



**TRENDS IN THE  
PUBLIC ENVIRONMENT**

**TENDANCES DE  
L'ENVIRONNEMENT PUBLIC**

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**PCO / BCP**  
**Communications and/et Consultation**

**PCO's Communications and Consultation Secretariat is pleased to present the latest edition of *Trends in the Public Environment*.**

**We are grateful to Communication Canada for providing valuable support and content to this analysis.**

**For more information, to make comments and suggestions or to obtain a .PDF version of this document, call the Research and Analysis Group at 957-5072.**

**This document is also available on  
the PCO intranet.**

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**Le secrétariat des Communications et consultation du BCP vous présente la plus récente édition de *Tendances de l'environnement public*.**

**Nous désirons souligner la contribution importante de Communication Canada à la réalisation de ce document.**

**Pour un complément d'information, pour transmettre vos commentaires et suggestions ou pour obtenir une version .PDF de ce document, veuillez communiquer avec le Groupe de l'analyse et de la recherche au 957-5072.**

**Ce document est aussi disponible  
sur l'intranet du BCP.**

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## OVERVIEW / VUE D'ENSEMBLE

April-May, 2002 / Avril-mai 2002

- Between April and May, there was a major divergence in media coverage as television and print took separate paths. **International Affairs**, including the crisis in the Middle East, continued as the electronic media's top issue despite an 8% decline in overall coverage. In contrast, the print media showed more aggressive attention to issues of **Governance** and **Party politics**. Print coverage on **Governance**, including the controversy over advertising contracts and the Cabinet shuffle of May 26, increased 8% between April and May.
- In both languages, **International Affairs** stories attracted the most TV attention (1<sup>st</sup> with 28% of stories in April and 21% of stories in May). The **War on terrorism** received the second most attention on English-language TV networks (13% of stories in April and 14% of stories in May), while French-language TV coverage focussed on **Provincial and municipal affairs** (9% of stories in April and 12% of stories in May).
- The decline in coverage of International Affairs appears to have been due to increased attention on domestic issues, including cabinet changes and the controversy around advertising and sponsorship. Combined, the categories of **Governance** and **Party Politics** accounted for the most coverage of any single issue (16%), eclipsing **International Affairs**, which represented an average of 14% of total coverage in May.
- **Government performance** ratings have declined over the last few months, and for the first time in a number of years, polls suggest that more Canadians now feel the Government is moving in the wrong direction (46%) than there are who feel it is headed in the right direction (41%)<sup>1</sup>.
- According to a recent poll, in May 2002, 28% of Canadians indicated that they trust the government in Ottawa to do what is right "most or almost all of the time," compared to 36% in May 2001<sup>2</sup>. However, the number remains higher for Canadians than for Americans (26%) who were asked the same question of the government in Washington.
- This drop has occurred despite Canadians' bullish **economic confidence**. A recent poll<sup>3</sup> indicates that only 32% of Canadians believe Canada is in a recession,

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<sup>1</sup> Ekos Research

<sup>2</sup> Ekos Research

<sup>3</sup> Ekos Research, June 4<sup>th</sup> and June 6<sup>th</sup>, 2002

compared to 70% in December 2001. Media coverage on the economy declined marginally, by an average of 2%, between April and May, with the largest decline appearing among commentators (down 4%). Coverage on the economy has been in gradual decline since January, when it accounted for an average of 8% of coverage, compared to 5% in the month of May. The drop, admittedly minor, may reflect growing confidence, since coverage is normally focussed more heavily on bad economic news.

- Coverage on the **Campaign against terrorism** increased markedly in April following the “Friendly Fire” incident, then quickly dropped back to previously recorded levels. Coverage by commentators dropped the most (down 11%) as they shifted their attention to other issues, while television coverage did not change, perhaps owing to the fact that the war in Afghanistan lends itself more easily to a visual medium.
- Polling done immediately following the “Friendly Fire” incident<sup>4</sup> suggested that a strong majority of Canadians (85%) felt compensation should be paid to the soldiers’ families by the U.S. if the pilot responsible was found to have been negligent. Only 67% of Americans expressed the same view. Here is evidence of continued -- albeit declining -- support for **Canada’s military participation in Afghanistan**: a poll conducted in early June<sup>5</sup> suggests a slim majority (51%) supports Canada’s role. The same poll also shows that 56% of Canadians support the withdrawal of troops announced in early May.
- The issue of **terrorism** remains largely an issue for the English-language media, and this is especially true in terms of television news coverage. Terrorism accounted for 14% of English-language broadcasts, but only 4% of French-language news coverage. There was little difference between coverage by Anglophone and Francophone commentators.
- Polling conducted in April<sup>6</sup> suggested that a majority of Canadians (63%) believe that the Government has an important role to play in resolving the **crisis in the Middle East**, but a strong majority (79%) feel that Canada should remain neutral and not take either the Israeli or Palestinian side. The Middle East crisis accounted for a major portion of coverage devoted to International affairs and Foreign policy,

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<sup>4</sup> Ipsos-Reid, May 2002

<sup>5</sup> Ekos Research, June 4-6, 2002

<sup>6</sup> Ekos Research, April 12, 2002

along with preparations for the G8 Summit and the Prime Minister's trip to Africa from April 3<sup>rd</sup> to the 13<sup>th</sup>.

- **Provincial and Municipal Affairs** experienced a marginal boost in total coverage: a 2% average increase between April and May, with the largest increase (4%) being among editorials and columns. This issue, along with terrorism, remains the most split along linguistic lines. Provincial and Municipal Affairs accounted for an average of 9% of coverage in English-speaking media, compared to 15% in French-language media. Polling which suggested a surge in support for the Action Démocratique du Québec received substantial media attention in French-language outlets.
- Media attention to **Natural Resources** continued its upward trend, especially among editorials (6% of stories, up from 4% in April). Coverage reflected Minister Anderson's release of the Kyoto plan (May 15<sup>th</sup>) and the start of consultations on the Kyoto options, as well as renewed demands for aid in wake of the US farm subsidies.


### Au Québec

- C Outre les **Affaires internationales** (23% en avril, 14% en mai), les médias du Québec ont été largement dominés par les **Affaires provinciales et municipales** (12% en avril, 15% en mai), notamment les difficultés éprouvées par le gouvernement Landry dans le cadre des élections partielles du 15 avril et la montée en popularité de l'Action démocratique du Québec, tant dans les sondages qu'à la boîte de scrutin. Le "phénomène" Mario Dumont intéresse beaucoup les éditorialistes: on s'entend pour dire que le jeune politicien semble répondre au désir de changement des Québécois; mais les commentateurs demeurent partagés quant à savoir si l'ADQ saura performer aussi bien lors des élections générales et, plus important encore, s'il serait prêt à former un gouvernement et assumer le pouvoir.

### Canada in the U.S. Media

- Coverage of **Canada-U.S. trade** issues continued in the U.S. media, including a *New York Times* article calling the U.S. Farm Bill a "slap in the face" to Canadians (May 23). Generally, editorials condemned the Bush administration's "protectionist" measures (*Wall Street Journal* April 11, *Washington Times* April 22). A softwood lumber ad campaign sponsored by the U.S. industry received no attention beyond its one-day run.

- Canada's announcement that it was withdrawing its 800 troops from **Afghanistan** in the summer received little attention. Coverage of the *60 Minutes* piece on Canada's "porous" border was not picked up by any other media. Generally, coverage of issues related to the **Northern border** declined significantly: the INS enforcement of the law banning part-time students from Canada and Mexico was the only one that received any play.



**PUBLIC OPINION**  
**OPINION PUBLIQUE**



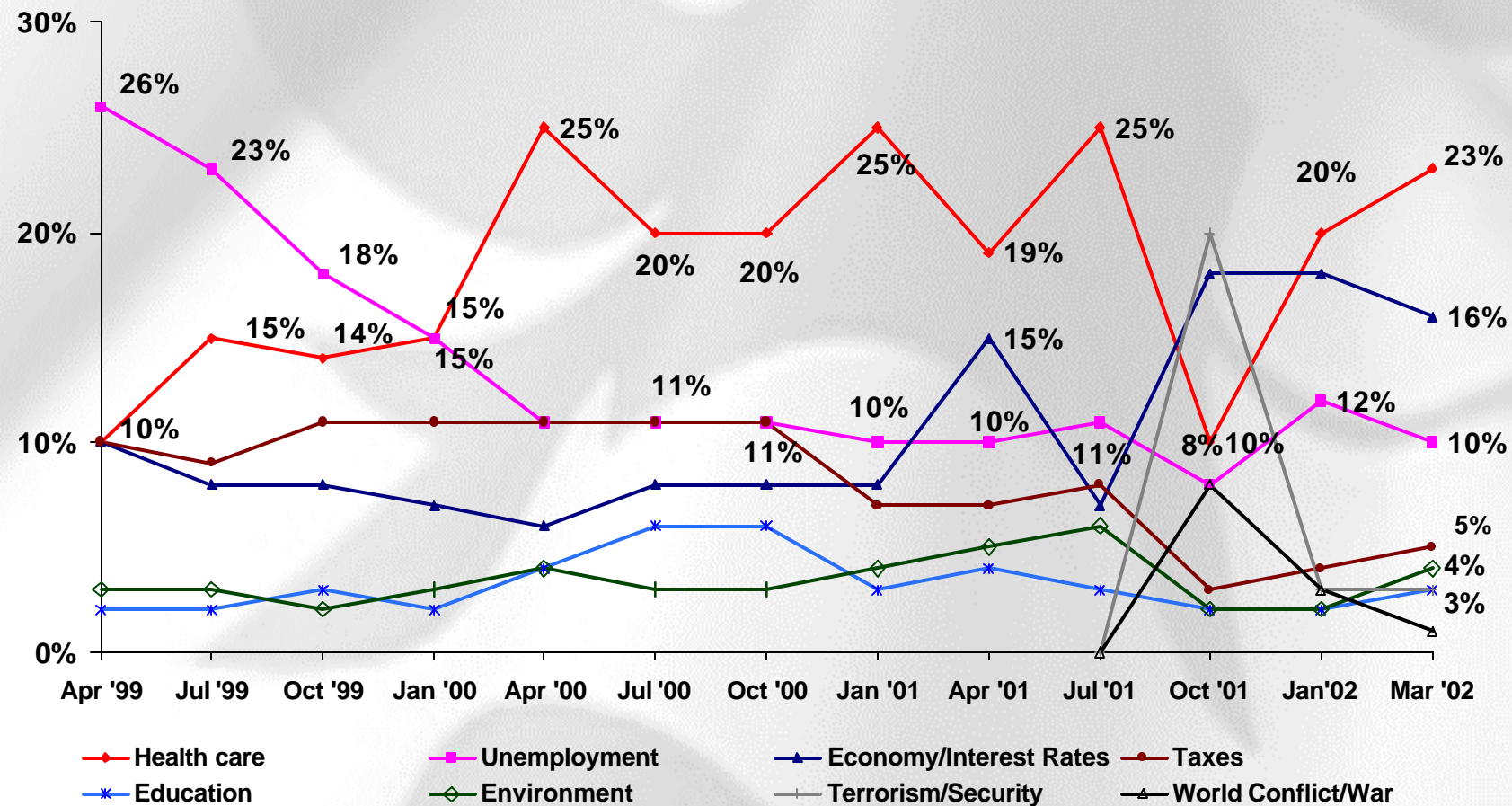


**Priority and Performance**  
**Priorités et Performance**

# Top-of-Mind Issues

Environics

"In your opinion, what is the most important problem facing Canadians today?"

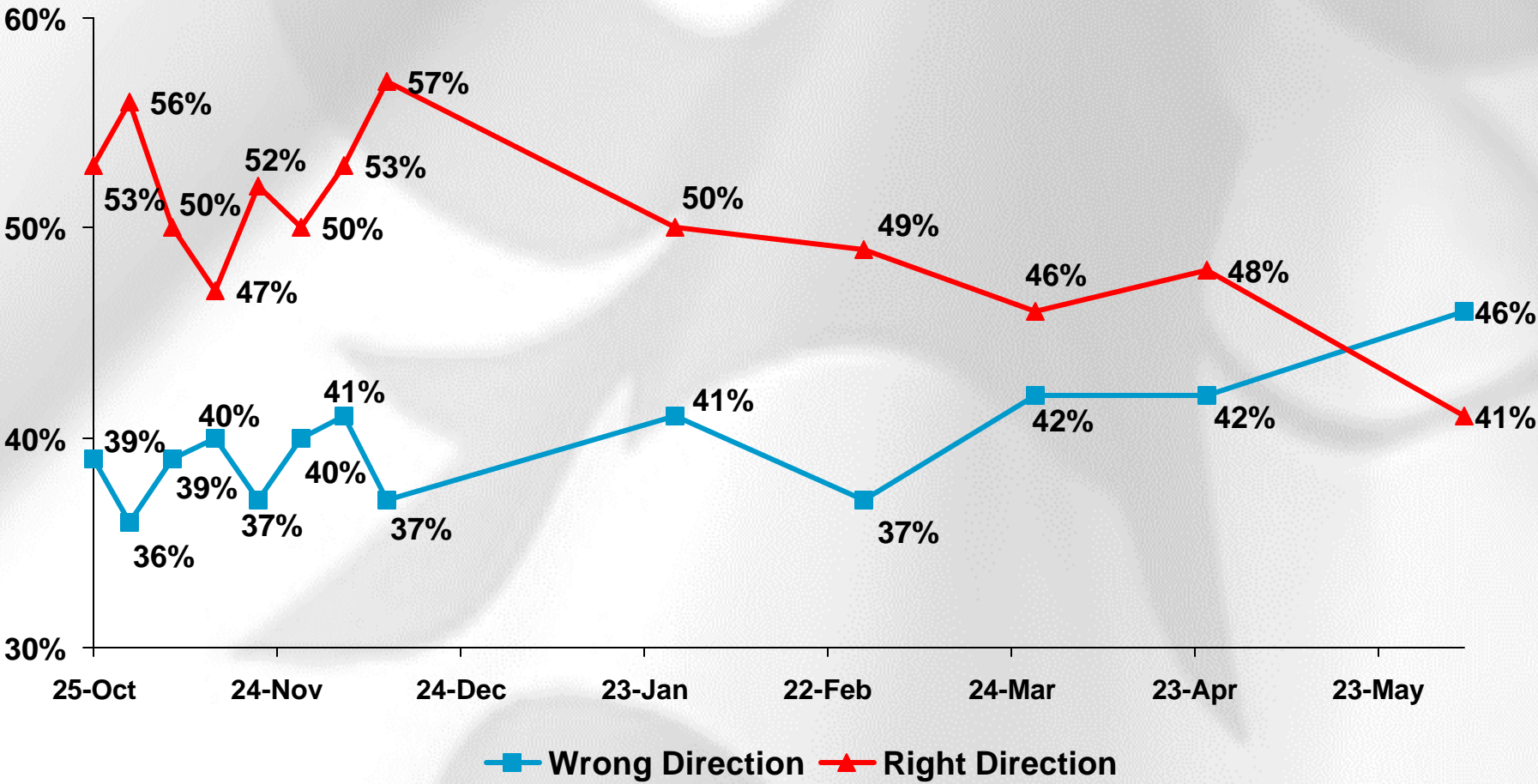


Source: Environics (April 1999 - March 2002)



# Direction of Government

"All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?"

