30	30	34	30	28	40	32
Neither (4)	39	40	37	40	39	37	38	41	41	42	35	38
Poor (1, 2, 3)	25	16	31	28	23	26	25	20	21	23	22	21
Don't know/refused	6	13	8	6	10	7	6	5	7	8	3	8

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	30	39	25	6	7222
Men	31	36	29	4	3281
Women	29	41	21	8	3941
18-34 years	38	38	18	5	1768
35-54 years	28	41	27	5	3237
55+ years	25	38	28	8	2124

Q. 6E “How would you rate the Government of Canada’s performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent and the midpoint 4 is neither. How about assisting cities/urban renewal?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	28	22	21	25	28	35	27	32	30	29	33	32
Neither (4)	40	48	39	42	39	36	38	43	46	40	46	37
Poor (1, 2, 3)	27	18	32	27	26	24	29	22	18	24	18	25
Don't know/refused	5	11	8	6	7	5	6	4	6	7	4	5

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	28	40	27	5	7222
Men	26	39	31	4	3281
Women	29	40	23	8	3941
18-34 years	35	41	18	6	1768
35-54 years	24	41	30	5	3237
55+ years	25	38	31	6	2124

Q. 6F “How about education?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	33	40	26	29	37	41	32	39	36	34	37	44
Neither (4)	30	35	35	29	38	31	27	32	37	33	35	28
Poor (1, 2, 3)	35	25	37	41	25	27	40	28	27	32	28	28
Don't know/refused	2	0	2	1	1	2	1	1	1	0	1	0

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	33	30	35	2	7222
Men	34	31	34	1	3281
Women	33	30	36	1	3941
18-34 years	40	25	35	1	1768
35-54 years	28	31	40	1	3237
55+ years	34	36	28	2	2124

Q. 6G “How would you rate the Government of Canada’s performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent and the midpoint 4 is neither. How about health care?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	28	36	21	27	25	30	32	27	29	29	32	30
Neither (4)	24	29	26	25	28	23	23	24	26	23	29	29
Poor (1, 2, 3)	47	35	53	47	47	46	45	49	44	47	38	41
Don't know/refused	1	0	1	1	0	0	1	1	1	1	0	0

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	28	24	47	1	7222
Men	30	25	45	0	3281
Women	27	23	49	1	3941
18-34 years	35	22	43	1	1768
35-54 years	24	24	52	1	3237
55+ years	28	27	44	0	2124

Q. 6H “How about environment?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	37	29	38	32	34	37	36	38	35	40	40	40
Neither (4)	32	36	32	36	32	34	30	33	36	29	32	36
Poor (1, 2, 3)	30	34	28	31	32	28	33	28	26	30	28	23
Don't know/refused	1	1	2	2	2	1	1	1	2	2	1	1

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	37	32	30	1	7222
Men	36	31	32	1	3281
Women	37	33	28	2	3941
18-34 years	46	27	25	1	1768
35-54 years	33	33	33	1	3237
55+ years	33	35	31	1	2124

Q. 6I “How would you rate the Government of Canada’s performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent and the midpoint 4 is neither. How about Aboriginal issues?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	29	44	24	25	33	39	29	31	36	36	40	35
Neither (4)	35	22	32	37	32	31	35	38	33	34	35	39
Poor (1, 2, 3)	31	30	40	35	32	29	30	27	26	26	22	23
Don't know/refused	5	4	5	3	3	1	6	4	5	4	3	3

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	29	35	31	5	7222
Men	28	34	34	3	3281
Women	30	37	27	6	3941
18-34 years	29	36	28	6	1768
35-54 years	28	36	32	4	3237
55+ years	31	34	31	4	2124

Q. 6J “How about improving Canadians’ job skills?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	33	35	27	29	31	35	34	33	31	34	40	40
Neither (4)	37	40	35	39	37	35	34	41	35	34	35	39
Poor (1, 2, 3)	28	18	35	29	29	27	28	22	32	27	24	20
Don't know/refused	2	7	3	3	3	3	3	3	2	4	1	1

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	33	37	28	2	7222
Men	31	36	31	2	3281
Women	34	37	24	4	3941
18-34 years	39	35	23	2	1768
35-54 years	29	36	31	3	3237
55+ years	31	39	27	4	2124

Q. 6K “How would you rate the Government of Canada’s performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent and the midpoint 4 is neither. How about improving the well-being of people in other countries?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	43	39	44	44	41	46	44	40	41	45	35	44
Neither (4)	34	40	30	30	34	31	34	38	33	34	45	34
Poor (1, 2, 3)	19	16	20	23	20	18	18	20	21	15	16	19
Don't know/refused	4	4	6	3	5	5	4	2	5	5	3	3

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	43	34	19	4	7222
Men	43	32	22	3	3281
Women	43	36	16	5	3941
18-34 years	52	29	15	4	1768
35-54 years	41	36	19	4	3237
55+ years	38	36	23	3	2124

Q. 6L “How about agriculture and farming?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	28	23	21	26	16	25	28	33	28	33	39	34
Neither (4)	34	33	31	27	18	30	32	44	40	34	32	42
Poor (1, 2, 3)	34	36	43	46	65	43	35	20	30	29	28	18
Don't know/refused	4	8	5	1	1	2	4	4	3	3	1	6

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	28	34	34	4	7222
Men	29	32	37	3	3281
Women	27	36	32	5	3941
18-34 years	34	34	27	5	1768
35-54 years	25	34	38	3	3237
55+ years	27	34	36	4	2124

Q. 6M “How would you rate the Government of Canada’s performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent and the midpoint 4 is neither. How about managing the fisheries?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	22	33	16	18	17	24	22	25	27	26	30	22
Neither (4)	36	30	26	38	39	37	36	44	32	30	38	21
Poor (1, 2, 3)	34	34	53	36	32	30	33	23	35	42	31	56
Don't know/refused	8	4	4	9	13	10	9	8	6	2	1	1

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	22	36	34	8	7222
Men	23	32	39	5	3281
Women	20	40	29	10	3941
18-34 years	24	38	28	9	1768
35-54 years	20	37	36	7	3237
55+ years	21	34	37	7	2124

Q. 6N “How about protecting national security?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	40	45	32	29	39	41	40	47	45	48	48	48
Neither (4)	30	30	31	25	32	28	29	35	30	25	31	29
Poor (1, 2, 3)	27	23	33	43	26	28	28	17	22	24	18	21
Don't know/refused	3	2	4	2	3	3	2	2	3	3	3	2

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	40	30	27	3	7222
Men	36	30	33	2	3281
Women	44	31	22	3	3941
18-34 years	47	30	21	3	1768
35-54 years	37	31	29	2	3237
55+ years	37	31	30	2	2124

Q. 6O "How would you rate the Government of Canada's performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent and the midpoint 4 is neither. How about national defence?"