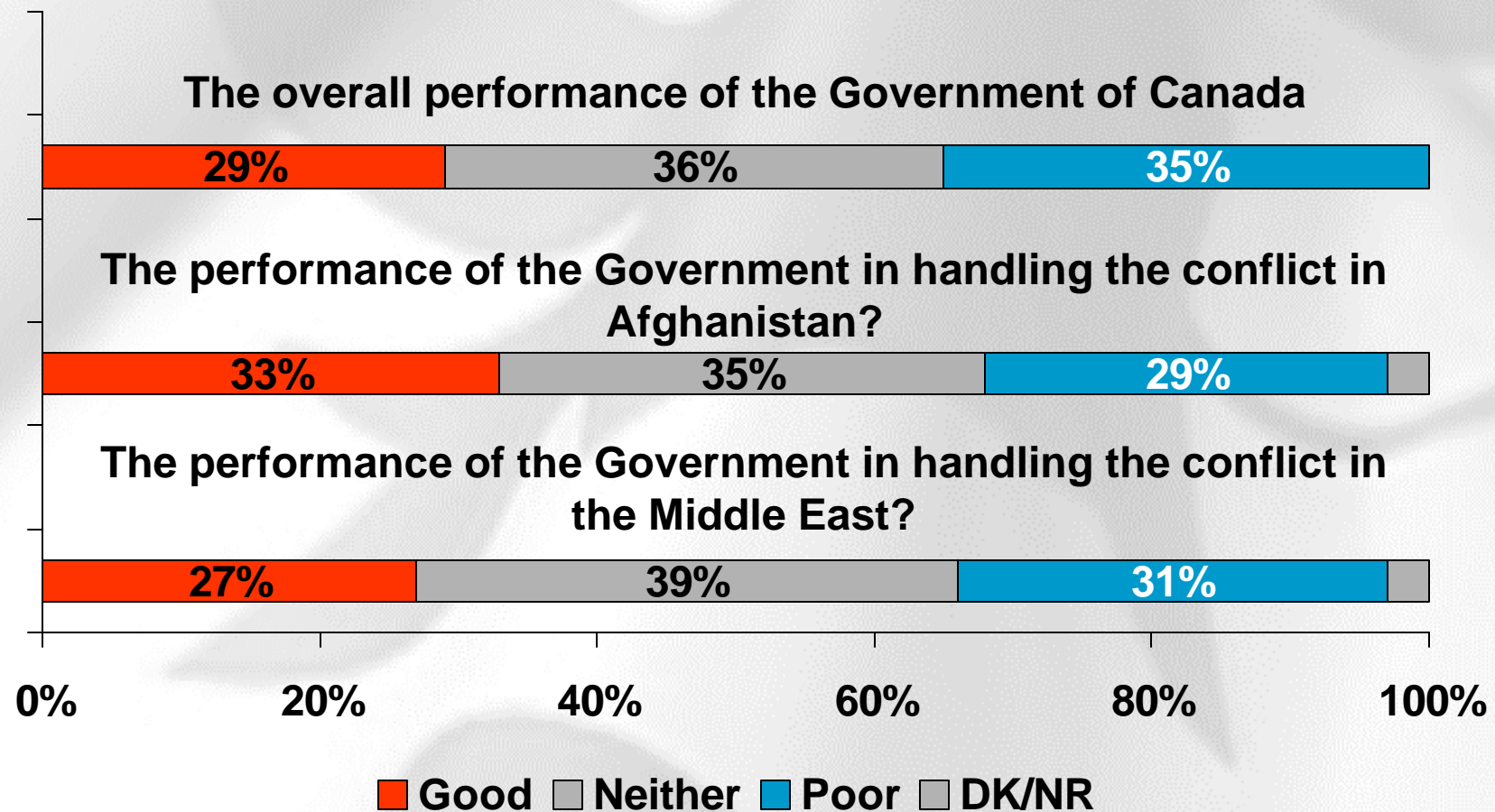


Source: Ekos (2001-2002)



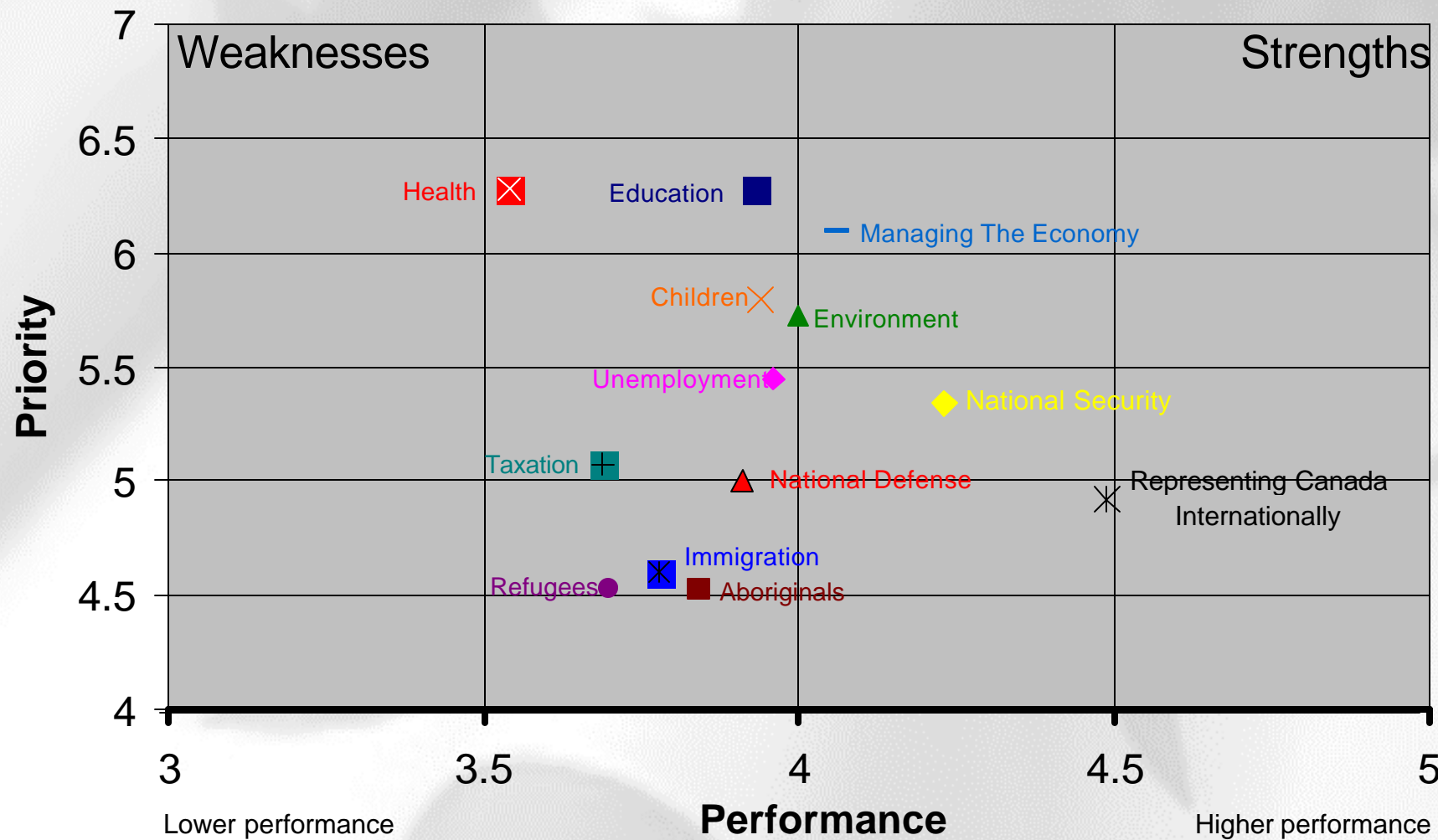
# Government Performance

"How would you rate...?"



Source: Ekos (April 23-25, 2002)

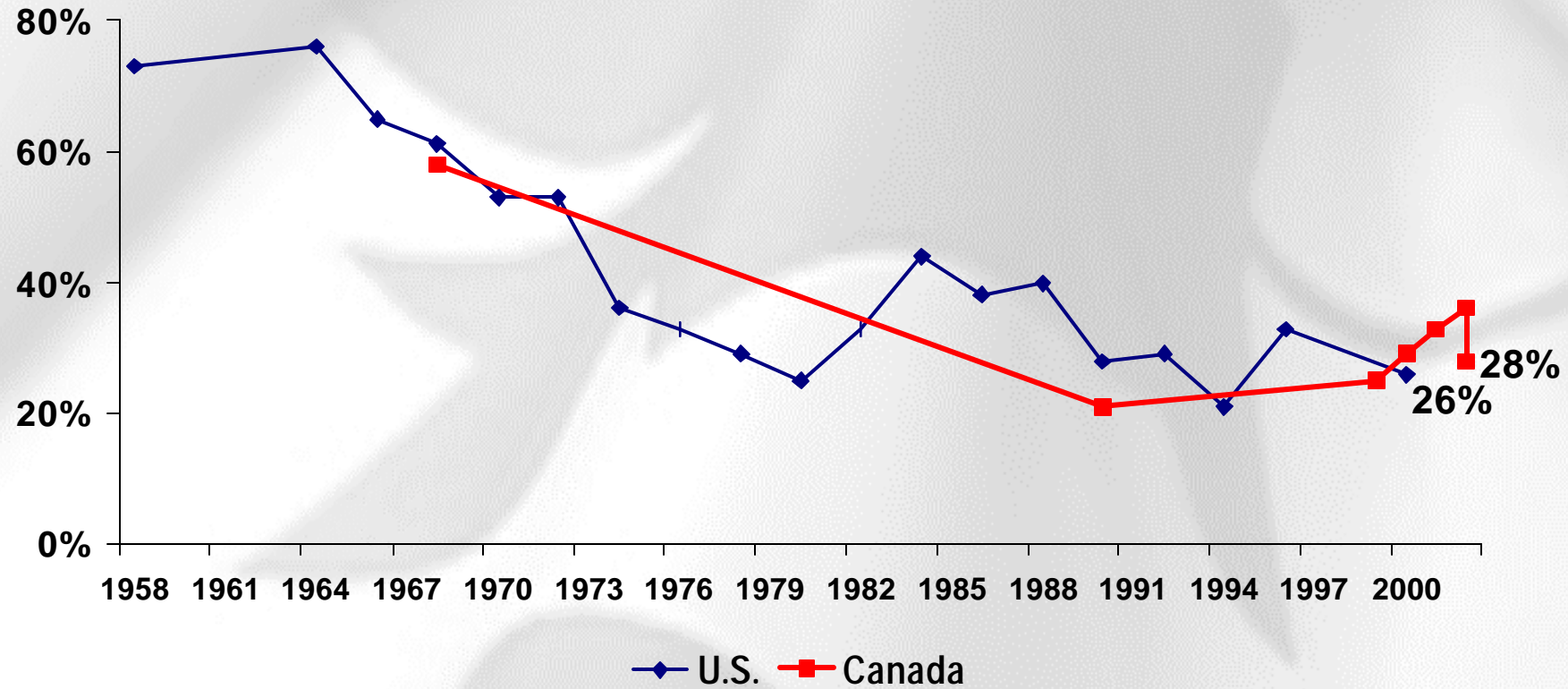
# The "Action Grid"



Source : Listening to Canadians (April 2002)

# Trust in Government

"How much do you trust the Government in [Ottawa/Washington] to do what is right? [% saying "just about always/most of the time"]



Source : Ekos Research (June 2002)

Canada



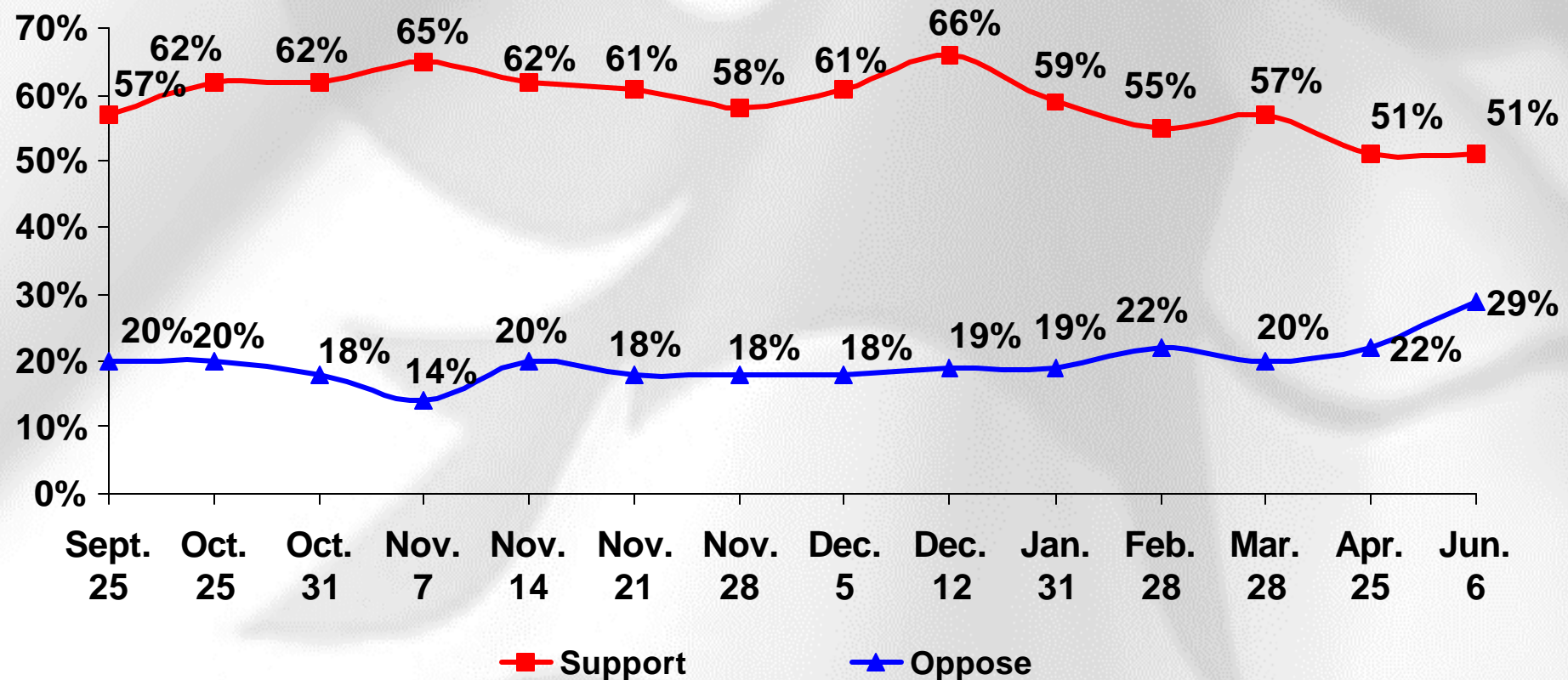
**Campaign Against Terrorism  
and Security**

**Campagne contre le terrorisme  
et sécurité**

Canada

# Canadian Military Participation

"Do you support or oppose Canadian military participation in Afghanistan?"



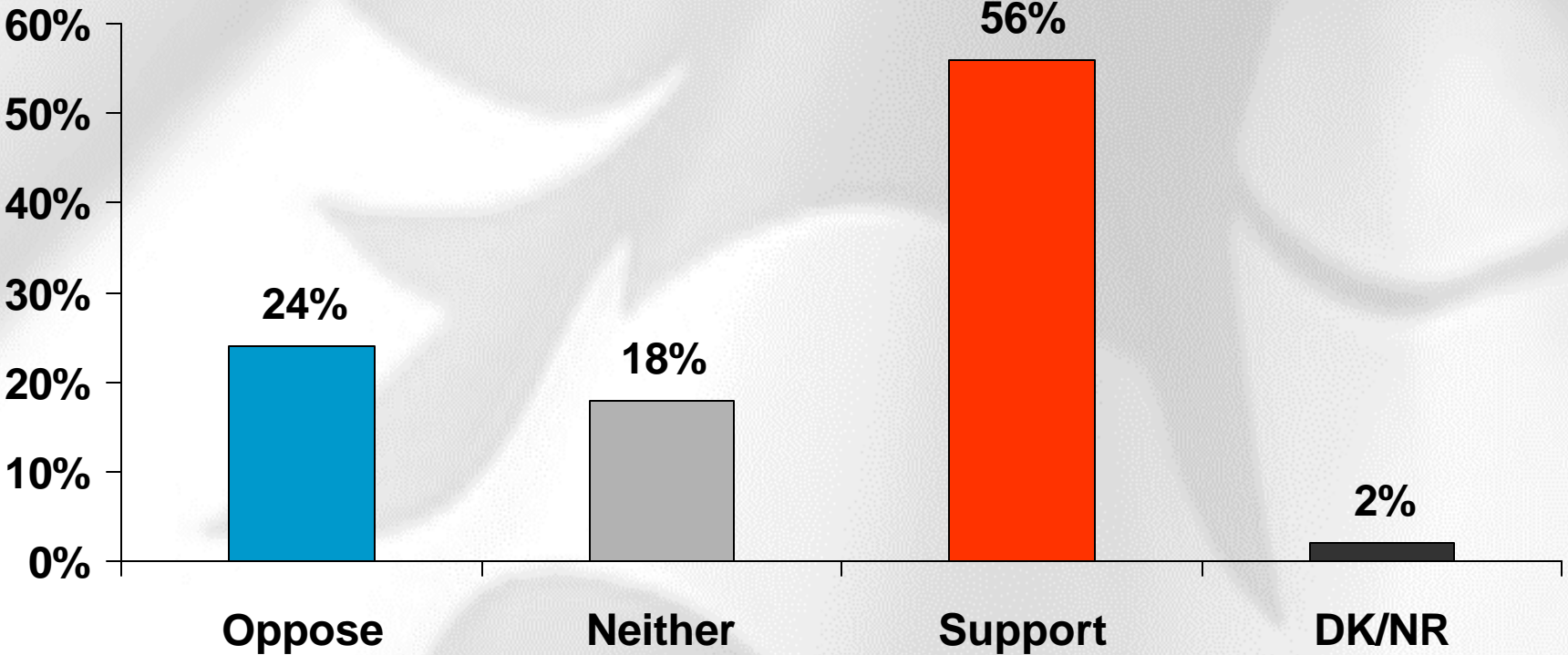
Source: Ekos (2001-2002)

Canada



# Withdrawal of Troops

"As you may have heard, the Canadian government recently announced its intention to withdraw our ground troops from Afghanistan when their current rotation is up. Do you support or oppose this decision?"