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	32	40	25	25	30	32	30	40	34	35	34	42
Neither (4)	29	25	25	25	31	26	27	36	33	29	27	27
Poor (1, 2, 3)	36	34	46	49	36	40	40	21	31	34	37	28
Don't know/refused	3	2	5	1	3	2	2	2	1	2	2	3

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	32	29	36	3	7222
Men	28	26	45	1	3281
Women	36	33	28	4	3941
18-34 years	40	28	29	4	1768
35-54 years	29	30	39	2	3237
55+ years	28	31	40	2	2124

Q. 6P "How about immigration?"

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	30	24	22	25	25	31	30	35	28	33	31	30
Neither (4)	35	45	32	32	38	38	33	40	41	38	44	44
Poor (1, 2, 3)	32	27	42	39	32	26	34	23	26	23	23	21
Don't know/refused	3	4	4	4	5	5	3	2	5	5	2	5

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	30	35	32	3	7222
Men	29	34	35	2	3281
Women	30	37	28	4	3941
18-34 years	36	34	25	4	1768
35-54 years	28	36	33	3	3237
55+ years	26	35	36	3	2124

Q. 6Q “How would you rate the Government of Canada’s performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent and the midpoint 4 is neither. How about child poverty?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	23	18	16	20	23	23	22	29	21	23	24	31
Neither (4)	31	34	32	28	32	31	31	30	34	33	31	32
Poor (1, 2, 3)	43	45	48	48	41	42	43	39	42	40	43	34
Don't know/refused	3	4	3	5	4	4	4	2	3	4	2	4

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	23	31	43	3	7222
Men	23	31	43	3	3281
Women	23	30	43	4	3941
18-34 years	29	32	35	4	1768
35-54 years	18	30	48	3	3237
55+ years	23	30	44	3	2124

Q. 6R “How about crime and justice?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	37	35	29	32	32	33	42	36	39	45	37	45
Neither (4)	32	37	31	30	34	31	31	35	35	30	35	35
Poor (1, 2, 3)	29	27	38	36	32	34	25	27	24	25	27	19
Don't know/refused	2	1	2	2	2	2	1	1	2	1	1	1

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	37	32	29	2	7222
Men	36	32	31	1	3281
Women	39	33	27	2	3941
18-34 years	46	30	21	2	1768
35-54 years	32	35	32	2	3237
55+ years	35	31	32	1	2124

Q. 6S “How would you rate the Government of Canada’s performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent and the midpoint 4 is neither. How about assisting people in rural communities?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	23	30	19	20	18	26	23	26	23	24	29	30
Neither (4)	40	37	37	36	27	34	41	44	39	36	42	34
Poor (1, 2, 3)	31	29	37	40	53	35	28	25	33	34	27	33
Don't know/refused	6	4	7	4	2	5	8	5	5	6	2	3

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	23	40	31	6	7222
Men	24	38	34	4	3281
Women	22	41	29	8	3941
18-34 years	28	41	25	6	1768
35-54 years	20	39	35	6	3237
55+ years	22	39	32	7	2124

Q. 6T “How about improving Canada’s infrastructure such as roads, sewers and highways?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	36	39	31	34	22	27	40	35	44	33	41	35
Neither (4)	33	28	31	33	30	25	32	36	30	27	34	38
Poor (1, 2, 3)	30	29	36	32	47	47	25	27	25	38	25	26
Don't know/refused	1	4	3	2	1	1	2	1	1	3	1	1

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	36	33	30	1	7222
Men	33	31	34	1	3281
Women	38	34	25	2	3941
18-34 years	47	28	23	2	1768
35-54 years	32	35	31	2	3237
55+ years	30	34	34	2	2124

Q. 7A “There are a number of different areas that may influence how citizens view government’s performance. For each of the following, how would you rate the performance of the Government of Canada? Please use a 7-point scale where 1 is terrible, 7 is excellent, and the mid-point 4 is neither. How about providing high-quality service?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	34	35	25	25	30	33	35	42	34	32	41	38
Neither (4)	34	39	31	34	34	32	32	36	36	34	38	36
Poor (1, 2, 3)	31	26	42	39	36	33	32	20	30	33	20	25
Don't know/refused	1	0	2	2	0	1	1	1	1	1	1	0

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	34	34	31	1	7222
Men	34	33	32	1	3281
Women	35	34	30	2	3941
18-34 years	41	32	27	1	1768
35-54 years	31	35	33	1	3237
55+ years	33	34	32	1	2124

Q. 7B “How about managing its operations in a cost-effective way?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	22	20	15	12	16	21	20	33	21	19	23	25
Neither (4)	27	35	22	20	23	24	26	34	28	28	32	29
Poor (1, 2, 3)	50	43	62	67	60	54	52	32	48	51	44	45
Don't know/refused	1	2	2	2	1	1	2	1	3	2	1	2

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/refused	Sample size
Canada	22	27	50	1	7222
Men	23	24	53	1	3281
Women	20	30	47	3	3941
18-34 years	25	28	44	2	1768
35-54 years	18	26	55	2	3237
55+ years	23	27	49	2	2124

Q. 7C “There are a number of different areas that may influence how citizens view government’s performance. For each of the following, how would you rate the performance of the Government of Canada? Please use a 7-point scale where 1 is terrible, 7 is excellent, and the mid-point 4 is neither. How about listening to ordinary Canadians?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	21	22	14	12	14	19	21	29	17	19	21	26
Neither (4)	25	18	20	19	21	23	24	32	29	29	26	28
Poor (1, 2, 3)	53	58	65	67	64	57	54	39	53	52	52	45
Don’t know/refused	1	2	1	1	1	1	1	0	1	1	0	1

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don’t know/refused	Sample size
Canada	21	25	53	1	7222
Men	21	23	55	1	3281
Women	21	27	52	1	3941
18-34 years	25	28	46	1	1768
35-54 years	18	23	58	1	3237
55+ years	21	24	54	1	2124

Q. 7D “How about being accountable to citizens for public spending?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	19	27	14	11	13	17	19	27	19	19	19	20
Neither (4)	24	26	16	19	22	21	23	31	29	24	29	34
Poor (1, 2, 3)	55	44	69	68	64	60	56	41	50	55	52	43
Don’t know/refused	2	3	2	2	1	2	2	1	2	2	1	2

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don’t know/refused	Sample size
Canada	19	24	55	2	7222
Men	19	22	58	1	3281
Women	20	25	52	2	3941
18-34 years	25	28	45	2	1768
35-54 years	17	22	60	1	3237
55+ years	17	22	59	2	2124

Q. 7E “There are a number of different areas that may influence how citizens view government’s performance. For each of the following, how would you rate the performance of the Government of Canada? Please use a 7-point scale where 1 is terrible, 7 is excellent, and the mid-point 4 is neither. How about leading Canada in a direction I agree with?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	35	42	30	21	31	34	38	37	30	40	37	41
Neither (4)	29	31	27	26	27	27	27	35	36	28	36	35
Poor (1, 2, 3)	35	26	42	51	40	38	34	26	32	30	25	23
Don’t know/refused	1	1	1	2	2	1	1	2	2	1	2	1

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don’t know/refused	Sample size
Canada	35	29	35	1	7222
Men	34	26	39	1	3281
Women	35	32	31	2	3941
18-34 years	41	26	32	1	1768
35-54 years	32	31	37	1	3237
55+ years	33	30	35	2	2124

Q. 7F “How about having a vision for the future?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	37	43	30	29	34	38	37	42	40	41	42	45
Neither (4)	29	28	29	26	31	27	29	31	29	29	30	29
Poor (1, 2, 3)	33	29	39	45	34	34	32	26	27	28	28	26
Don’t know/refused	1	0	2	1	1	1	2	1	4	2	1	0

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don’t know/refused	Sample size
Canada	37	29	33	1	7222
Men	34	27	38	1	3281
Women	40	31	27	2	3941
18-34 years	49	25	24	2	1768
35-54 years	32	31	36	1	3237
55+ years	32	30	36	1	2124

Q. 7G “There are a number of different areas that may influence how citizens view government’s performance. For each of the following, how would you rate the performance of the Government of Canada? Please use a 7-point scale where 1 is terrible, 7 is excellent, and the mid-point 4 is neither. How about being open and honest?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	21	22	17	14	13	18	21	27	20	21	23	21
Neither (4)	25	36	22	20	23	20	24	28	30	28	27	29
Poor (1, 2, 3)	54	41	60	66	63	62	54	45	49	50	50	50
Don’t know/refused	0	1	1	1	1	1	1	1	1	1	0	0

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don’t know/refused	Sample size
Canada	21	25	54	0	7222
Men	22	22	56	1	3281
Women	20	27	51	1	3941
18-34 years	26	26	47	1	1768
35-54 years	18	24	57	1	3237
55+ years	20	24	55	0	2124

Q. 7H “How about providing useful information?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	37	41	33	28	30	36	40	39	34	37	45	40
Neither (4)	31	30	32	28	32	28	29	34	35	33	29	32
Poor (1, 2, 3)	31	28	34	41	35	33	30	25	29	29	25	27
Don’t know/refused	1	1	2	2	3	2	1	2	2	1	1	1

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don’t know/refused	Sample size
Canada	37	31	31	1	7222
Men	36	29	34	1	3281
Women	38	32	28	2	3941
18-34 years	46	29	24	1	1768
35-54 years	34	31	34	1	3237
55+ years	33	32	32	3	2124

Q. 71 “There are a number of different areas that may influence how citizens view government’s performance. For each of the following, how would you rate the performance of the Government of Canada? Please use a 7-point scale where 1 is terrible, 7 is excellent, and the mid-point 4 is neither. How about maintaining high ethical standards?”