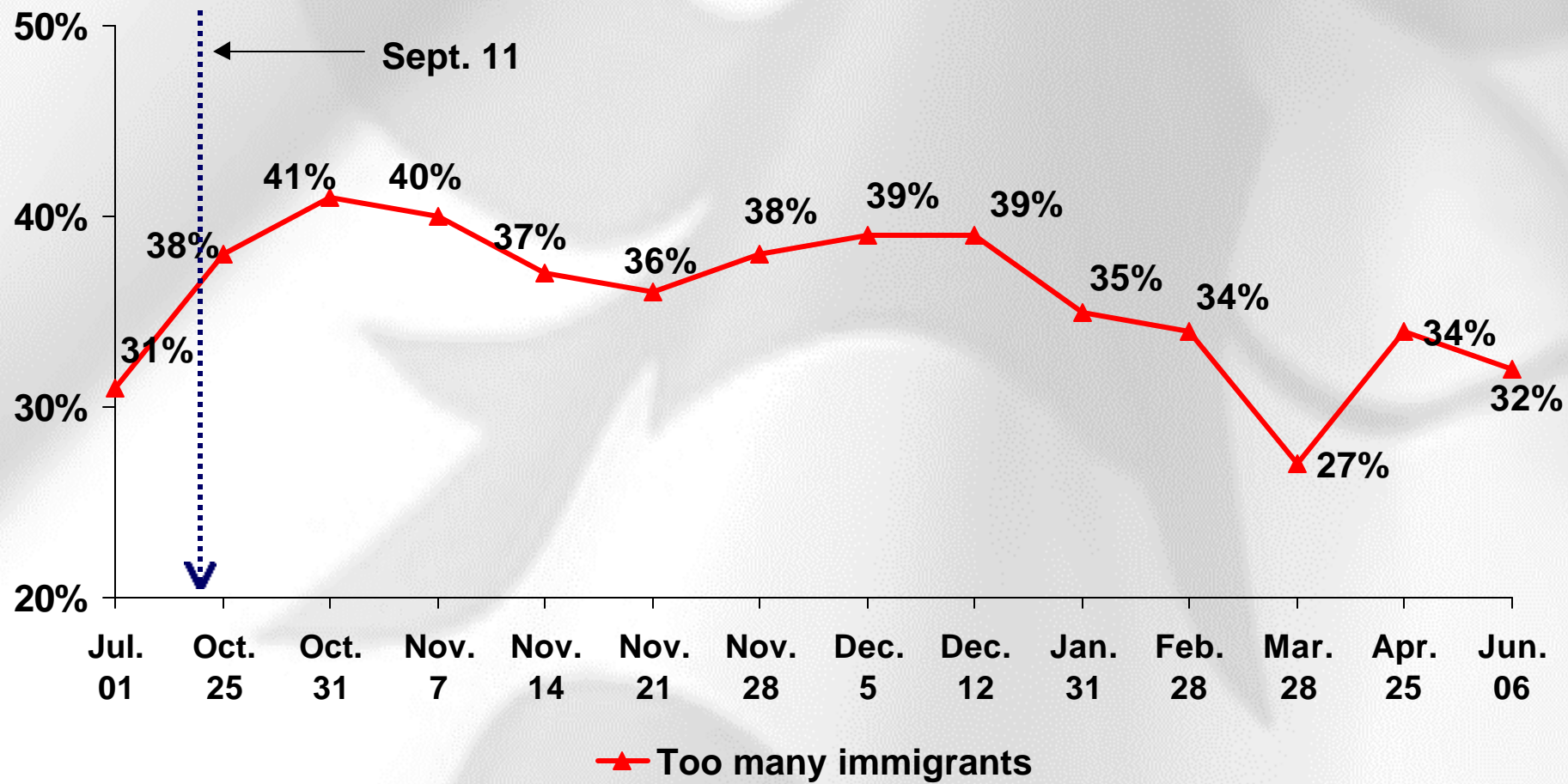


Source: Ekos (June 4-6, 2002)



# Immigration

"In your opinion, do you feel that there are too many, too few or about the right number of immigrants coming to Canada?"



Source: Ekos (2001-2002)

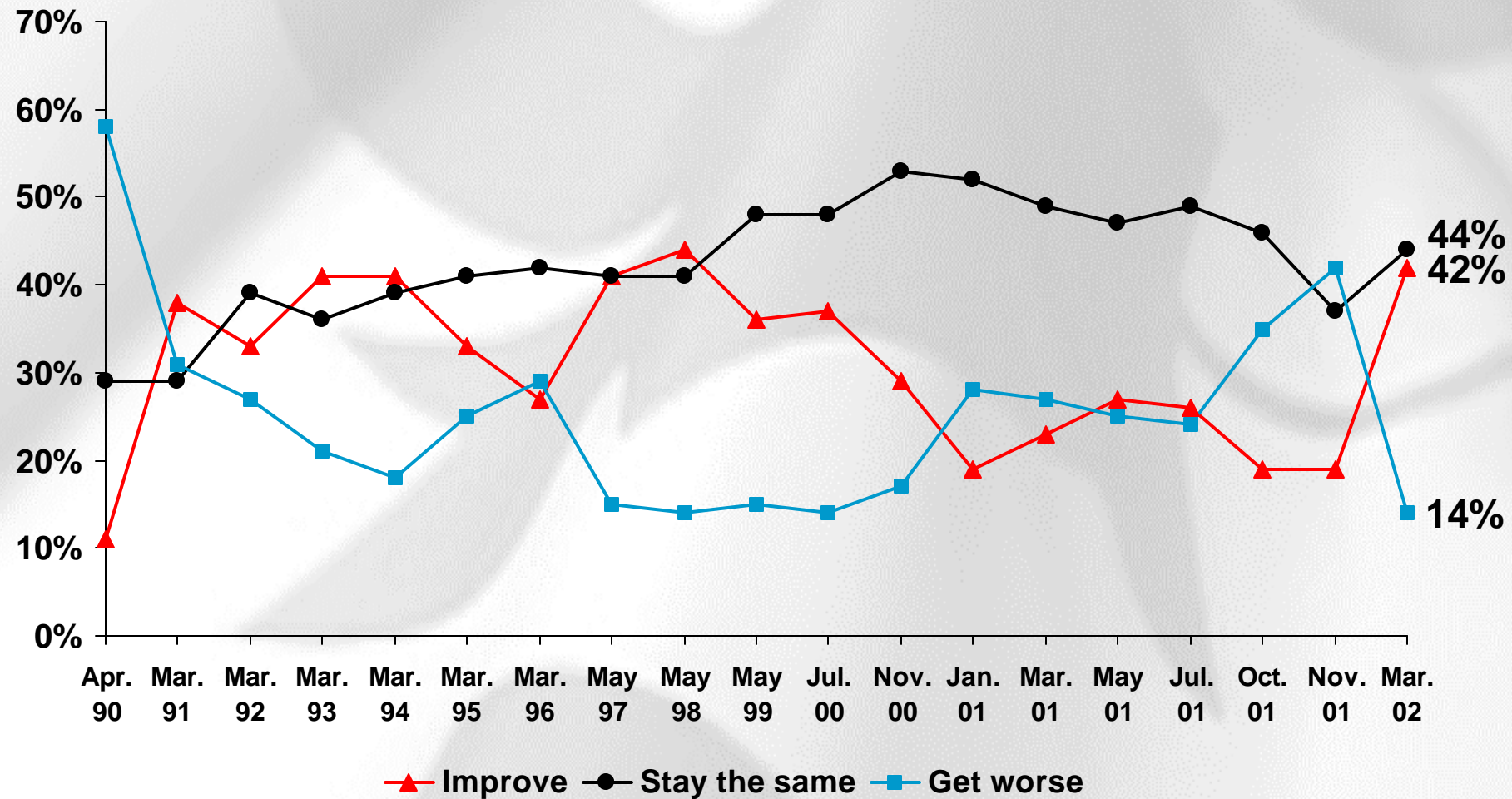
Canada



# The Economy L'économie

# One-Year Outlook

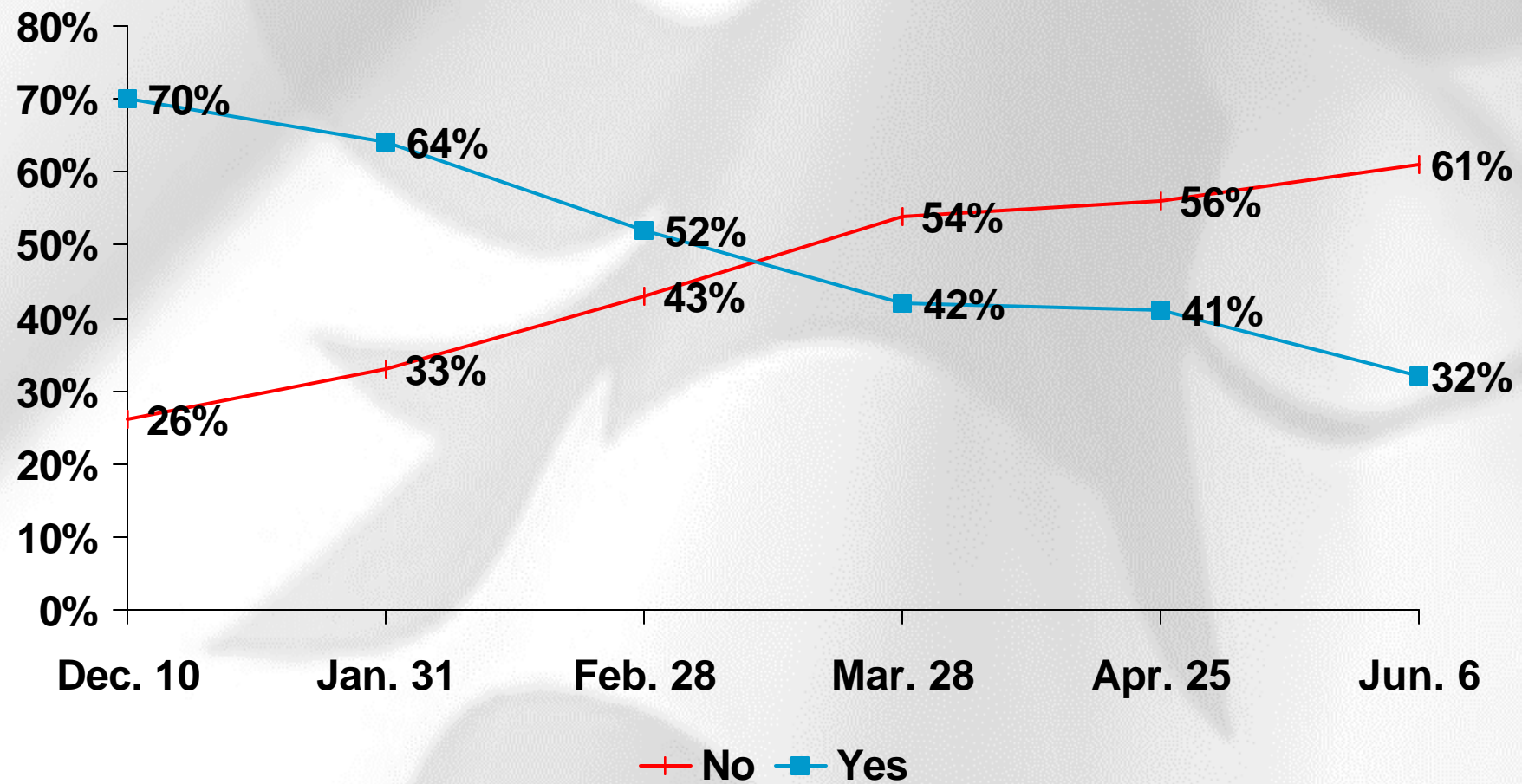
"Thinking about the next year or so, do you, yourself, generally feel that the Canadian economy will improve, stay the same or get worse?"



Source: Ipsos-Reid

# Recession

"Do you think the economy is now in a recession, or not?"



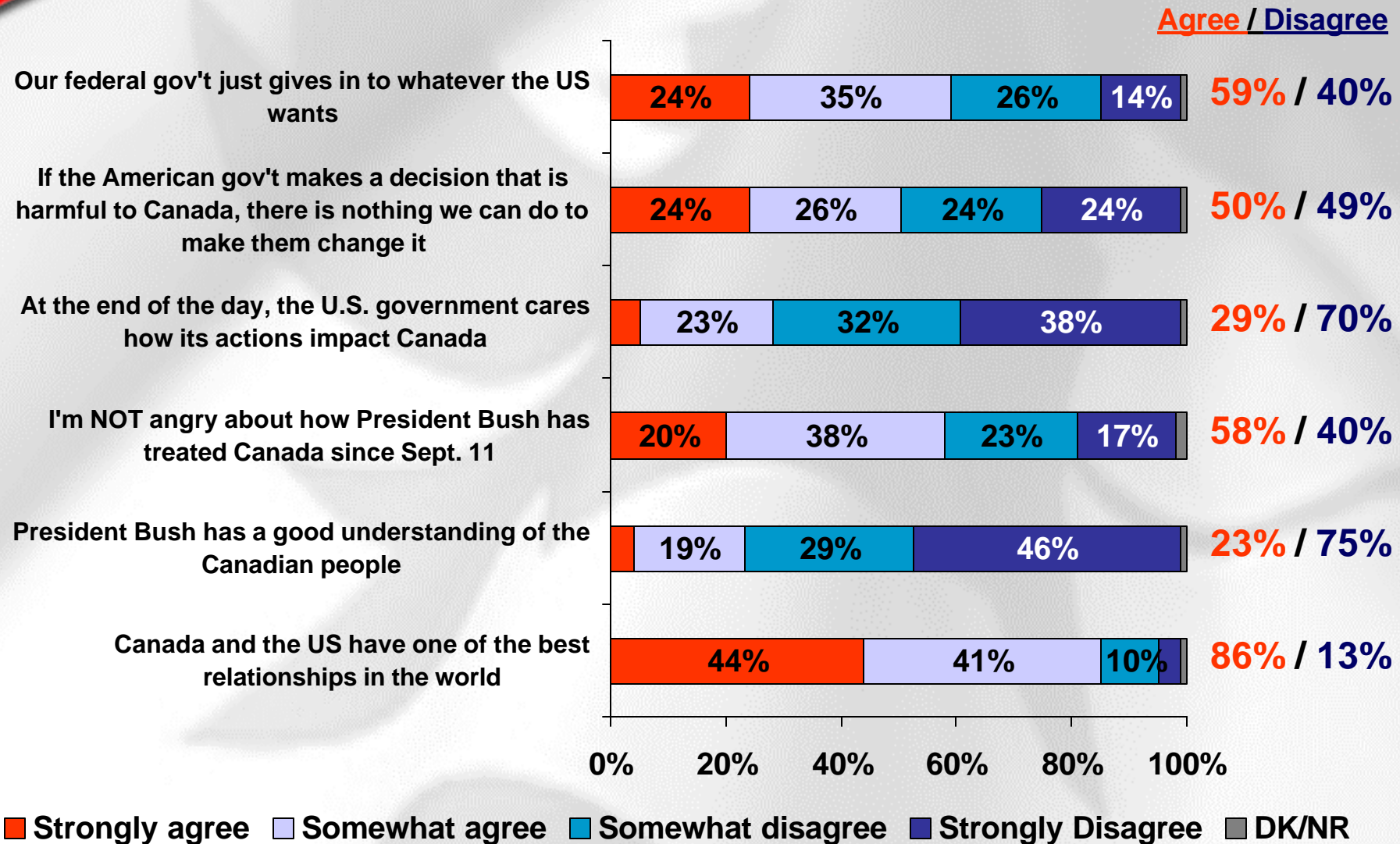
Source: Ekos (2001-2002)

Canada



**Canada-US Relations  
Relations canado-américaines**

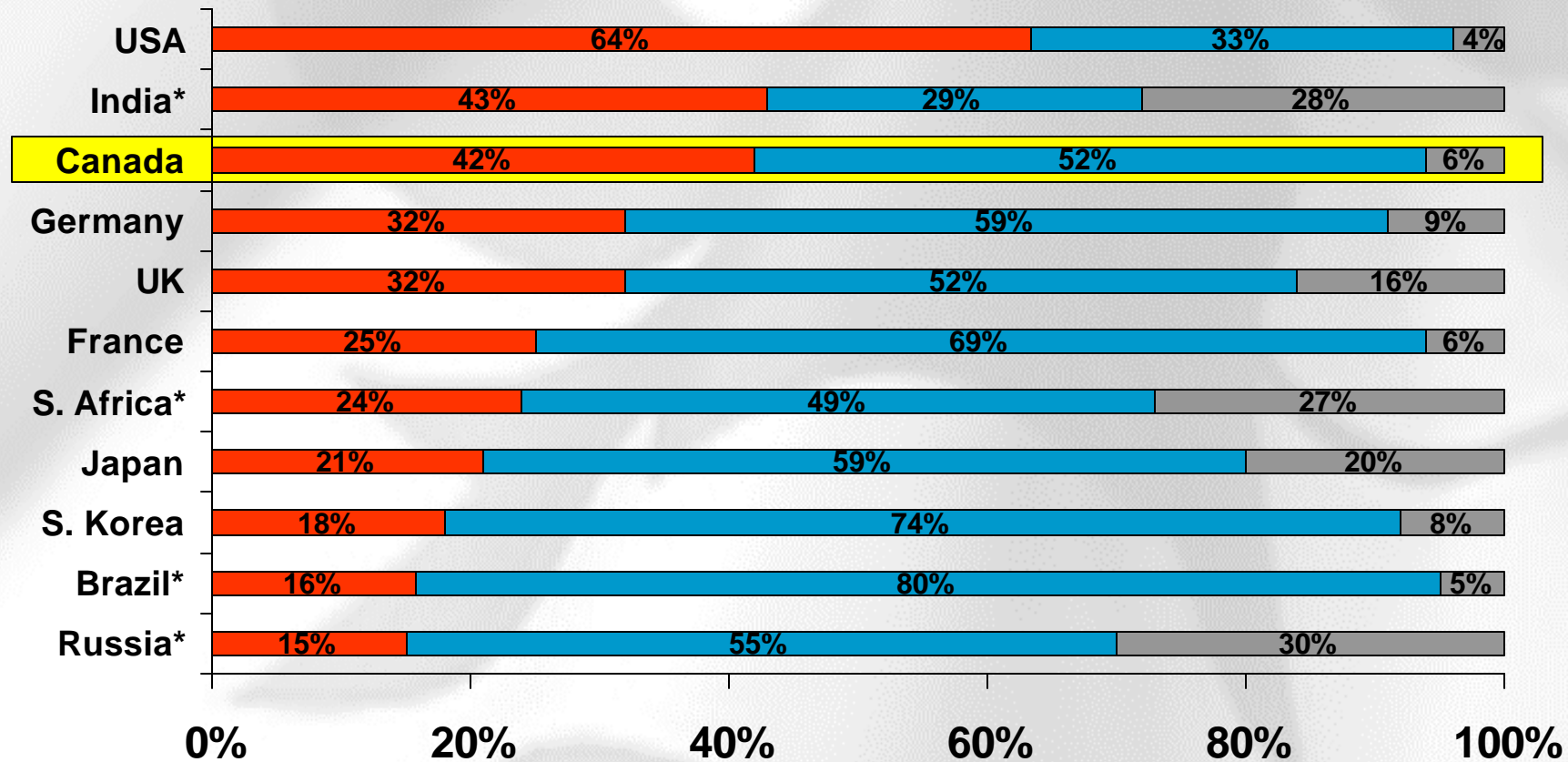
# Canada-U.S. Relations



Source: Ipsos-Reid (April 28-29, 2002)

# U.S. Missile Defence System

"As you may know, the U.S. announced plans to introduce a missile defence system to shoot down incoming enemy missiles. Based on whatever you've seen, read or heard, all things considered, do you think [this] will make the world..."



\*Urban sample only

■ Safer ■ More Dangerous ■ Don't Know

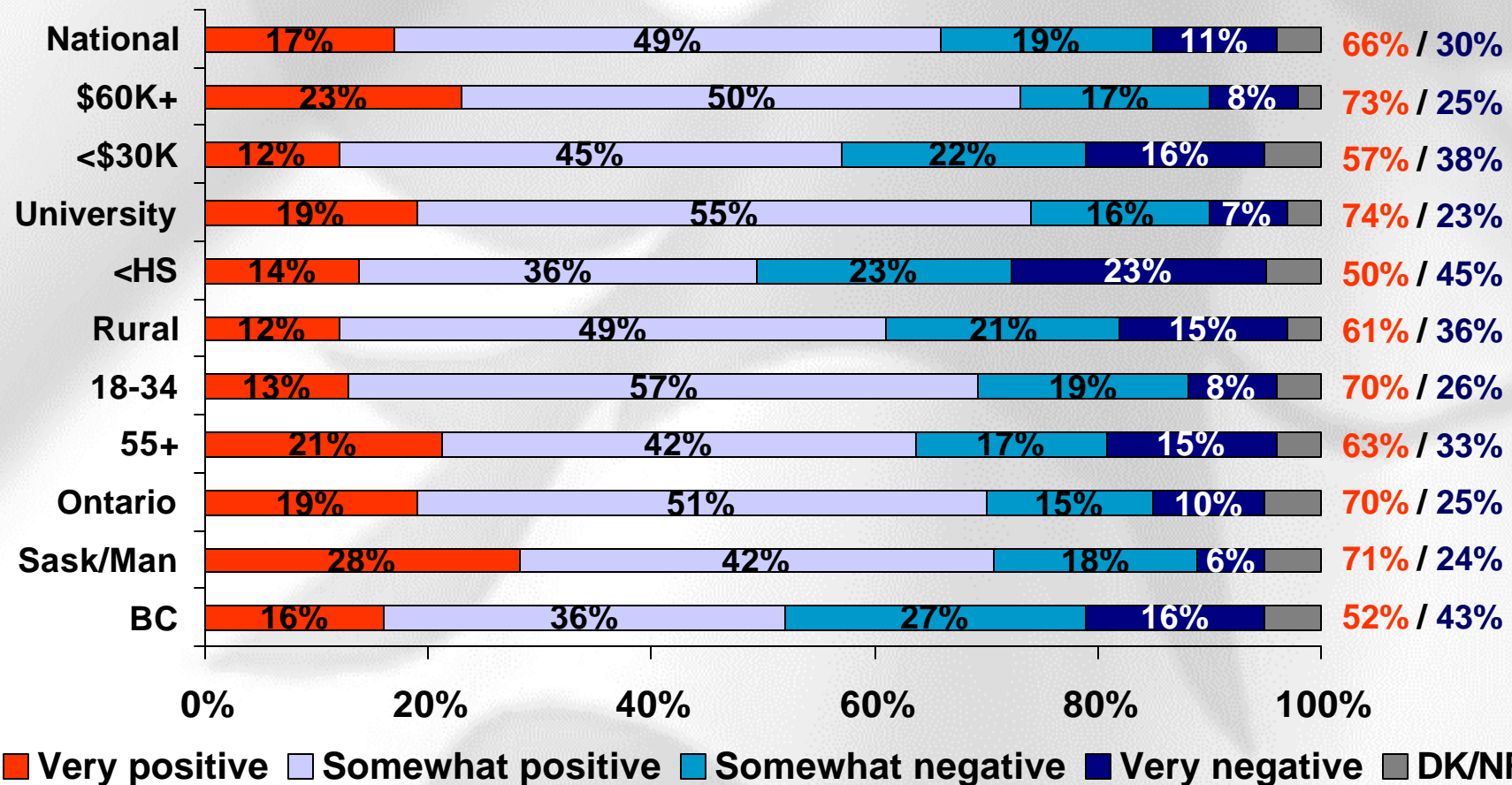
Source: Centre for Public Opinion and Democracy (May 16, 2002)



# Economic Ties with U.S.

"As you may know, the Canadian and U.S. economies have grown closer over the last few years mainly because of freer trade. Overall, do you see this as a positive trend or a negative trend?"

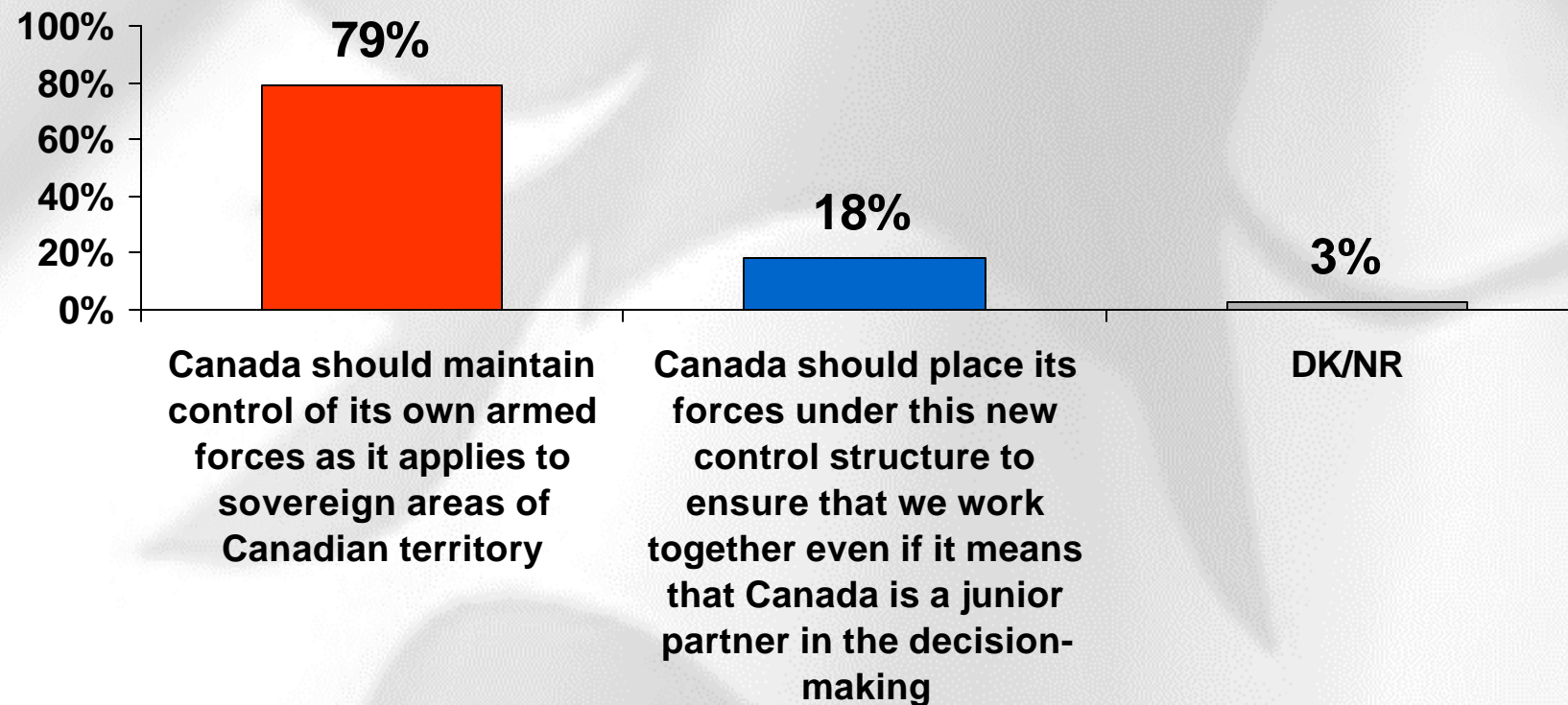
**Positive / Negative**



Source: Ipsos-Reid (April 28, 2002)

# North American Command

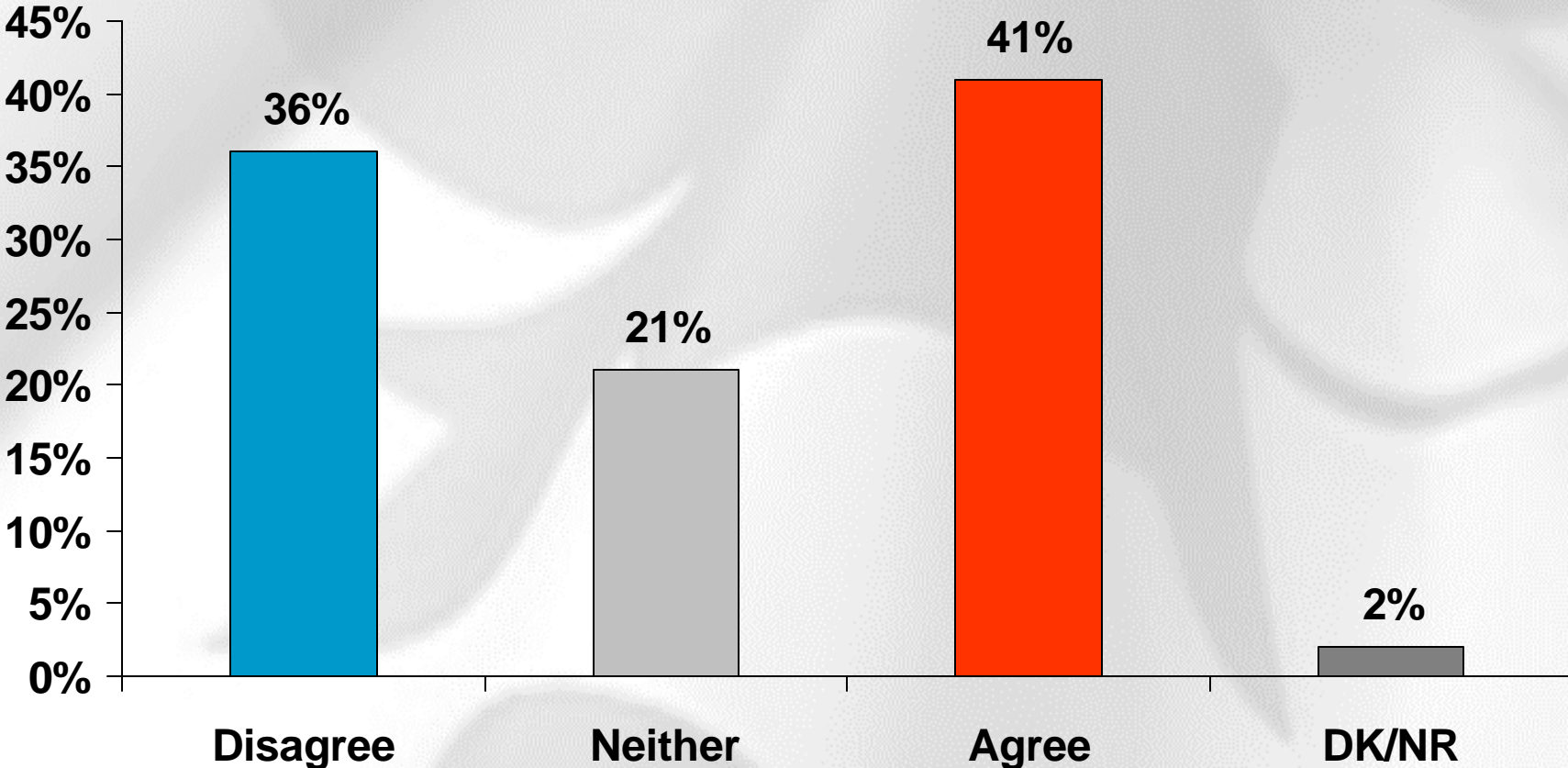
**"The United States recently announced a plan to create a North American command to coordinate forces in the United States to protect the U.S. from attacks on North America. Which of the following comes closer to your view?..."**