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Good (5, 6, 7)	31	28	24	22	29	32	34	33	31	35	29	40
Neither (4)	28	37	29	27	27	24	24	35	34	30	34	26
Poor (1, 2, 3)	39	34	46	49	42	43	41	29	32	32	36	32
Don't know/refused	2	2	1	2	2	1	1	3	3	3	1	2

By Gender and Age

	Good (5, 6, 7)	Neither (4)	Poor (1, 2, 3)	Don't know/ refused	Sample size
Canada	31	28	39	2	7222
Men	28	27	44	1	3281
Women	34	30	34	2	3941
18-34 years	41	28	29	2	1768
35-54 years	27	30	42	2	3237
55+ years	27	27	43	2	2124

Q. 8 "Thinking about these and other issues, what are the issues for which you would most like to hear about the Government of Canada's plans and activities?"

By Province/Region

	CAN	TERR	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	7222	201	506	500	501	502	2005	1506	451	450	300	300
Health care	46	44	42	39	39	45	46	48	49	54	55	53
Education	30	25	24	28	13	21	36	27	29	33	34	31
Environment	15	7	12	20	11	14	15	14	12	13	14	10
Security/defence/ terrorism	14	10	14	17	11	14	17	6	15	19	21	8
Taxation	12	13	13	14	16	14	13	10	9	12	8	11
Economy	12	16	12	12	9	12	12	14	11	10	7	5
Employment	11	14	12	5	8	9	10	14	19	16	13	28
Other Social Issues												
Social programs/services	9	16	8	6	6	8	9	13	8	5	7	7
Children's issues/poverty	7	7	6	4	6	8	6	8	5	7	10	5
Immigration	6	2	7	7	3	3	7	4	2	2	2	0
Crime/justice	3	8	3	4	4	4	3	3	2	3	2	2
Aboriginal issues	3	9	6	4	8	6	2	1	1	2	1	1
Seniors/ senior issues	2	2	1	1	1	1	3	2	4	3	1	3
Social, subtotal	30	44	31	26	28	30	30	31	22	22	23	18
Other General Issues												
Foreign relations/affairs	3	2	6	3	4	3	3	3	1	3	4	1
Communication with Canadians	3	1	4	6	4	4	4	2	3	4	2	2
Federal-provincial relations	2	1	3	3	3	2	1	5	0	1	1	2
Vision for the future	2	1	3	2	1	2	2	1	2	1	2	0
Listening to Canadians	1	1	1	1	0	1	1	1	1	0	1	0
Other	16	10	16	12	15	15	17	15	13	13	12	12
General, subtotal	27	16	33	27	27	27	28	27	20	22	22	17
Other Economic Issues												
Government spending	7	7	8	9	10	10	7	6	4	7	4	3
Infrastructure (roads, sewers, highways)	4	3	4	2	7	8	4	3	5	8	4	2
Agriculture/farming	4	4	3	5	25	10	3	1	2	1	8	1
Debt/deficit	2	1	2	2	1	1	1	1	2	2	2	1
Fisheries	1	3	3	2	2	0	1	0	2	3	6	17
Trade issues	1	1	3	1	1	1	1	1	0	0	1	1
Economic, subtotal	19	19	23	21	46	30	17	12	15	21	25	25
Don't know/refused	8	14	7	11	11	8	6	10	11	8	9	16

Q. 8 "Thinking about these and other issues, what are the issues for which you would most like to hear about the Government of Canada's plans and activities?"

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	7222	3281	3941	1768	3237	2124
Health care	46	38	52	41	47	49
Education	30	22	37	35	31	23
Environment	15	15	14	13	16	14
Security/defence/terrorism	14	17	11	14	14	13
Taxation	12	14	11	12	13	11
Economy	12	16	9	13	13	10
Employment	11	12	11	11	13	10
Other Social Issues						
Social programs/services	9	7	12	9	10	9
Children's issues/poverty	7	4	9	8	7	5
Immigration	6	6	5	5	5	6
Crime/justice	3	3	3	3	3	4
Aboriginal issues	3	3	2	2	3	3
Seniors/senior issues	2	2	3	1	2	4
Social, subtotal	30	25	34	28	30	31
Other General Issues						
Foreign relations/affairs	3	4	3	4	3	3
Communication with Canadians	3	4	3	2	3	5
Federal-provincial relations	2	3	2	1	3	3
Vision for the future	2	2	1	2	2	1
Listening to Canadians	1	1	1	0	1	1
Other	16	19	13	14	16	16
General, subtotal	27	33	23	23	28	29
Other Economic Issues						
Government spending	7	8	6	6	7	8
Infrastructure (roads, sewers, highways)	4	6	2	4	3	4
Agriculture/farming	4	4	4	3	4	4
Debt/deficit	2	2	1	1	2	2
Fisheries	1	2	1	2	1	2
Trade issues	1	2	1	1	2	1
Economic, subtotal	19	24	15	17	19	21
Don't know/refused	8	8	9	10	6	9

Q. 9 “How do you think the Canadian economy is currently performing? Would you say it is growing or declining?”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	101	400	400	301	300
Strongly growing	6	19	4	8	6	8
Somewhat growing	53	40	49	55	54	56
Same	11	8	12	10	11	10
Somewhat declining	22	29	25	21	23	19
Strongly declining	6	1	7	5	5	5
Don't know/refused	2	4	3	2	1	2

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	668	834	364	691	425
Strongly growing	6	8	5	4	7	8
Somewhat growing	53	58	48	59	53	48
Same	11	11	10	10	9	13
Somewhat declining	22	18	27	19	25	22
Strongly declining	6	5	6	4	6	6
Don't know/refused	2	1	3	4	1	2

Q. 10 “How would you rate your level of interest in how the economy works? Please use a 7-point scale where 1 means you are not at all interested, 7 means you are very interested, and 4 means you are somewhat interested.”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	101	400	400	301	300
High interest (5, 6, 7)	58	56	59	62	50	58
Medium interest (4)	34	33	31	31	42	33
Low interest (1, 2, 3)	9	10	10	7	9	9

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	668	834	364	691	425
High interest (5, 6, 7)	58	65	51	48	59	65
Medium interest (4)	34	29	38	39	34	29
Low interest (1, 2, 3)	9	6	11	13	8	6

Q. 11 "I am going to read a series of two possible priority areas and I would like you to tell me which one you think should be given the highest priority by the Government of Canada."

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1444	13	425	549	345	113
Creating jobs	67	71	63	68	68	76
Encouraging small businesses	59	46	60	59	60	60
Reducing poverty	58	65	54	56	64	63
Making Canada's economy more competitive	52	59	51	55	50	41
Reducing the level of taxation	50	55	52	50	48	49
Reducing the gap between rich and poor	50	38	51	43	63	43
Paying down Canada's debt	49	55	49	52	45	48
Making Canada's economy more innovative	49	43	46	52	49	46
Improving Canadians' quality of life	49	56	46	50	50	54
Improving Canadians' standard of living	46	35	45	46	45	50
Maintaining the value of the Canadian dollar	46	51	47	50	38	43
Improving Canada's social programs	45	42	50	37	50	44
Fighting inflation	43	32	41	44	44	49
Promoting international trade	36	41	34	42	32	32
Reducing interest rates	34	33	34	35	33	37

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1444	690	754	425	585	434
Creating jobs	67	63	70	70	67	65
Encouraging small businesses	59	63	56	59	59	61
Reducing poverty	58	54	62	64	58	52
Making Canada's economy more competitive	52	57	47	45	53	56
Reducing the level of taxation	50	56	45	48	50	51
Reducing the gap between rich and poor	50	46	55	49	50	52
Paying down Canada's debt	49	55	43	51	45	54
Making Canada's economy more innovative	49	52	46	45	52	49
Improving Canadians' quality of life	49	45	53	53	51	43
Improving Canadians' standard of living	46	43	48	48	48	41
Maintaining the value of the Canadian dollar	46	41	49	49	41	48
Improving Canada's social programs	45	43	46	43	46	44
Fighting inflation	43	40	46	42	41	47
Promoting international trade	36	42	31	37	37	36
Reducing interest rates	34	34	35	39	35	29

Q. 12 “I am confident in the Government of Canada’s ability to ensure a strong economy in the face of the current global economic downturn.”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	101	400	400	301	300
Agree (5, 6, 7)	40	50	30	45	43	46
Neither (4)	29	33	27	27	36	28
Disagree (1, 2, 3)	30	16	42	28	20	25
Don’t know/refused	1	0	1	1	0	1

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	668	834	364	691	425
Agree (5, 6, 7)	40	40	40	43	37	41
Neither (4)	29	27	32	30	29	29
Disagree (1, 2, 3)	30	34	27	26	34	28
Don’t know/refused	1	0	2	1	0	2

Q. 13 “The Government of Canada has a plan to ensure continued economic growth in Canada.”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	101	400	400	301	300
Agree (5, 6, 7)	41	67	34	43	43	52
Neither (4)	33	21	31	34	38	27
Disagree (1, 2, 3)	22	9	31	21	14	19
Don’t know/refused	3	2	4	3	5	2

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	668	834	364	691	425
Agree (5, 6, 7)	41	39	44	45	38	42
Neither (4)	33	31	36	36	34	31
Disagree (1, 2, 3)	22	29	15	17	26	21
Don’t know/refused	3	2	5	2	2	6

Q. 14 “How serious would you say the Government of Canada’s current commitment is to addressing child poverty?”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	100	402	400	300	300
Serious (5, 6, 7)	20	20	16	20	26	23
Moderate (4)	36	26	36	37	34	38
Not serious (1, 2, 3)	38	50	42	38	33	34
Don’t know/refused	6	3	6	6	6	5

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	680	822	384	683	422
Serious (5, 6, 7)	20	17	23	26	16	20
Moderate (4)	36	37	35	38	35	35
Not serious (1, 2, 3)	38	39	37	32	43	37
Don’t know/refused	6	7	5	5	6	8

Q. 15 “Thinking about the federal government’s current level of investment in children and families, would you say that it is too low, too high or about the right level?”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	100	402	400	300	300
Too high	2	1	1	4	1	0
About the right level	27	19	25	28	27	27
Too low	64	74	67	59	67	67
Don’t know/refused	7	5	8	9	5	6

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	680	822	384	683	422
Too high	2	2	2	3	1	3
About the right level	27	30	24	31	22	28
Too low	64	61	67	61	70	58
Don’t know/refused	7	7	7	5	6	11

Q. 16A “I would like you to tell me how effective you think these initiatives are in terms of improving the quality of life of Canadian children. Please use a 7-point scale where 1 means not at all effective, 7 means very effective, and 4 means somewhat effective. How about increasing the Canada Child Tax Benefit for low income families?”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1431	90	379	391	285	286
Effective (5, 6, 7)	63	70	67	62	58	71
Somewhat effective (4)	20	16	18	22	20	19
Not effective (1, 2, 3)	13	13	12	13	17	7
Don't know/refused	3	1	3	3	4	3

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1431	637	794	362	658	398
Effective (5, 6, 7)	63	59	68	70	60	61
Somewhat effective (4)	20	22	18	17	19	25
Not effective (1, 2, 3)	13	16	10	10	17	11
Don't know/refused	3	3	4	4	3	3

Q. 16B “How about doubling the length of maternity and parental benefits under Employment Insurance?”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1431	90	379	391	285	286
Effective (5, 6, 7)	60	74	58	59	64	58
Somewhat effective (4)	21	20	21	20	23	21
Not effective (1, 2, 3)	15	4	17	17	8	20
Don't know/refused	3	2	4	3	4	1

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1431	637	794	362	658	398
Effective (5, 6, 7)	60	56	64	72	61	48
Somewhat effective (4)	21	23	20	17	23	24
Not effective (1, 2, 3)	15	19	12	7	13	25
Don't know/refused	3	3	4	4	3	3

Q. 16C “I would like you to tell me how effective you think these initiatives are in terms of improving the quality of life of Canadian children. Please use a 7-point scale where 1 means not at all effective, 7 means very effective, and 4 means somewhat effective. How about reducing taxes for families with children?”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1431	90	379	391	285	286
Effective (5, 6, 7)	60	66	59	59	61	66
Somewhat effective (4)	21	21	19	23	21	21
Not effective (1, 2, 3)	15	10	19	13	15	12
Don't know/refused	3	3	3	4	4	1

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1431	637	794	362	658	398
Effective (5, 6, 7)	60	57	63	66	60	55
Somewhat effective (4)	21	21	22	18	20	26
Not effective (1, 2, 3)	15	19	12	12	17	16
Don't know/refused	3	3	3	3	3	3

Q. 16D “How about the Canada Education Savings Grant (to help families save for post-secondary education)?”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1431	90	379	391	285	286
Effective (5, 6, 7)	56	61	60	58	48	61
Somewhat effective (4)	24	24	21	24	28	24
Not effective (1, 2, 3)	14	11	12	12	20	11
Don't know/refused	6	5	8	6	4	4

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1431	637	794	362	658	398
Effective (5, 6, 7)	56	57	56	67	52	52
Somewhat effective (4)	24	22	26	18	25	28
Not effective (1, 2, 3)	14	15	13	9	18	14
Don't know/refused	6	6	5	6	5	6

Q. 16E “I would like you to tell me how effective you think these initiatives are in terms of improving the quality of life of Canadian children. Please use a 7-point scale where 1 means not at all effective, 7 means very effective, and 4 means somewhat effective. How about transferring money to the provinces and territories for early childhood development programs?”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1431	90	379	391	285	286
Effective (5, 6, 7)	46	71	47	46	46	45
Somewhat effective (4)	29	13	27	30	30	33
Not effective (1, 2, 3)	19	14	22	18	18	17
Don't know/refused	5	2	4	6	6	5

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1431	637	794	362	658	398
Effective (5, 6, 7)	46	42	50	54	44	42
Somewhat effective (4)	29	29	30	28	28	32
Not effective (1, 2, 3)	19	24	15	14	21	21
Don't know/refused	5	5	6	3	7	5

Q. 16F “How about new programs to help Aboriginal children?”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1431	90	379	391	285	286
Effective (5, 6, 7)	36	63	40	36	30	42
Somewhat effective (4)	30	21	26	33	32	28
Not effective (1, 2, 3)	23	13	25	20	26	22
Don't know/refused	11	2	10	11	12	8

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1431	637	794	362	658	398
Effective (5, 6, 7)	36	35	37	41	34	35
Somewhat effective (4)	30	30	31	35	28	29
Not effective (1, 2, 3)	23	26	20	18	25	25
Don't know/refused	11	10	11	7	13	11

Q. 17A “The Government of Canada has undertaken a number of initiatives over the past few years to improve the quality of life of Canadian children. I am going to read you a list of some of these initiatives and I would like you to tell me how aware you are of each of them. Please use a 7-point scale where 1 means not at all aware, 7 means very aware and 4 means somewhat aware. How about increasing the Canada Child Tax Benefit for low income families?”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	100	402	400	300	300
Aware (5, 6, 7)	44	35	42	45	45	45
Somewhat aware (4)	22	19	20	21	24	22
Not aware (1, 2, 3)	33	46	37	34	29	32
Don't know/refused	1	1	1	1	2	1