Source: Ekos (April 23-25, 2002)

# Integrated Policies with U.S.

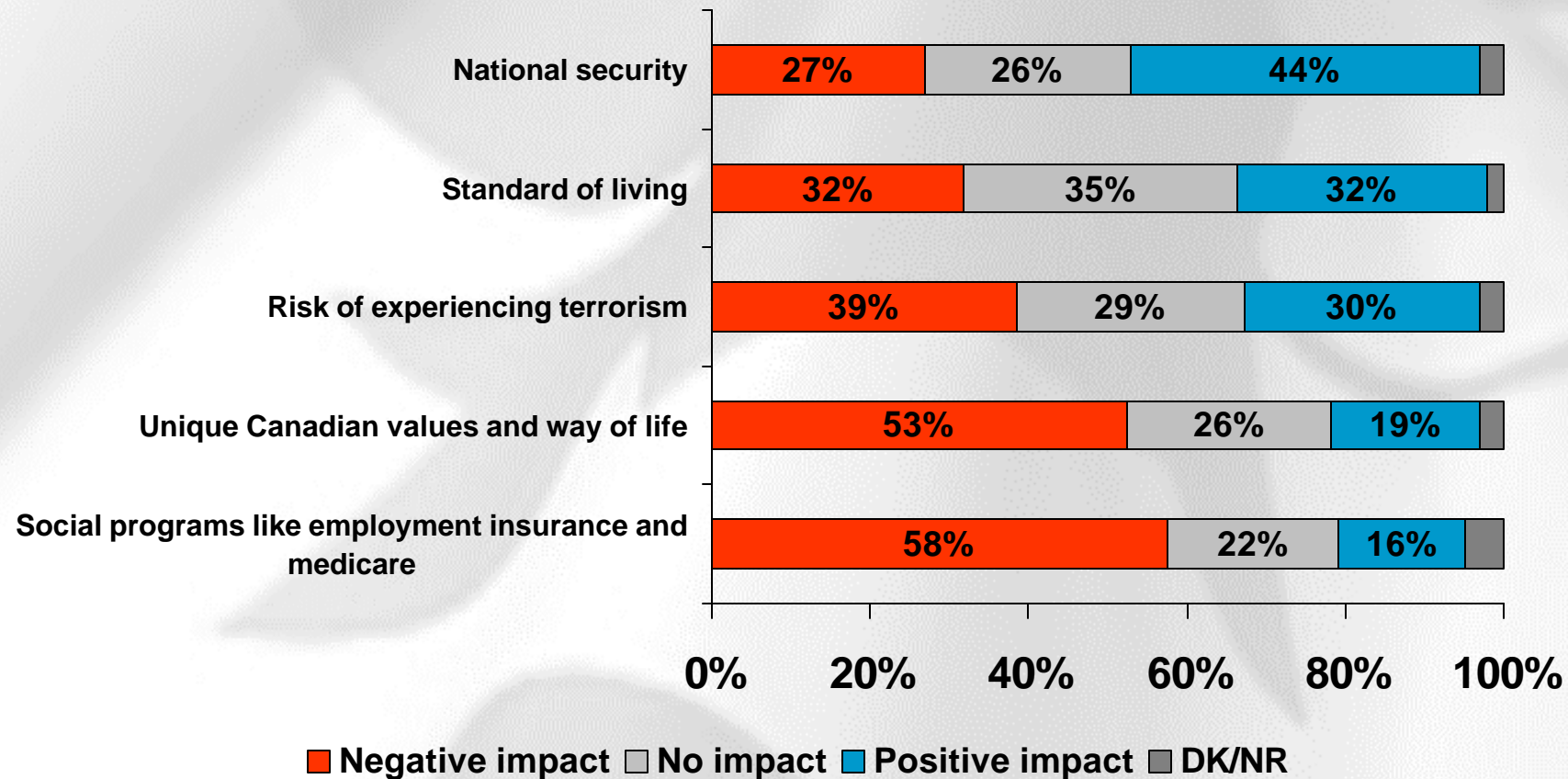
"Personally, I see nothing wrong with much more supportive and integrative policies with the United States."



Source: Ekos (June 4-6, 2002)

# Impact of Integration on Policy

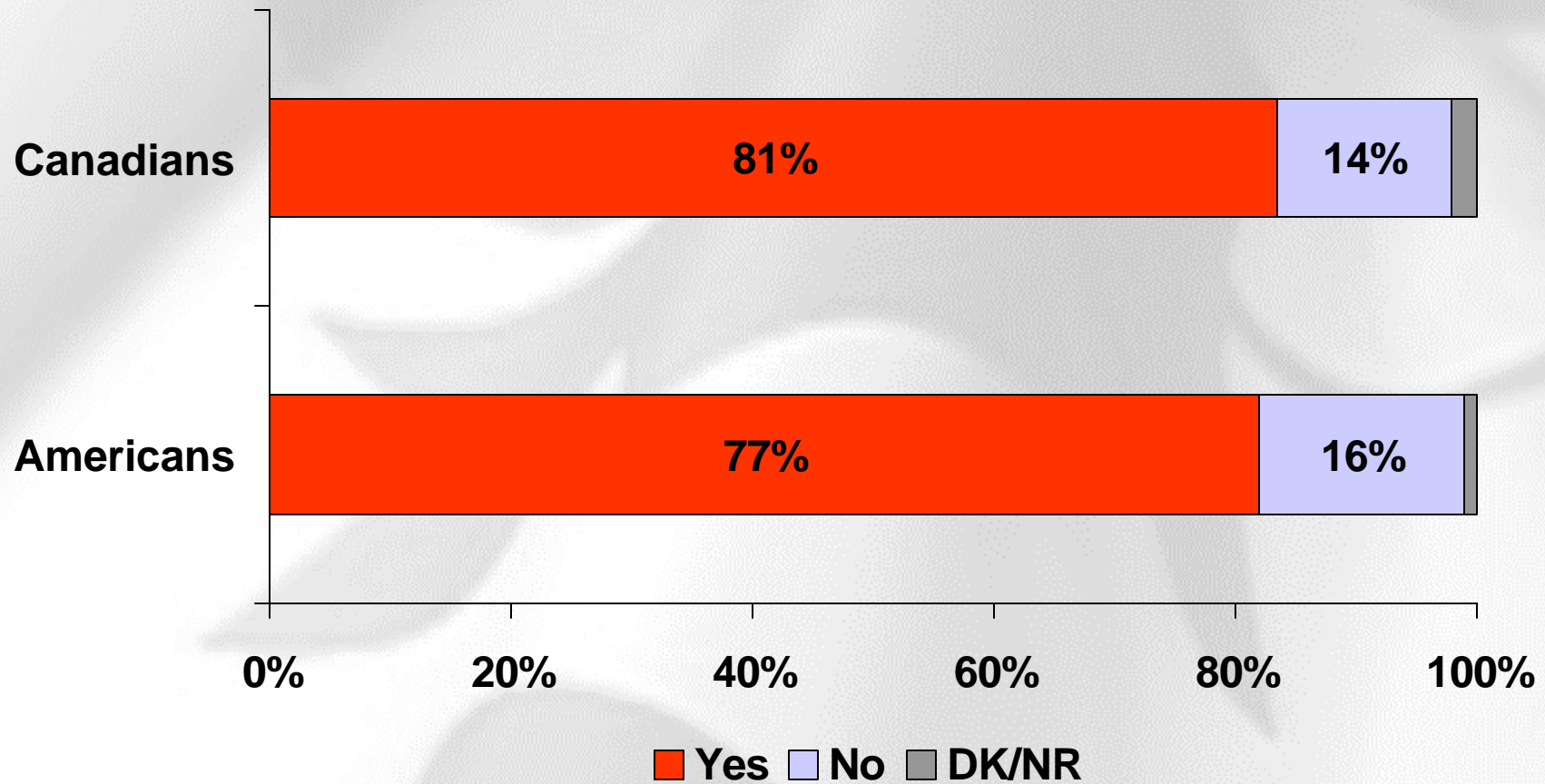
"If we were to pursue LESS independent, more accomodating and supportive relations with the U.S., what do you think the overall impact would be in the following areas?"



Source: Ekos (June 4-6, 2002)

# Secure Borders

“Do you believe that potential terrorists have come into Canada and then have gone to the United States?”

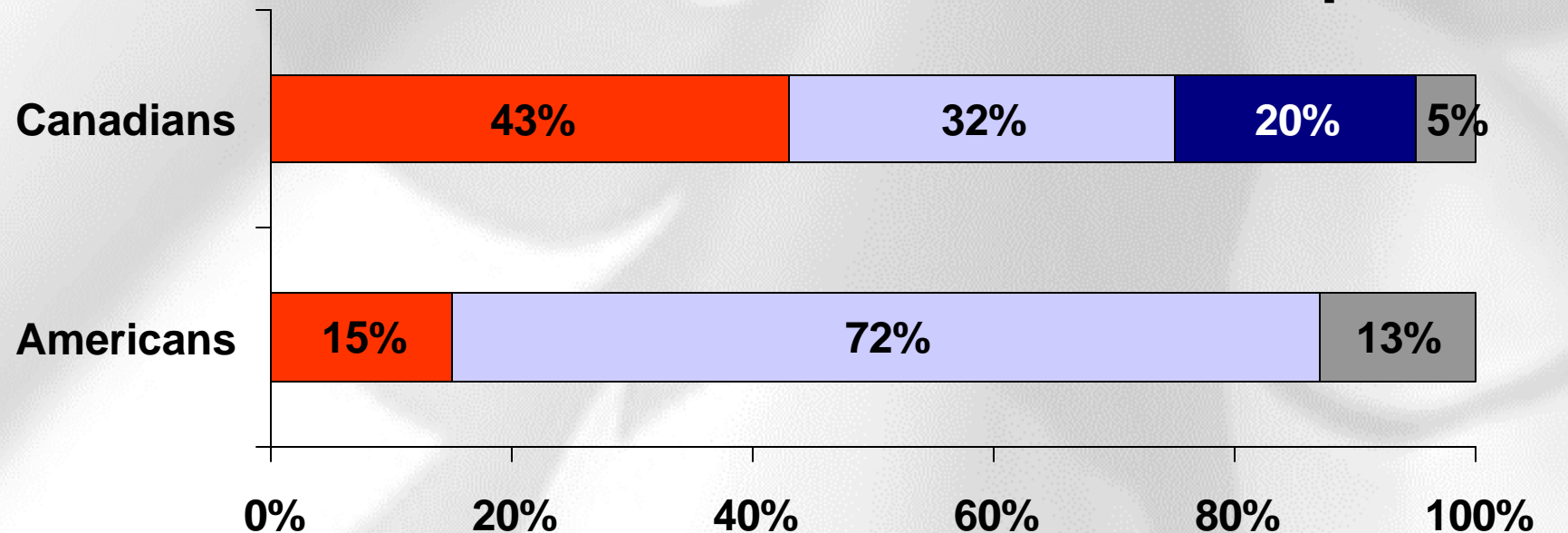


Source: Ipsos Reid (May 10, 2002)

Canada

# Responsibility for Secure Borders

“And who do you blame more for these terrorists being able to get into the United States from Canada? Do you blame...” [BASE: THOSE WHO BELIEVE POTENTIAL TERRORISTS ENTERED...]



- Canadian immigration and refugee rules that let them into Canada in the first place
- U.S. Immigration and Border Security for allowing them to slip into the United States
- Both
- DK/NR

Note: “Both” option only offered to Canadians

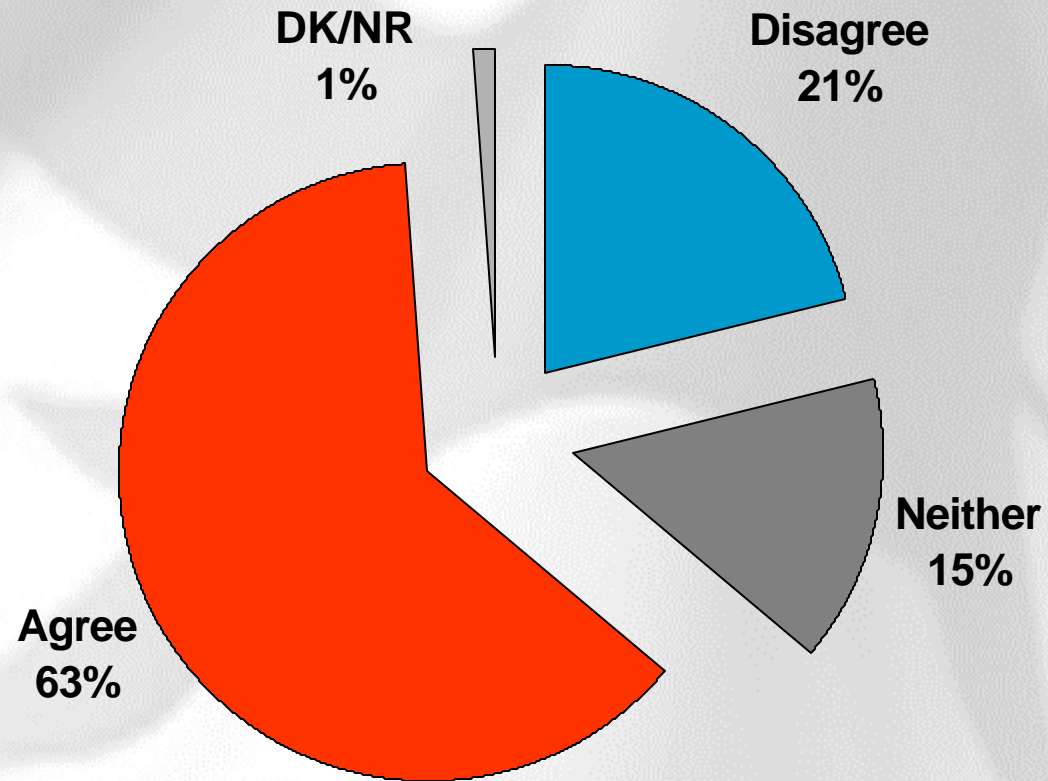
Source: Ipsos Reid (May 10, 2002)



**The Middle East  
Le Moyen-Orient**

# Role for Canada

"The Government of Canada has an important role to play in helping bring peace to the Middle East."