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	680	822	384	683	422
Aware (5, 6, 7)	44	39	48	38	47	45
Somewhat aware (4)	22	23	20	22	21	23
Not aware (1, 2, 3)	33	36	31	40	31	30
Don't know/refused	1	1	1	1	1	1

Q. 17B “How about doubling the length of maternity and parental benefits under Employment Insurance?”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	100	402	400	300	300
Aware (5, 6, 7)	60	64	56	66	54	62
Somewhat aware (4)	17	14	15	18	17	17
Not aware (1, 2, 3)	23	21	28	16	27	21
Don't know/refused	1	1	1	1	2	1

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	680	822	384	683	422
Aware (5, 6, 7)	60	55	64	59	63	54
Somewhat aware (4)	17	16	17	14	15	21
Not aware (1, 2, 3)	23	28	18	26	20	24
Don't know/refused	1	1	1	0	1	1

Q. 17C “The Government of Canada has undertaken a number of initiatives over the past few years to improve the quality of life of Canadian children. I am going to read you a list of some of these initiatives and I would like you to tell me how aware you are of each of them. Please use a 7-point scale where 1 means not at all aware, 7 means very aware and 4 means somewhat aware. How about reducing taxes for families with children?”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	100	402	400	300	300
Aware (5, 6, 7)	37	28	35	37	42	30
Somewhat aware (4)	24	18	22	22	27	27
Not aware (1, 2, 3)	38	53	42	40	28	42
Don't know/refused	2	1	2	1	3	1

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	680	822	384	683	422
Aware (5, 6, 7)	37	37	36	36	38	36
Somewhat aware (4)	24	22	25	21	23	28
Not aware (1, 2, 3)	38	40	36	42	38	34
Don't know/refused	2	1	2	1	1	3

Q. 17D “How about the Canada Education Savings Grant (to help families save for post-secondary education)?”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	100	402	400	300	300
Aware (5, 6, 7)	50	34	51	55	45	42
Somewhat aware (4)	18	19	14	18	21	23
Not aware (1, 2, 3)	30	47	33	26	31	34
Don't know/refused	1	1	2	0	3	2

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	680	822	384	683	422
Aware (5, 6, 7)	50	49	52	51	53	46
Somewhat aware (4)	18	19	17	19	16	20
Not aware (1, 2, 3)	30	31	30	29	29	33
Don't know/refused	1	1	1	1	1	1

Q. 17E “The Government of Canada has undertaken a number of initiatives over the past few years to improve the quality of life of Canadian children. I am going to read you a list of some of these initiatives and I would like you to tell me how aware you are of each of them. Please use a 7-point scale where 1 means not at all aware, 7 means very aware and 4 means somewhat aware. How about transferring money to the provinces and territories for early childhood development programs?”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	100	402	400	300	300
Aware (5, 6, 7)	21	28	17	22	27	20
Somewhat aware (4)	24	16	20	25	26	24
Not aware (1, 2, 3)	53	55	62	52	45	56
Don't know/refused	1	1	1	1	2	1

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	680	822	384	683	422
Aware (5, 6, 7)	21	21	22	19	22	24
Somewhat aware (4)	24	22	25	24	23	25
Not aware (1, 2, 3)	53	55	52	57	54	50
Don't know/refused	1	1	1	1	1	2

Q. 17F “How about new programs to help Aboriginal children?”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	100	402	400	300	300
Aware (5, 6, 7)	20	32	23	20	15	23
Somewhat aware (4)	19	33	18	21	16	26
Not aware (1, 2, 3)	59	35	58	59	65	51
Don't know/refused	1	1	1	1	4	1

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	680	822	384	683	422
Aware (5, 6, 7)	20	17	22	16	17	28
Somewhat aware (4)	19	17	21	21	18	19
Not aware (1, 2, 3)	59	65	54	62	63	51
Don't know/refused	1	1	2	1	2	2

Q. 18 “Have you heard of any Government of Canada initiatives aimed at dealing with the issue of child poverty?”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	100	402	400	300	300
Yes	24	20	18	21	36	19
No	76	80	82	79	64	81

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	680	822	384	683	422
Yes	24	25	22	17	24	29
No	76	75	78	83	76	71

Q. 19 “Over the past year or so, I think that the Government of Canada has been paying a lot more attention to challenges facing children and families.”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	100	402	400	300	300
Agree (5, 6, 7)	22	25	18	19	31	29
Neither (4)	36	26	36	36	39	35
Disagree (1, 2, 3)	36	46	41	40	26	31
Don't know/refused	6	2	5	5	5	5

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	680	822	384	683	422
Agree (5, 6, 7)	22	20	25	25	18	25
Neither (4)	36	37	36	43	37	30
Disagree (1, 2, 3)	36	38	34	29	41	37
Don't know/refused	6	6	4	3	4	8

Q. 20 "I am confident that government initiatives to improve the well-being of children and families will be successful."

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	100	402	400	300	300
Agree (5, 6, 7)	33	32	29	28	45	38
Neither (4)	32	25	29	35	31	33
Disagree (1, 2, 3)	31	41	37	34	22	25
Don't know/refused	4	1	4	3	3	4

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	680	822	384	683	422
Agree (5, 6, 7)	33	31	35	47	26	30
Neither (4)	32	32	32	28	36	31
Disagree (1, 2, 3)	31	34	29	23	34	36
Don't know/refused	4	3	3	2	3	4

Q. 21 "Despite their best efforts, many parents need help from governments to give their children a fair chance to succeed."

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	100	402	400	300	300
Agree (5, 6, 7)	71	62	67	70	76	74
Neither (4)	16	29	17	17	16	14
Disagree (1, 2, 3)	11	9	15	13	5	11
Don't know/refused	2	0	1	1	3	1

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	680	822	384	683	422
Agree (5, 6, 7)	71	64	76	74	72	66
Neither (4)	16	20	13	17	15	19
Disagree (1, 2, 3)	11	14	9	9	12	12
Don't know/refused	2	1	2	0	1	3

Q. 22 "Now that the economy is getting stronger, we can now afford to pay more attention to child poverty."

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	100	402	400	300	300
Agree (5, 6, 7)	66	78	61	63	76	71
Neither (4)	18	13	19	20	13	16
Disagree (1, 2, 3)	14	7	18	15	9	10
Don't know/refused	2	1	2	1	2	3

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	680	822	384	683	422
Agree (5, 6, 7)	66	63	69	66	65	68
Neither (4)	18	19	17	21	18	15
Disagree (1, 2, 3)	14	16	12	12	15	15
Don't know/refused	2	1	2	1	2	2

Q. 23 “Personally, I believe that the problems of child poverty are highly exaggerated in Canada.”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	100	402	400	300	300
Agree (5, 6, 7)	18	15	16	20	16	15
Somewhat familiar (4)	21	16	22	24	16	24
Disagree (1, 2, 3)	58	66	59	53	64	60
Don't know/refused	3	2	4	3	3	2

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	680	822	384	683	422
Agree (5, 6, 7)	18	21	14	19	14	21
Somewhat familiar (4)	21	23	19	24	19	22
Disagree (1, 2, 3)	58	52	64	56	64	52
Don't know/refused	3	4	3	1	4	4

Q. 24 “Now that the economy is getting stronger, we no longer need to worry as much about child poverty issues.”

By Province/Region

	CANADA	TERR	WEST	ON	QC	ATL
Sample size	1502	100	402	400	300	300
Agree (5, 6, 7)	12	10	10	12	14	11
Neither (4)	15	14	17	17	9	12
Disagree (1, 2, 3)	72	75	71	71	76	77
Don't know/refused	1	1	2	1	1	1

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1502	680	822	384	683	422
Agree (5, 6, 7)	12	14	10	9	9	18
Neither (4)	15	16	13	13	13	18
Disagree (1, 2, 3)	72	69	75	77	77	62
Don't know/refused	1	1	2	0	1	3

Q. 25 "How familiar are you with something called "The Kyoto Agreement or Protocol"?"

By Province/Region

	CAN	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	2809	203	200	200	201	801	604	150	150	150	150
Familiar (4, 5)	24	20	27	22	24	23	28	18	16	21	14
Neither (3)	25	25	36	24	23	27	19	14	25	21	17
Not familiar (1, 2)	50	54	37	53	52	50	50	66	59	58	68
Don't know/refused	1	1	0	1	1	0	2	1	0	0	1

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	2809	1287	1522	678	1247	840
Familiar (4, 5)	24	32	16	20	23	29
Neither (3)	25	27	23	20	25	29
Not familiar (1, 2)	50	41	59	60	51	40
Don't know/refused	1	0	2	0	1	2

Q. 26 "As you may know, in 1997, the world's major industrialized countries agreed to specific targets of greenhouse gas reductions, known as the Kyoto Agreement or Protocol. For Canada to reach its Kyoto targets will require a reduction in greenhouse gas emissions by the year 2010. Do you strongly support, somewhat support, somewhat oppose or strongly oppose Canada committing to the Kyoto Agreement?"

By Province/Region

	CAN	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	2809	203	200	200	201	801	604	150	150	150	150
Support (4, 5)	78	78	49	70	75	83	85	84	84	84	76
Neither (3)	3	3	4	6	3	4	3	3	3	2	0
Oppose (1, 2)	14	18	44	22	16	10	7	9	10	8	14
Don't know/refused	5	1	3	2	6	3	5	4	3	6	10

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	2809	1287	1522	678	1247	840
Support (4, 5)	78	77	80	82	80	74
Neither (3)	3	3	4	4	3	3
Oppose (1, 2)	14	18	11	11	13	18
Don't know/refused	5	2	5	3	4	5

Q. 27 "Please tell me the extent to which you agree or disagree with the following statements using a 7-point scale where 1 means you strongly disagree, 7 means you strongly agree and the mid-point, 4, means neither agree nor disagree. How about: global warming is a serious threat?"

By Province/Region

	CAN	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	1402	101	100	100	101	400	300	100	100	50	50
Agree (5, 6, 7)	80	79	63	72	79	84	84	82	79	84	79
Neither (4)	9	12	16	13	12	7	7	9	10	11	5
Disagree (1, 2, 3)	8	5	21	12	8	6	6	8	9	5	12
Don't know/refused	3	3	0	3	1	3	3	1	2	0	5

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1402	644	758	317	608	452
Agree (5, 6, 7)	80	79	81	83	84	75
Neither (4)	9	9	9	6	9	10
Disagree (1, 2, 3)	8	10	6	9	5	10
Don't know/refused	3	2	4	1	2	5

Q. 28 "How about: Canada should play a lead role pushing for international reduction of pollution?"

By Province/Region

	CAN	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	2809	203	200	200	201	801	604	150	150	150	150
Agree (5, 6, 7)	78	80	57	67	71	80	84	79	79	74	86
Neither (4)	11	11	19	17	17	10	9	8	8	11	7
Disagree (1, 2, 3)	9	8	23	14	9	8	5	8	9	8	5
Don't know/refused	2	1	0	2	3	2	2	5	4	8	2

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	2809	1287	1522	678	1247	840
Agree (5, 6, 7)	78	76	80	81	77	77
Neither (4)	11	11	11	10	11	11
Disagree (1, 2, 3)	9	12	7	7	10	10
Don't know/refused	2	1	2	1	2	2

Q. 29 "Please tell me the extent to which you agree or disagree with the following statements using a 7-point scale where 1 means you strongly disagree, 7 means you strongly agree and the mid-point 4, means neither agree nor disagree. How about: meeting Kyoto targets will go a long way toward protecting the environment?"

By Province/Region

	CAN	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	2809	203	200	200	201	801	604	150	150	150	150
Agree (5, 6, 7)	65	61	42	53	66	68	72	67	68	62	68
Neither (4)	17	21	18	26	20	15	17	19	12	16	14
Disagree (1, 2, 3)	12	13	34	15	9	11	5	7	10	9	9
Don't know/refused	6	6	5	7	5	6	5	7	9	14	9

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	2809	1287	1522	678	1247	840
Agree (5, 6, 7)	65	65	65	70	65	61
Neither (4)	17	16	19	17	18	16
Disagree (1, 2, 3)	12	17	8	9	11	15
Don't know/refused	6	3	8	3	6	7

Q. 30 "How about: it is still important for Canada to sign the Kyoto Agreement even though the United States will not?"

By Province/Region

	CAN	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	2809	203	200	200	201	801	604	150	150	150	150
Agree (5, 6, 7)	60	66	31	46	52	64	68	59	56	53	56
Neither (4)	16	12	16	25	17	14	17	22	22	22	19
Disagree (1, 2, 3)	19	20	49	23	24	15	10	14	15	11	13
Don't know/refused	5	2	3	6	6	6	5	6	7	13	12

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	2809	1287	1522	678	1247	840
Agree (5, 6, 7)	60	63	58	65	60	57
Neither (4)	16	12	20	18	16	13
Disagree (1, 2, 3)	19	23	15	13	19	24
Don't know/refused	5	3	7	3	5	6

Q. 31 “Please tell me the extent to which you agree or disagree with the following statements using a 7-point scale where 1 means you strongly disagree, 7 means you strongly agree and the mid-point 4, means neither agree nor disagree. How about: I am confident that the Government of Canada will effectively represent my interests in addressing environmental issues?”

By Province/Region

	CAN	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	2809	203	200	200	201	801	604	150	150	150	150
Agree (5, 6, 7)	42	31	25	30	37	42	55	44	46	40	47
Neither (4)	25	26	19	33	30	24	25	22	29	24	21
Disagree (1, 2, 3)	32	41	55	36	32	32	18	30	24	27	30
Don't know/refused	1	2	1	1	1	1	2	5	1	8	1

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	2809	1287	1522	678	1247	840
Agree (5, 6, 7)	42	41	43	45	37	46
Neither (4)	25	21	28	24	28	20
Disagree (1, 2, 3)	32	37	27	30	34	31
Don't know/refused	1	1	2	1	1	2

Q. 32 “How about: meeting the Kyoto targets will result in significant job losses for Canadians?”

By Province/Region

	CAN	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	2809	203	200	200	201	801	604	150	150	150	150
Agree (5, 6, 7)	27	26	56	34	24	26	20	19	23	18	26
Neither (4)	31	28	20	36	27	31	36	32	30	36	31
Disagree (1, 2, 3)	34	38	19	22	35	35	37	39	41	34	25
Don't know/refused	8	9	5	8	14	9	7	10	6	12	18

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	2809	1287	1522	678	1247	840
Agree (5, 6, 7)	27	30	25	28	26	30
Neither (4)	31	28	33	30	31	30
Disagree (1, 2, 3)	34	38	30	35	35	32
Don't know/refused	8	5	11	7	9	8

Q. 33A “Now, I’d like you to rate the credibility of a number of organizations in terms of what they say about the environment and climate change. How about scientists?”

By Province/Region

	CAN	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	1661	126	127	124	123	471	334	119	117	59	61
Credible (5, 6, 7)	70	67	66	55	77	70	74	63	68	69	67
Neutral (4)	20	23	21	33	19	18	15	25	26	28	28
Not credible (1, 2, 3)	8	5	11	10	3	8	8	9	6	0	5
Don’t know/refused	2	5	3	2	2	3	3	2	1	3	1

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1661	763	898	388	715	532
Credible (5, 6, 7)	70	69	70	75	72	64
Neutral (4)	20	20	20	15	19	23
Not credible (1, 2, 3)	8	10	6	8	7	9
Don’t know/refused	2	2	4	2	2	3

Q. 33B “How about environmental groups?”

By Province/Region

	CAN	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	1661	126	127	124	123	471	334	119	117	59	61
Credible (5, 6, 7)	58	46	44	52	52	61	68	61	64	64	56
Neutral (4)	22	21	23	29	24	22	19	22	21	22	30
Not credible (1, 2, 3)	18	32	32	17	20	15	10	15	15	13	11
Don’t know/refused	2	1	1	2	3	2	3	1	0	0	3

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1661	763	898	388	715	532
Credible (5, 6, 7)	58	55	62	67	58	53
Neutral (4)	22	19	24	17	21	24
Not credible (1, 2, 3)	18	25	12	15	20	20
Don’t know/refused	2	2	2	1	1	3

Q. 33C “Now, I’d like you to rate the credibility of a number of organizations in terms of what they say about the environment and climate change. How about the Government of Canada?”