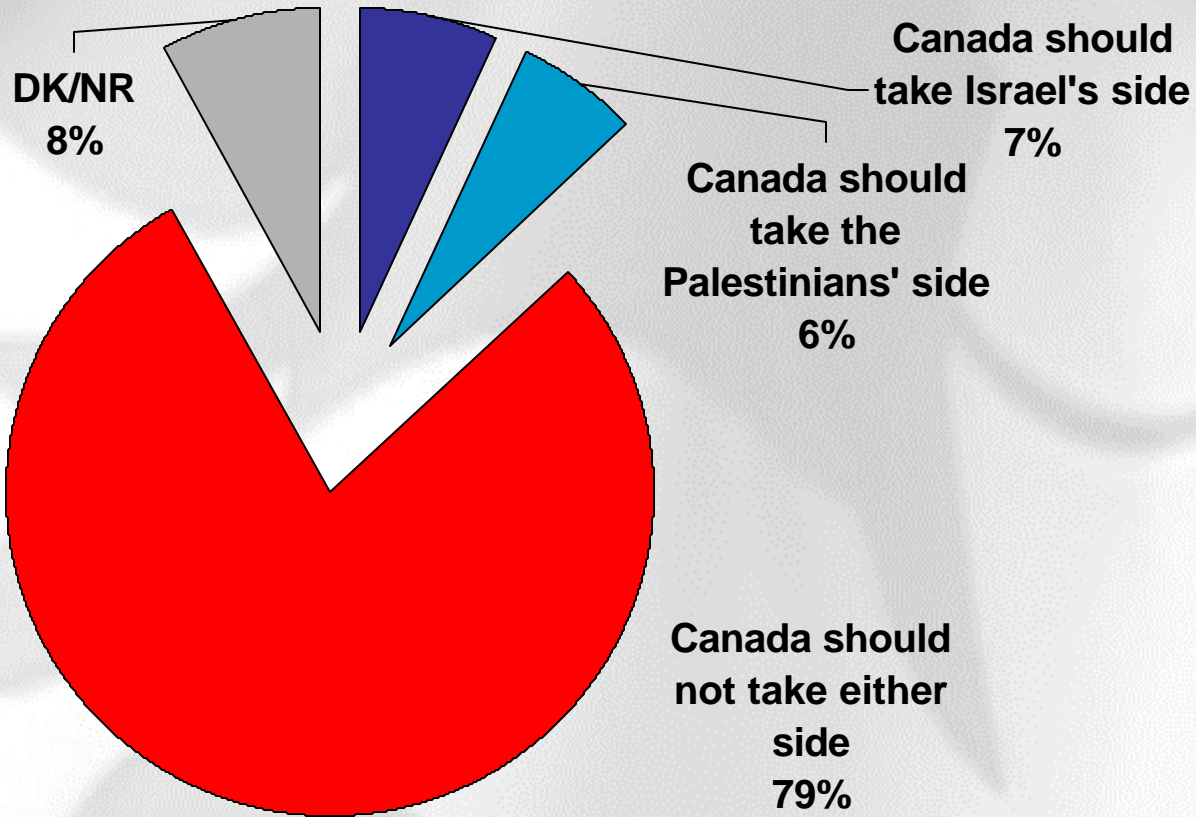


Source: Ekos (April 23-25, 2002)



# Canada's Position

"In the Middle East conflict, do you think that Canada..."

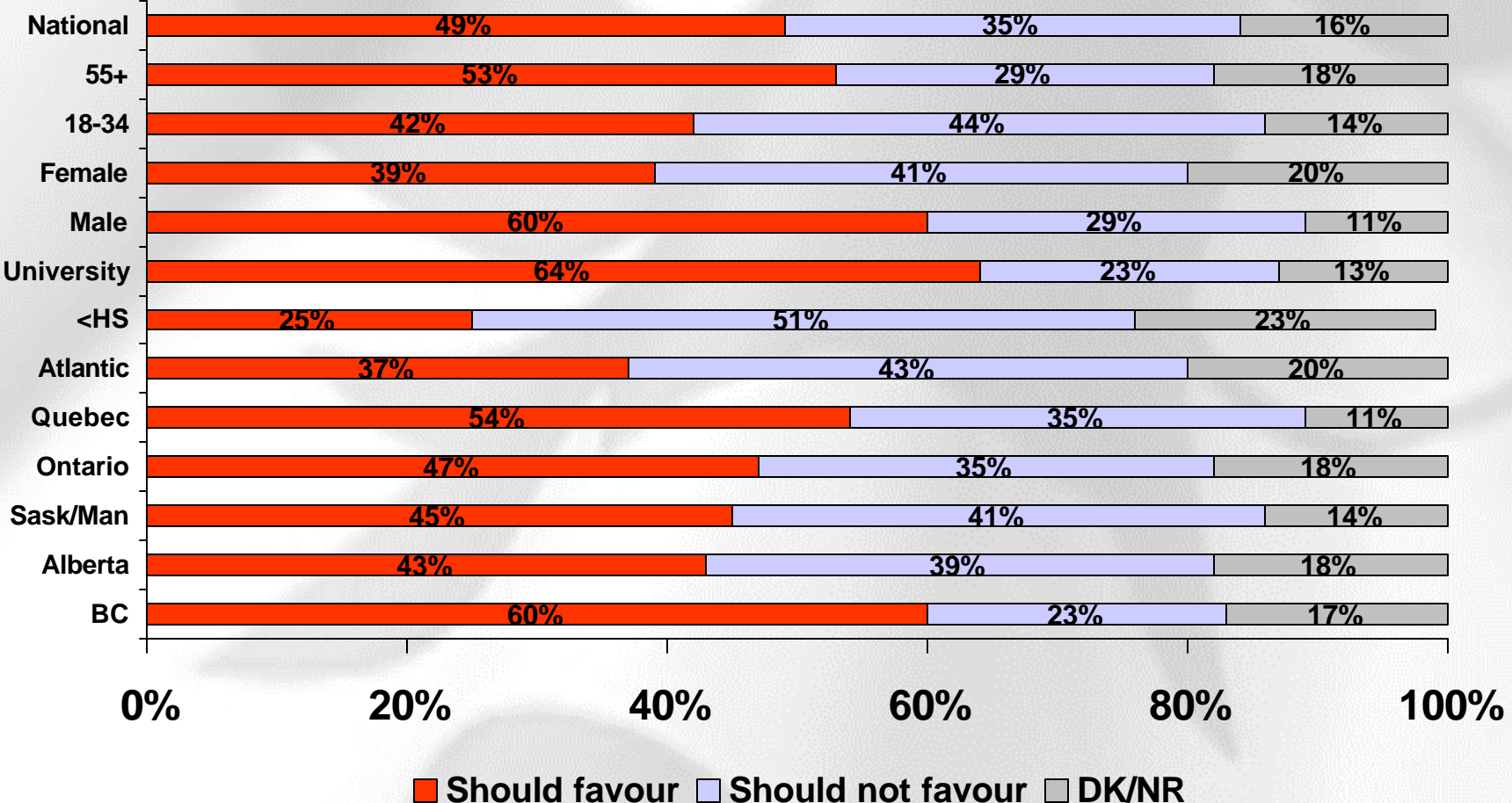


Source: Ipsos-Reid (April 12, 2002)



# Palestinian State

"Do you think Canada should favour the creation of a Palestinian state?"

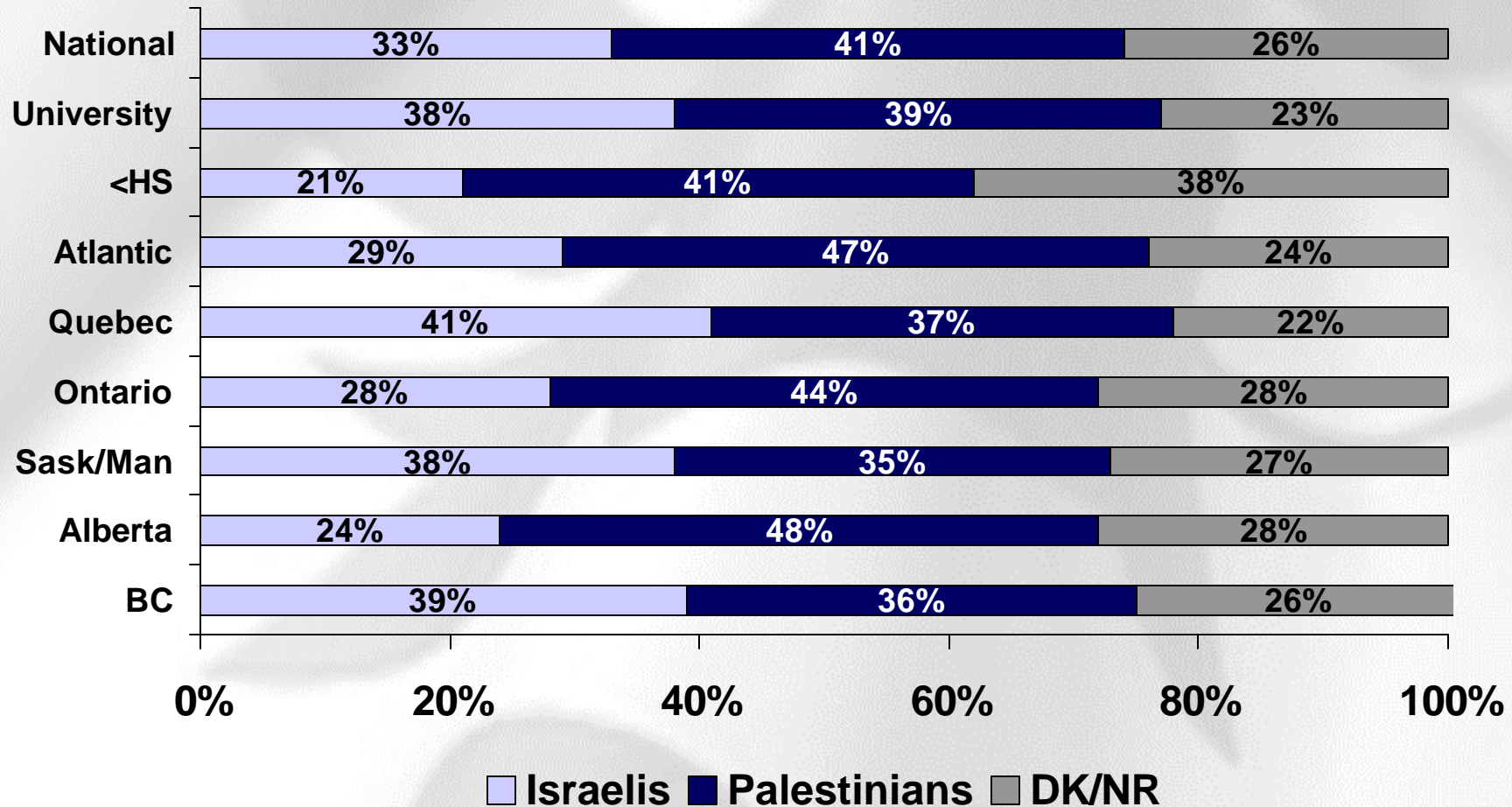


Source: Ipsos-Reid (April 12, 2002)



# Ending the Violence

Who should take the first step to end the violence?



Source: Ipsos-Reid (April 12, 2002)

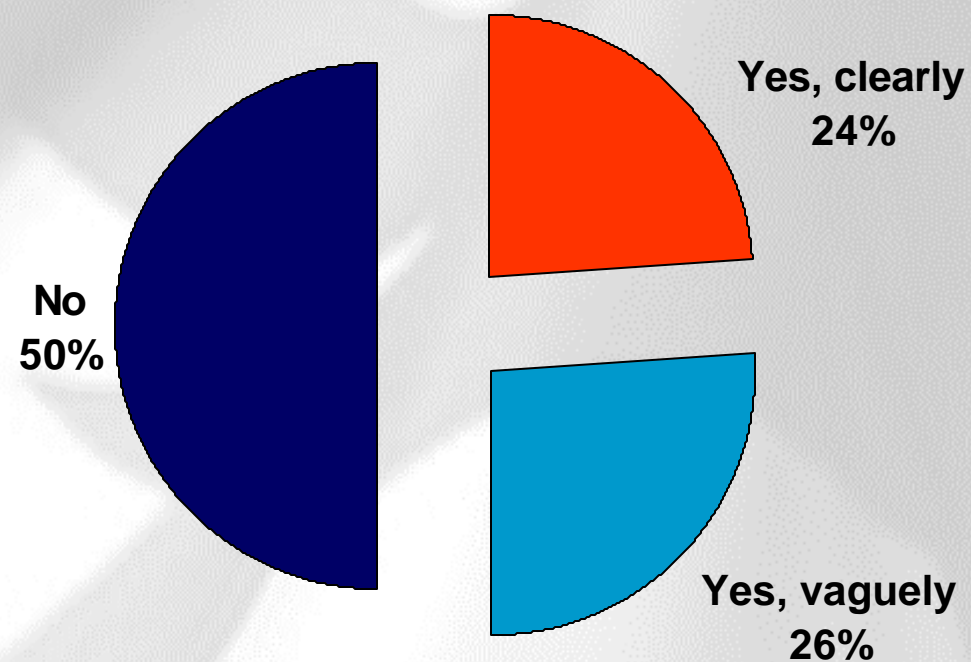


# **Climate Change**

## **Changements climatiques**

# Awareness of Kyoto

"Do you recall having heard or read anything about the Kyoto Protocol?"



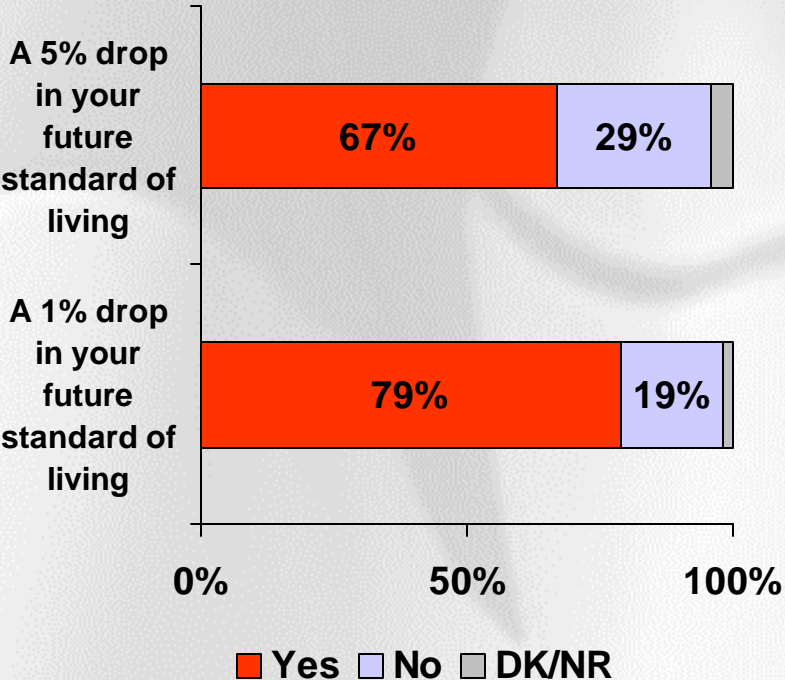
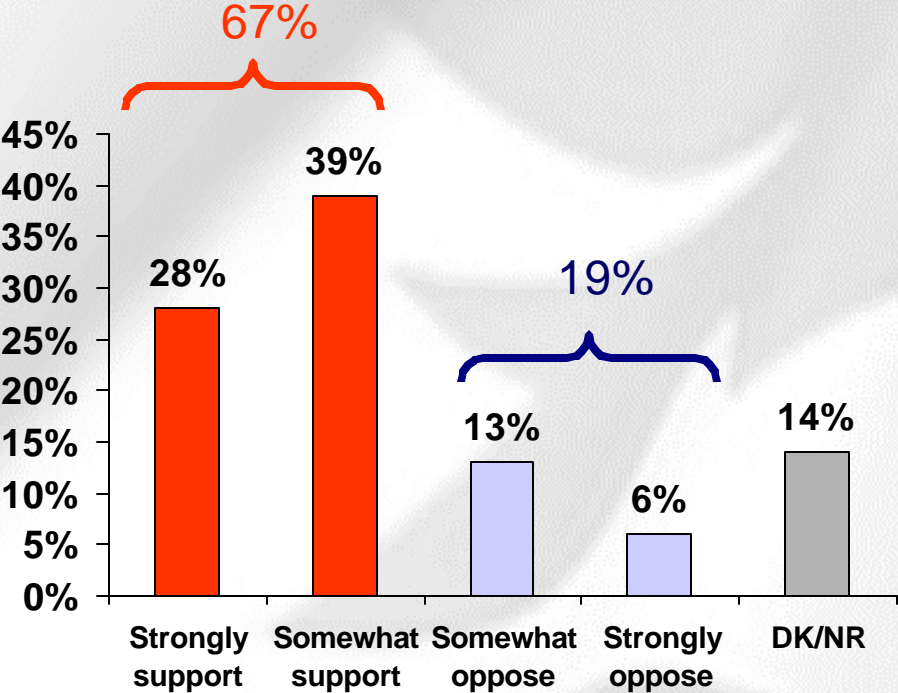
Source: Ekos (May 27-29, 2002)

Canada

# Support/Economic Trade-offs

"Overall, do you support or oppose Canada's ratification of the Kyoto Protocol?"