By Province/Region

	CAN	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	2809	203	200	200	201	801	604	150	150	150	150
Credible (5, 6, 7)	43	32	29	37	44	42	53	40	56	42	50
Neutral (4)	32	34	28	35	28	33	31	31	28	39	35
Not credible (1, 2, 3)	23	33	41	26	24	22	15	26	14	17	14
Don’t know/refused	2	1	2	2	3	2	1	3	2	2	2

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	2809	1287	1522	678	1247	840
Credible (5, 6, 7)	43	44	42	45	42	43
Neutral (4)	32	28	36	34	32	30
Not credible (1, 2, 3)	23	28	20	20	24	26
Don’t know/refused	2	1	3	2	2	2

Q. 33D “How about your provincial government?”

By Province/Region

	CAN	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	2809	203	200	200	201	801	604	150	150	150	150
Credible (5, 6, 7)	35	24	38	35	48	31	44	34	38	55	39
Neutral (4)	34	27	32	39	29	36	33	36	36	28	32
Not credible (1, 2, 3)	29	48	27	22	17	29	21	28	23	16	26
Don’t know/refused	2	1	2	4	6	3	2	2	3	1	3

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	2809	1287	1522	678	1247	840
Credible (5, 6, 7)	35	38	32	39	35	33
Neutral (4)	34	31	36	33	34	34
Not credible (1, 2, 3)	29	29	28	26	29	30
Don’t know/refused	2	1	4	2	2	3

Q. 33E “Now, I’d like you to rate the credibility of a number of organizations in terms of what they say about the environment and climate change. How about the media?”

By Province/Region

	CAN	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	1661	126	127	124	123	471	334	119	117	59	61
Credible (5, 6, 7)	33	20	27	31	31	35	41	32	34	36	29
Neutral (4)	35	43	34	35	31	33	34	27	42	41	43
Not credible (1, 2, 3)	30	37	36	31	36	30	23	40	24	24	23
Don’t know/refused	2	1	2	3	2	2	2	1	1	0	5

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1661	763	898	388	715	532
Credible (5, 6, 7)	33	33	33	30	33	36
Neutral (4)	35	32	37	40	34	32
Not credible (1, 2, 3)	30	33	28	29	32	29
Don’t know/refused	2	1	2	1	1	3

Q. 33F “How about the automobile industry?”

By Province/Region

	CAN	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	1661	126	127	124	123	471	334	119	117	59	61
Credible (5, 6, 7)	17	9	12	24	15	18	21	19	21	12	14
Neutral (4)	27	30	30	26	26	26	22	30	28	36	44
Not credible (1, 2, 3)	54	60	52	46	55	54	54	46	50	52	40
Don’t know/refused	2	0	5	4	4	2	3	4	1	0	2

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1661	763	898	388	715	532
Credible (5, 6, 7)	17	18	16	20	15	19
Neutral (4)	27	25	28	24	28	27
Not credible (1, 2, 3)	54	56	52	56	56	50
Don’t know/refused	2	1	4	1	2	4

Q. 33G “Now, I’d like you to rate the credibility of a number of organizations in terms of what they say about the environment and climate change. How about the oil and gas industry?”

By Province/Region

	CAN	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Sample size	1661	126	127	124	123	471	334	119	117	59	61
Credible (5, 6, 7)	16	17	23	20	15	11	18	13	22	19	15
Neutral (4)	24	20	27	26	21	25	21	22	29	23	38
Not credible (1, 2, 3)	59	62	47	50	62	62	59	61	46	54	45
Don’t know/refused	2	1	2	3	2	2	3	4	2	4	1

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1661	763	898	388	715	532
Credible (5, 6, 7)	16	16	15	17	14	17
Neutral (4)	24	20	27	24	23	24
Not credible (1, 2, 3)	59	63	55	58	61	56
Don’t know/refused	2	1	3	0	2	4

Q. 34A "How would you rate the condition of water quality?"

By Province/Region

	CANADA	WEST	ON	QC	ATL
Sample size	1412	403	405	301	303
Good (5, 6, 7)	55	61	49	61	45
Neither (4)	21	17	23	21	28
Poor (1, 2, 3)	22	20	27	18	23
Don't know/refused	2	2	1	0	4

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1412	648	764	342	618	438
Good (5, 6, 7)	55	57	53	54	58	53
Neither (4)	21	19	23	20	20	23
Poor (1, 2, 3)	22	22	23	24	21	22
Don't know/refused	2	2	1	2	1	2

Q. 34B "How would you rate the condition of the highways?"

By Province/Region

	CANADA	WEST	ON	QC	ATL
Sample size	1412	403	405	301	303
Good (5, 6, 7)	47	51	54	33	41
Neither (4)	24	20	22	33	24
Poor (1, 2, 3)	28	29	24	31	35
Don't know/refused	1	0	0	2	0

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1412	648	764	342	618	438
Good (5, 6, 7)	47	44	50	53	46	42
Neither (4)	24	24	24	21	23	29
Poor (1, 2, 3)	28	31	25	26	30	28
Don't know/refused	1	1	1	0	1	1

Q. 34C "How would you rate the condition of the sewage systems?"

By Province/Region

	CANADA	WEST	ON	QC	ATL
Sample size	1412	403	405	301	303
Good (5, 6, 7)	46	45	52	39	34
Neither (4)	30	31	25	38	29
Poor (1, 2, 3)	18	17	15	18	31
Don't know/refused	6	7	7	5	5

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1412	648	764	342	618	438
Good (5, 6, 7)	46	47	44	53	44	41
Neither (4)	30	28	32	30	29	31
Poor (1, 2, 3)	18	21	15	13	20	20
Don't know/refused	6	4	8	5	6	8

Q. 34D "How would you rate the condition of local roads?"

By Province/Region

	CANADA	WEST	ON	QC	ATL
Sample size	1412	403	405	301	303
Good (5, 6, 7)	40	48	45	30	20
Neither (4)	26	21	24	36	22
Poor (1, 2, 3)	33	31	30	32	57
Don't know/refused	1	0	1	2	0

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1412	648	764	342	618	438
Good (5, 6, 7)	40	41	40	44	40	36
Neither (4)	26	23	28	23	25	30
Poor (1, 2, 3)	33	34	32	32	34	32
Don't know/refused	1	2	0	1	0	2

Q. 34E "How would you rate the condition of the railways?"

By Province/Region

	CANADA	WEST	ON	QC	ATL
Sample size	1412	403	405	301	303
Good (5, 6, 7)	34	32	37	38	19
Neither (4)	30	29	30	32	26
Poor (1, 2, 3)	23	27	22	18	29
Don't know/refused	13	12	11	12	26

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1412	648	764	342	618	438
Good (5, 6, 7)	34	35	33	41	33	30
Neither (4)	30	30	30	28	33	27
Poor (1, 2, 3)	23	25	20	17	23	29
Don't know/refused	13	9	17	15	11	13

Q. 34F "How would you rate the condition of social housing?"

By Province/Region

	CANADA	WEST	ON	QC	ATL
Sample size	1412	403	405	301	303
Good (5, 6, 7)	25	28	24	22	23
Neither (4)	30	29	31	29	40
Poor (1, 2, 3)	37	35	35	46	28
Don't know/refused	8	8	10	3	9

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1412	648	764	342	618	438
Good (5, 6, 7)	25	26	24	32	21	22
Neither (4)	30	32	29	24	33	33
Poor (1, 2, 3)	37	35	40	34	38	40
Don't know/refused	8	7	8	10	8	5

Q. 35 "Have you heard of any Government of Canada initiatives aimed at improving roads, highways, rail, and transit systems?"

By Province/Region

	CANADA	WEST	ON	QC	ATL
Sample size	1412	403	405	301	303
Yes	39	35	35	46	50
No	61	65	65	54	50

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1412	648	764	342	618	438
Yes	39	45	33	34	42	40
No	61	55	67	66	58	60

Q. 36 "Have you heard of any Government of Canada initiatives aimed at improving roads, highways, rail, and transit systems? What have you heard?"

By Province/Region

	CANADA	WEST	ON	QC	ATL
Sample size	576	143	140	137	156
Improving/building highways	25	28	25	19	33
Improving/building roads	14	10	15	20	8
Upgrading the TransCanada highway	12	21	10	6	16
Funding for roads	5	2	5	9	3
Strategic Highway Infrastructure Program	5	5	5	5	4
Funding for highways	4	3	3	3	11
Roads, subtotal	65	69	63	62	75
Increased funding of infrastructure projects	11	10	7	17	7
Upgrading our railway system	7	6	11	3	3
Shared federal/provincial/municipal funding	4	4	1	7	6
Improving transit	4	7	5	1	0
Improving infrastructure	2	1	2	4	3
Environmental projects	2	2	0	4	2
Strategic Infrastructure Fund	2	1	1	3	2
Improved border infrastructure	1	2	2	1	2
National Homelessness Initiative	0	0	0	0	0
Other	17	16	19	17	13
Don't know/refused	7	5	9	5	10

NOTE: Percentages may add up to more than 100 as multiple responses were accepted.

Q. 36 "Have you heard of any Government of Canada initiatives aimed at improving roads, highways, rail, and transit systems? What have you heard?"

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	576	297	279	117	267	186
Improving/building highways	25	25	25	31	26	19
Improving/building roads	14	12	17	22	11	12
Upgrading the TransCanada highway	12	14	10	4	13	17
Funding for roads	5	6	5	4	7	4
Strategic Highway Infrastructure Program	5	6	3	4	6	5
Funding for highways	4	6	2	3	6	2
Roads, subtotal	65	69	62	68	69	59
Increased funding of infrastructure projects	11	12	8	7	12	11
Upgrading our railway system	7	7	7	6	7	7
Shared federal/provincial/ municipal funding	4	6	2	1	7	3
Improving transit	4	3	4	6	2	5
Improving infrastructure	2	2	3	2	2	3
Environmental projects	2	3	1	1	1	4
Strategic Infrastructure Fund	2	2	1	2	2	1
Improved border infrastructure	1	2	1	0	1	2
National Homelessness Initiative	0	0	0	0	0	0
Other	17	16	18	12	18	19
Don't know/refused	7	7	7	8	4	10

NOTE: Percentages may add up to more than 100 as multiple responses were accepted.

Q. 37 "I think Canada's roads, highways and other infrastructure systems are in need of urgent attention."

By Province/Region

	CANADA	WEST	ON	QC	ATL
Sample size	1412	403	405	301	303
Agree (5, 6, 7)	50	46	44	61	66
Neither (4)	26	25	28	26	20
Disagree (1, 2, 3)	23	29	26	13	13
Don't know/refused	1	0	2	0	1

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1412	648	764	342	618	438
Agree (5, 6, 7)	50	57	45	41	47	63
Neither (4)	26	22	29	20	32	23
Disagree (1, 2, 3)	23	21	25	38	20	12
Don't know/refused	1	0	2	1	1	1

Q. 38 "Thinking about the current situation facing cities in Canada, please tell me which of the following statements is closest to your own point of view. The Government of Canada should devote more money to . . ."

By Province/Region

	CANADA	WEST	ON	QC	ATL
Sample size	1412	403	405	301	303
Aid to cities for road repairs and sewers	32	32	30	30	43
Should not have any special programs for cities	23	27	20	23	21
Aid to cities for public transportation	22	19	24	25	14
Redeveloping the downtown core of cities	17	16	18	17	16
Don't know/refused	4	4	5	2	3
None of the above	2	1	2	3	2

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1412	648	764	342	618	438
Aid to cities for road repairs and sewers	32	33	31	26	36	31
Should not have any special programs for cities	23	23	23	17	26	26
Aid to cities for public transportation	22	23	22	25	20	22
Redeveloping the downtown core of cities	17	17	17	27	13	14
Don't know/refused	4	3	4	5	3	4
None of the above	2	2	2	2	2	2

Q. 39 "Thinking about the current situation facing small rural towns in Canada, please tell me which of the following statements is closest to your own personal opinion. The Government of Canada should provide . . ."

By Province/Region

	CANADA	WEST	ON	QC	ATL
Sample size	1412	403	405	301	303
Investments to get new businesses in rural areas	61	61	59	59	69
Retraining/financial assistance to rural areas	20	17	22	21	20
Should not have any special programs for rural areas	11	14	11	11	7
Income support to one-industry town people	5	6	6	6	2
Don't know/refused	2	2	1	3	2
None of the above	1	1	1	1	0

By Gender and Age

	Canada	Men	Women	18-34 years	35-54 years	55+ years
Sample size	1412	648	764	342	618	438
Investments to get new businesses in rural areas	61	56	65	59	61	63
Retraining/financial assistance to rural areas	20	22	18	21	19	20
Should not have any special programs for rural areas	11	14	9	12	12	10
Income support to one-industry town people	5	6	5	6	5	5
Don't know/refused	2	1	2	1	1	2
None of the above	1	1	1	0	1	0

Appendix B

The Grid

The grid is based on mean responses from the questions following. The mean is defined here as a measure of central tendency that represents the sum of a set of values divided by the number of values in the data. A mean is also known as an average. The horizontal line on the grid divides the grid into two halves: all issues above that line received mean priority ratings of 5.18 or more and all issues below that line received mean priority ratings of less than 5.18. The vertical line on the grid divides the grid into two halves: all issues to the right of the vertical line received mean performance ratings of 4.0 or more and all issues to the left of that line received mean performance ratings of less than 4.0. The means responses are all based from a scale from 1 to 7.

Q. 5 “Canada is facing a set of difficult challenges. Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas? Please rate your response on a 7-point scale where 1 means the lowest priority, 7 means the highest priority and the mid-point 4 means middle priority. How about . . .”

	Mean Response (scale from 1 to 7)
Taxation	5.05
Unemployment	5.35
Managing the economy	5.85
Promoting innovation	4.91
Assisting cities/urban renewal	4.57
Education	6.00
Health care	6.25
Environment	5.65
Aboriginal issues	4.26
Improving Canadians’ job skills	5.37
Improving the well-being of people in other countries	4.10
Agriculture/farming	5.33
Managing the fisheries	4.77
Protecting national security	5.33
National defence	5.03
Immigration	4.46
Child poverty	5.85
Crime and justice	5.45
Assisting people in rural communities	4.89
Improving Canada’s infrastructure such as roads, sewers and highways	5.12

Q. 6 “How would you rate the Government of Canada’s performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent and the mid-point 4 is neither. How about . . .”

	Mean Response (scale from 1 to 7)
Taxation	3.64
Unemployment	4.05
Managing the economy	4.14
Promoting innovation	4.03
Assisting cities/urban renewal	3.96
Education	3.92
Health care	3.57
Environment	4.02
Aboriginal issues	3.91
Improving Canadians’ job skills	4.04
Improving the well-being of people in other countries	4.35
Agriculture/farming	3.83
Managing the fisheries	3.69
Protecting national security	4.15
National defence	3.82
Immigration	3.88
Child poverty	3.57
Crime and justice	4.04
Assisting people in rural communities	3.81
Improving Canada’s infrastructure such as roads, sewers and highways	4.05