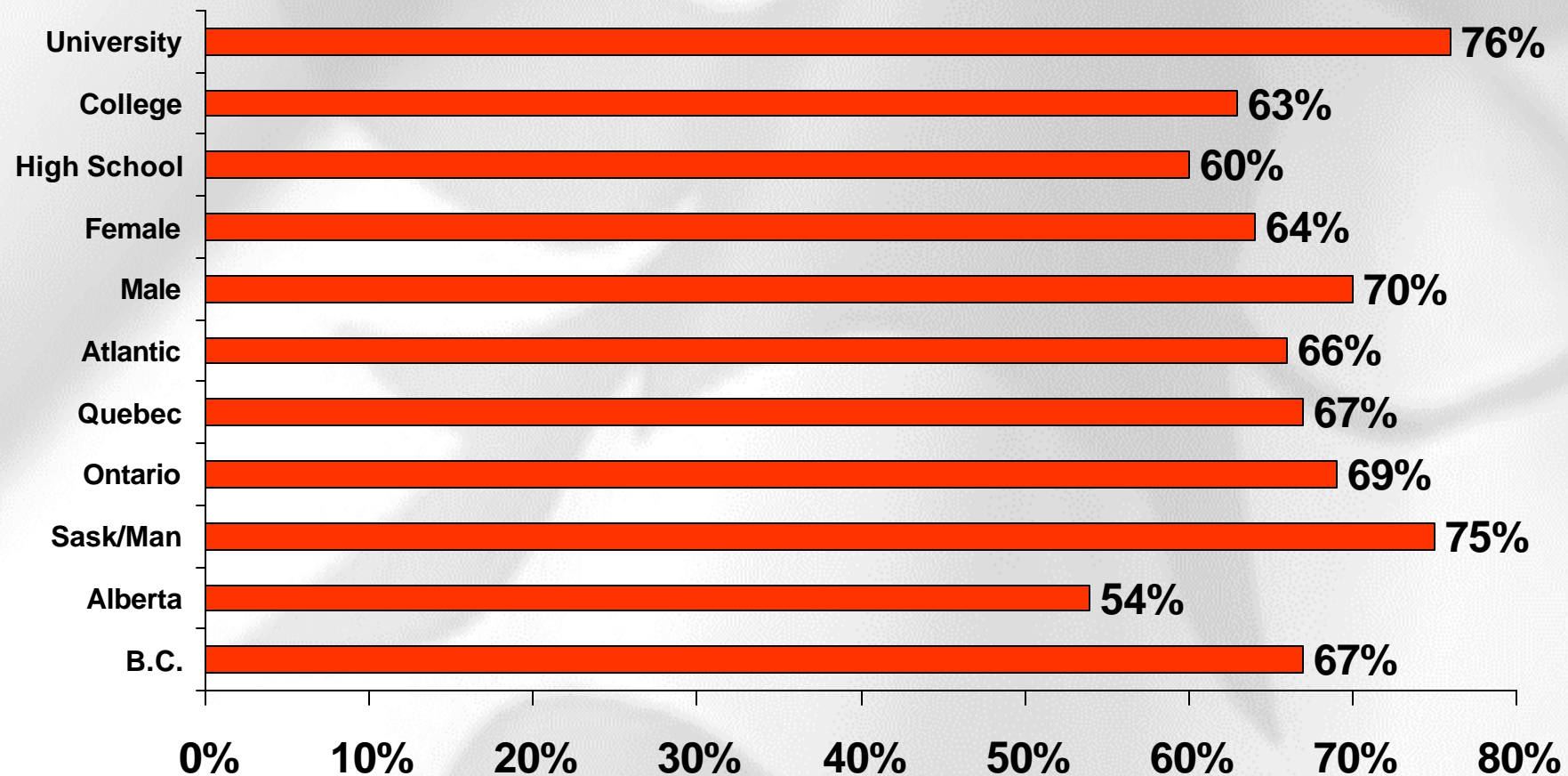
[IF SUPPORT] Would you still support the Kyoto Protocol if it caused...



Source: Ekos (May 27-29, 2002)

# Support for Kyoto

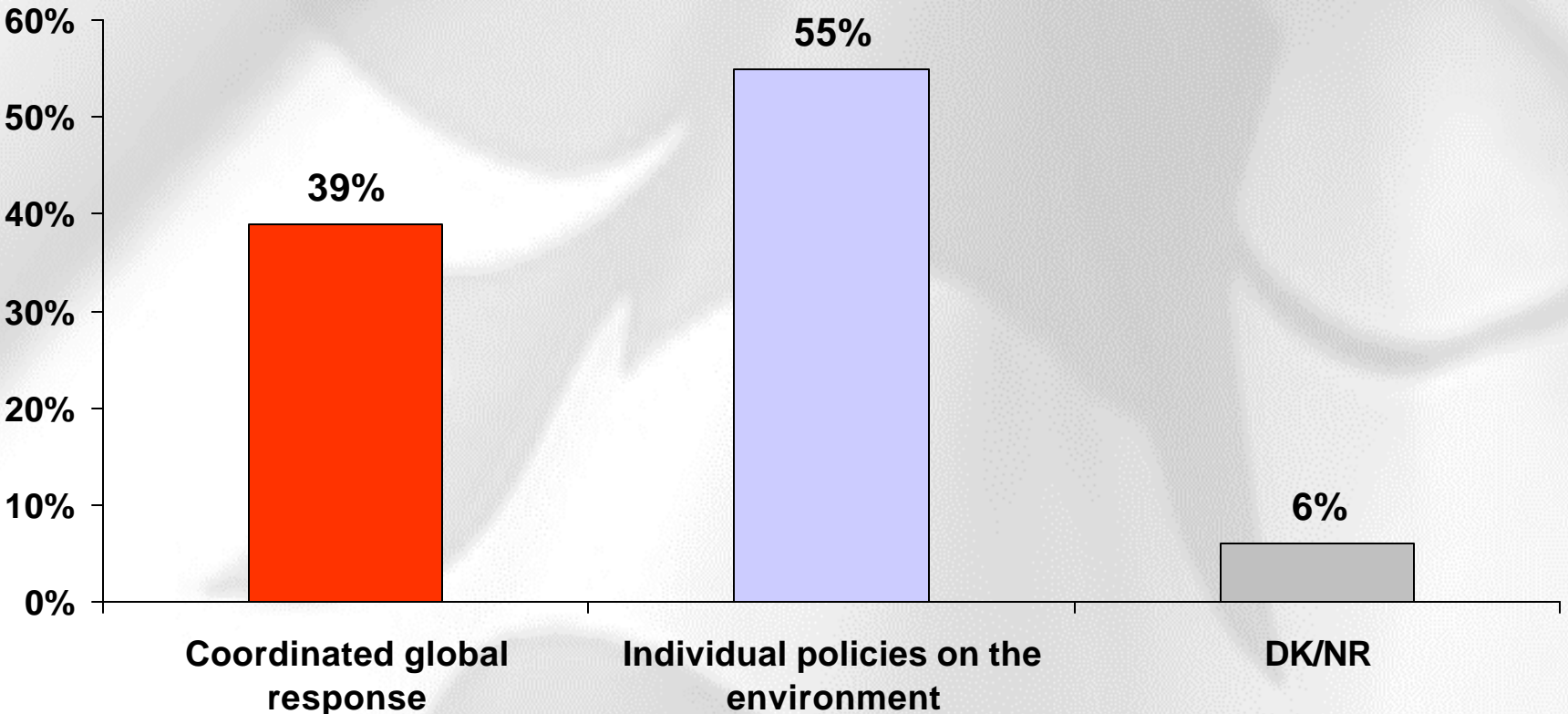
"Overall, do you support or oppose Canada's ratification of the Kyoto Protocol?" [% SAYING SUPPORT]



Source: Ekos (May 27-29, 2002)

# Type of Response

“Some people say that the international global accord signed in Kyoto is essential for dealing with climate change and greenhouse gas emissions because this is a global problem and requires a coordinated global response. Others say that individual countries/jurisdictions are best suited for developing and delivering their own policies on the environment. Which of these statements comes closest to your view?”



Source: Ekos (May 27-29, 2002)

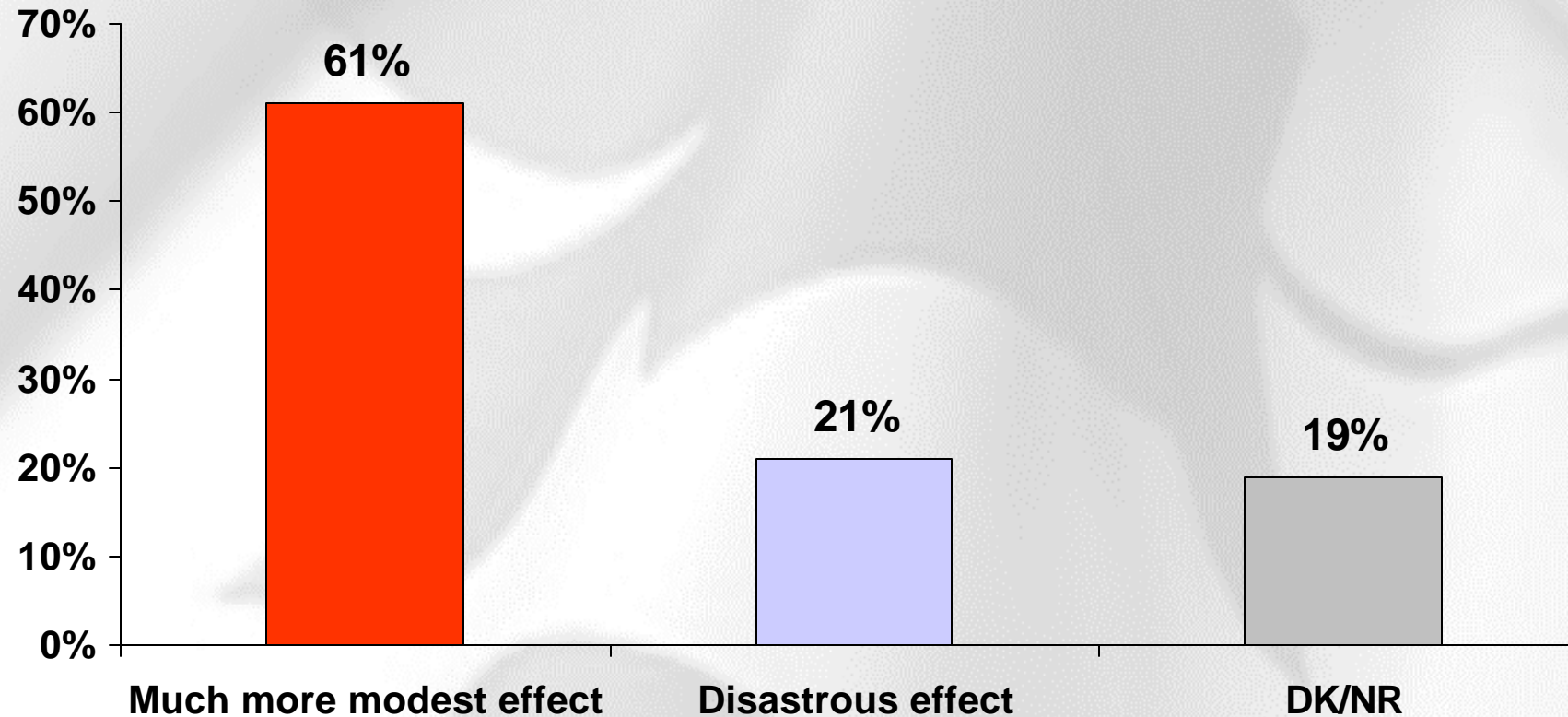




# Impact on Economy

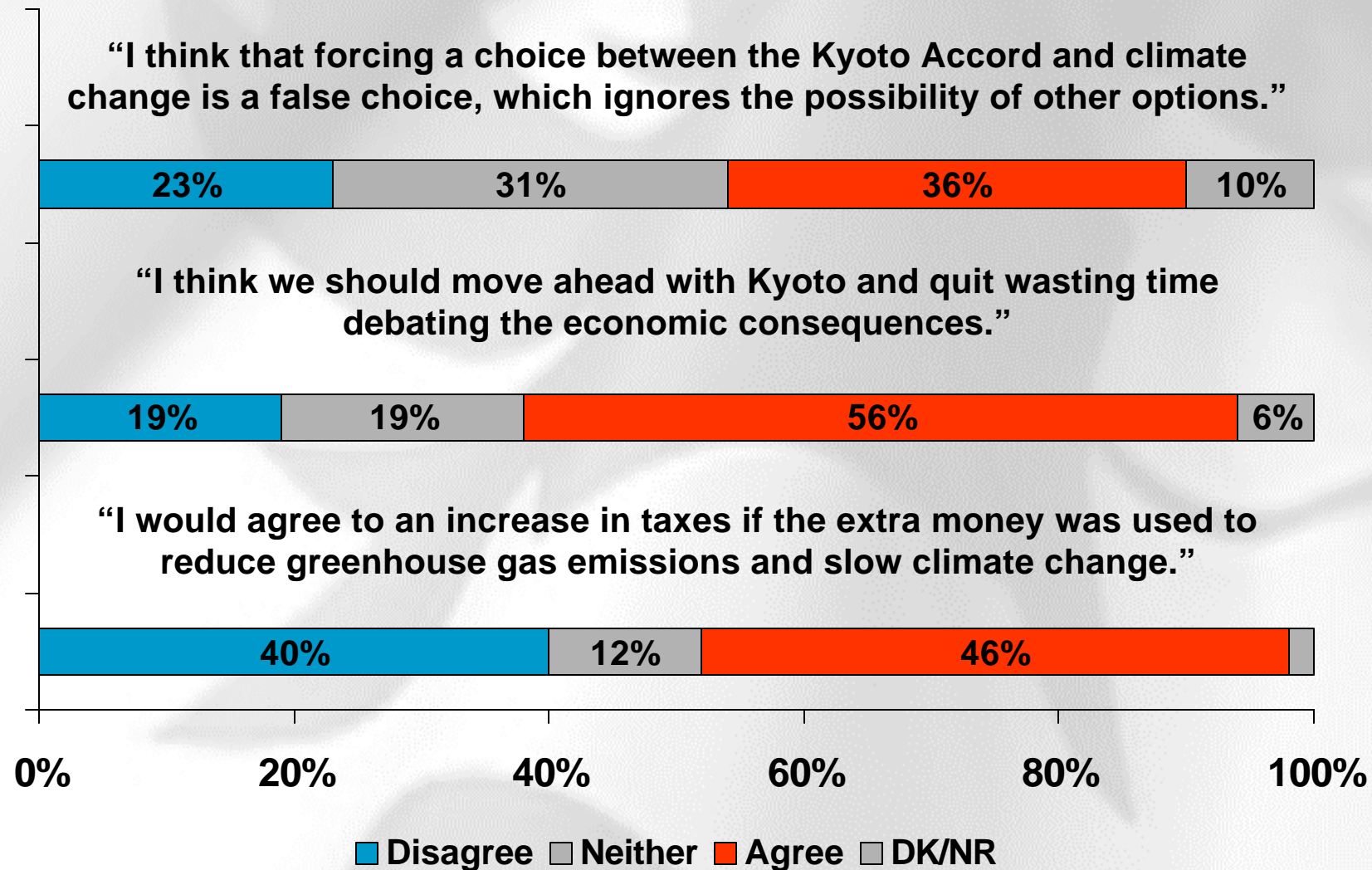
“Alberta is claiming that signing the Kyoto protocol will have a disastrous effect on our national economy in the nature of a 5% reduction in the Gross Domestic Product.

On the other hand, the federal government says that the economic effect will probably be much more modest. Which of the positions is closest to your own point of view?”



Source: Ekos (May 27-29, 2002)

# Economic Impacts



Source: Ekos (May 29-30, 2002)

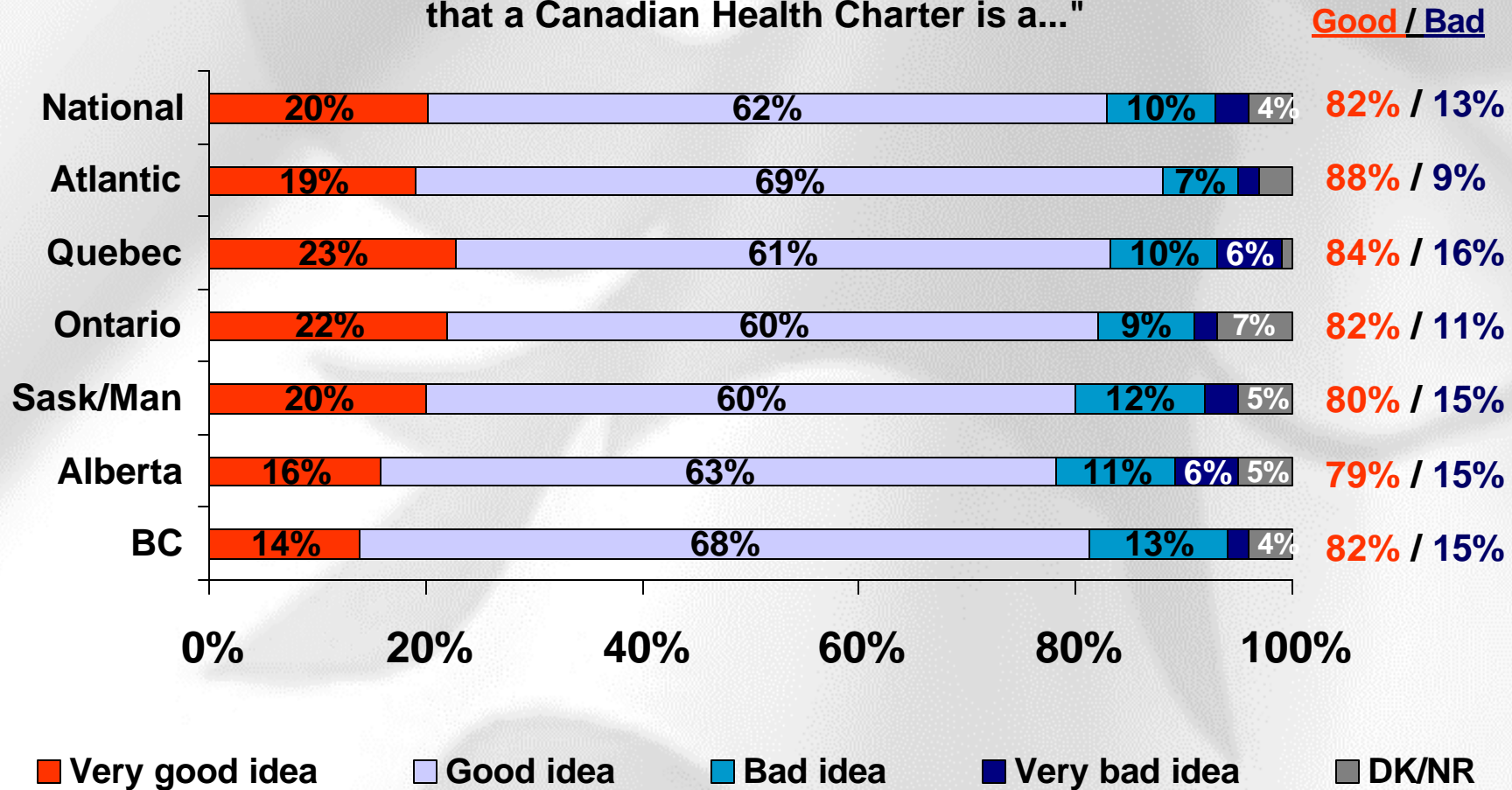


# Health Santé

Canada

# Support for a Health Charter

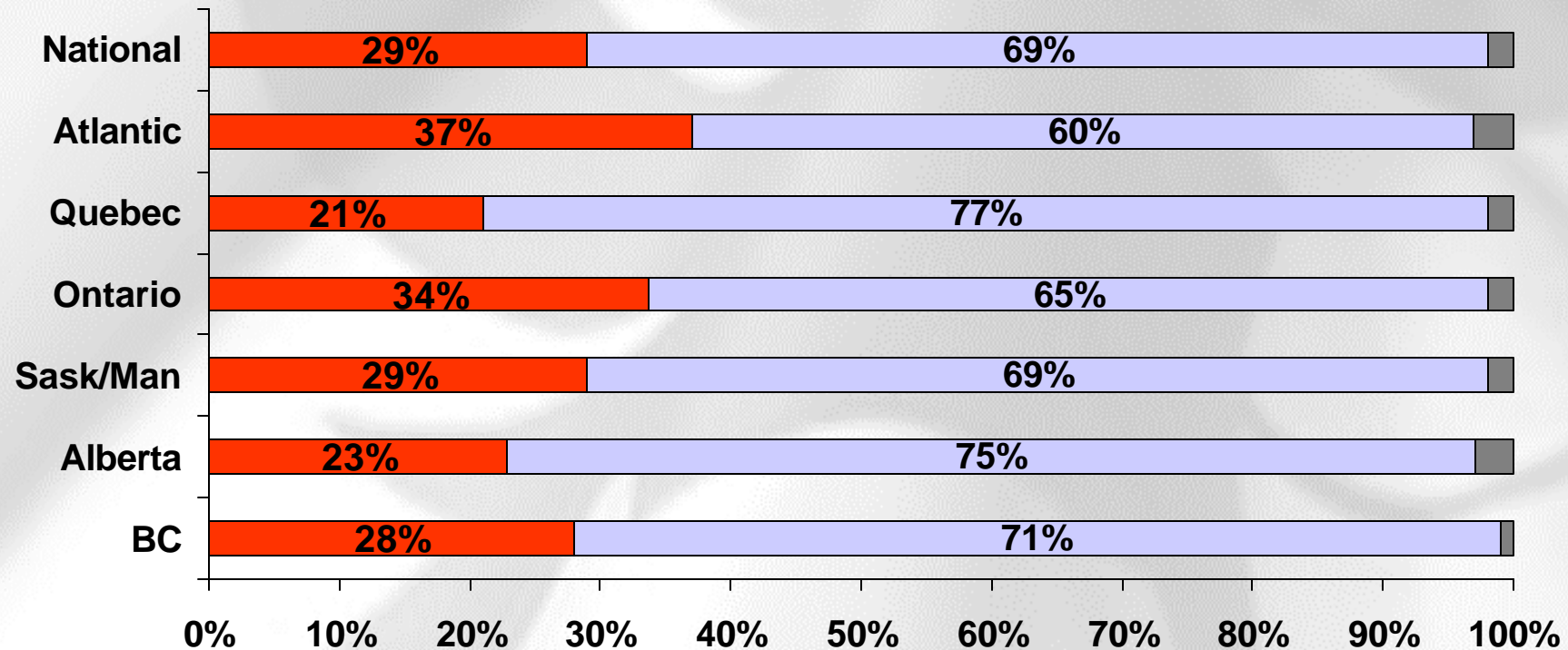
"The purpose of a Canadian Health Charter would be to spell out the rights and responsibilities of patients, health professionals and governments with respect to the health care system. Do you think that a Canadian Health Charter is a..."



Source: Ipsos Reid (Commissioned by the CMA, June 6, 2002)

# Responsibility for Charter

"Which of the following statements best describes your personal opinion?"



- The Federal Government should establish a charter on its own because it will take too long to get all the provinces and territories to agree
- The Federal Government should establish a Charter in partnership with the provincial and territorial governments even if this takes more time
- DK/NR

Source: Ipsos Reid (Commissioned by the CMA, June 6, 2002)



# **THE MEDIA ENVIRONMENT**

From April 1<sup>st</sup> to May 31<sup>st</sup>, 2002

# **L'ENVIRONNEMENT MÉDIATIQUE**

Du 1<sup>er</sup> avril au 31 mai 2002

# Methodology

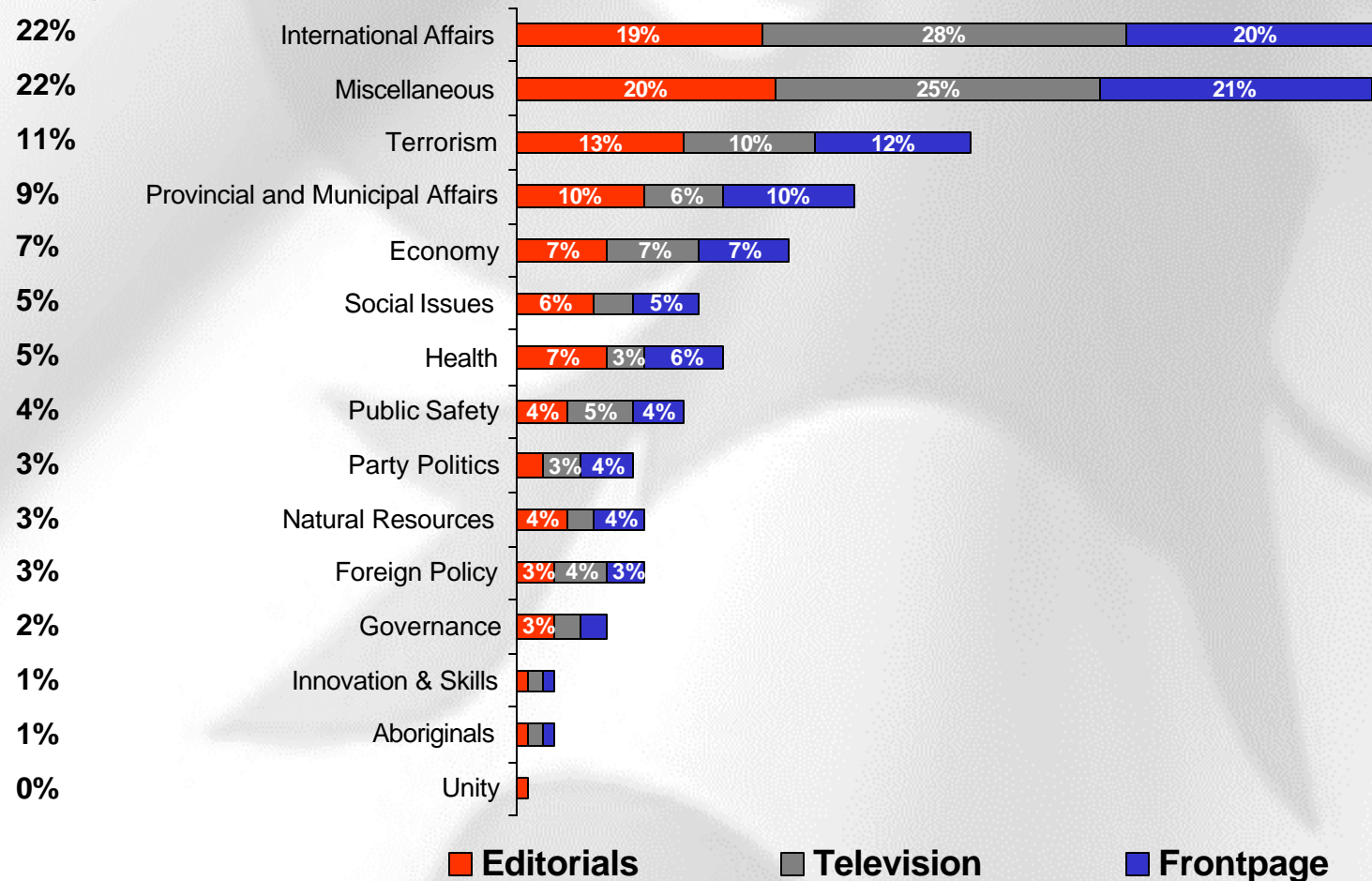
- Data from television news broadcasts, newspaper headlines and editorials/columns were collected from April 1<sup>st</sup> to May 31<sup>st</sup>, and put into pre-determined categories.
- A list of sources which make up the sample and a list of categories can be found at the end of the section.

# Total Coverage for April

April 1<sup>st</sup> - 30<sup>th</sup>, 2002

Total Opinion: 2,432 stories · Total Television: 1,617 reports · Total Headlines: 2,505 headlines

## Average



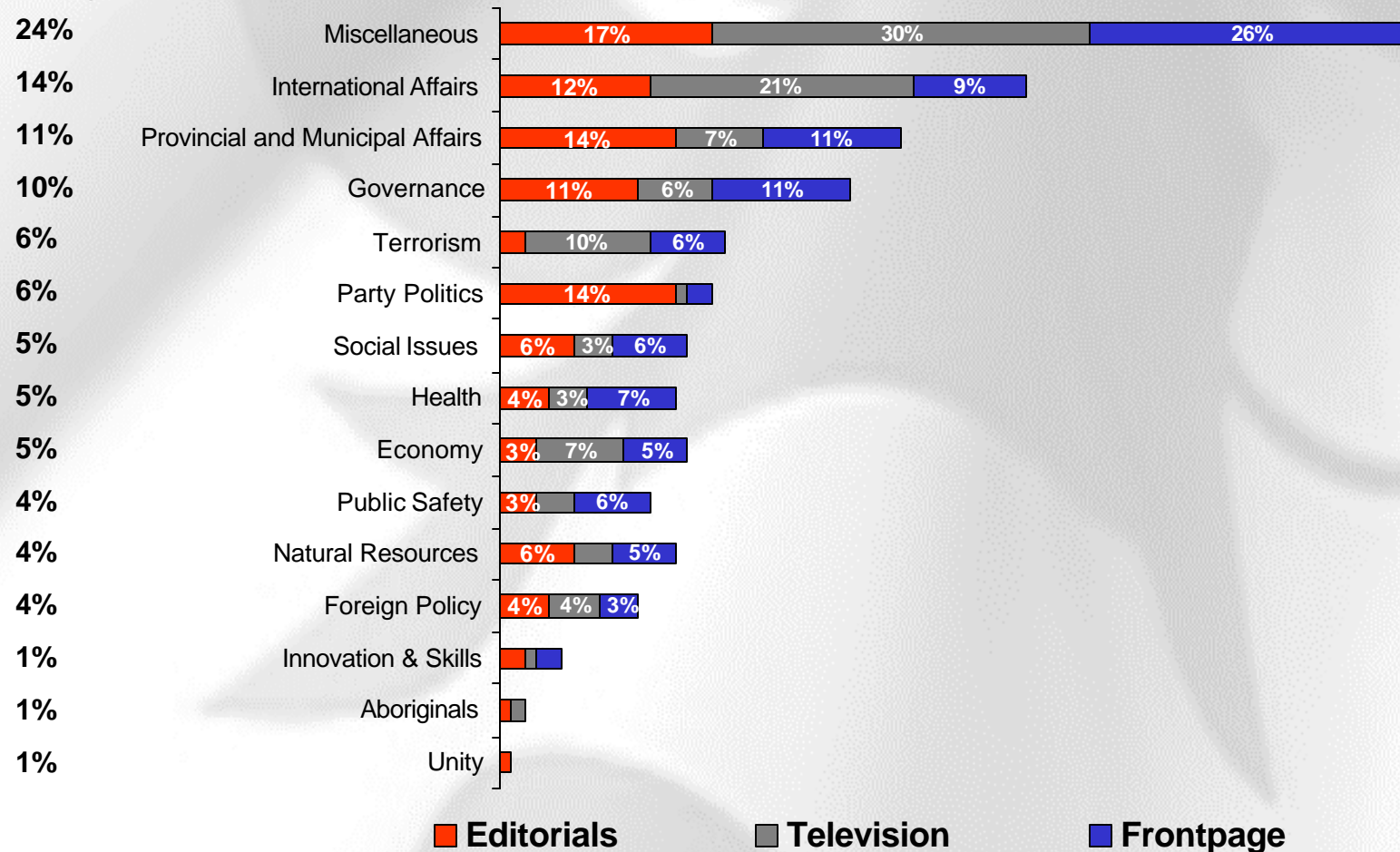


# Total Coverage for May

May 1<sup>st</sup> - 31<sup>st</sup>, 2002

Total Opinion: 2,665 stories · Total Television: 1,577 reports · Total Headlines: 2,883 headlines

## Average



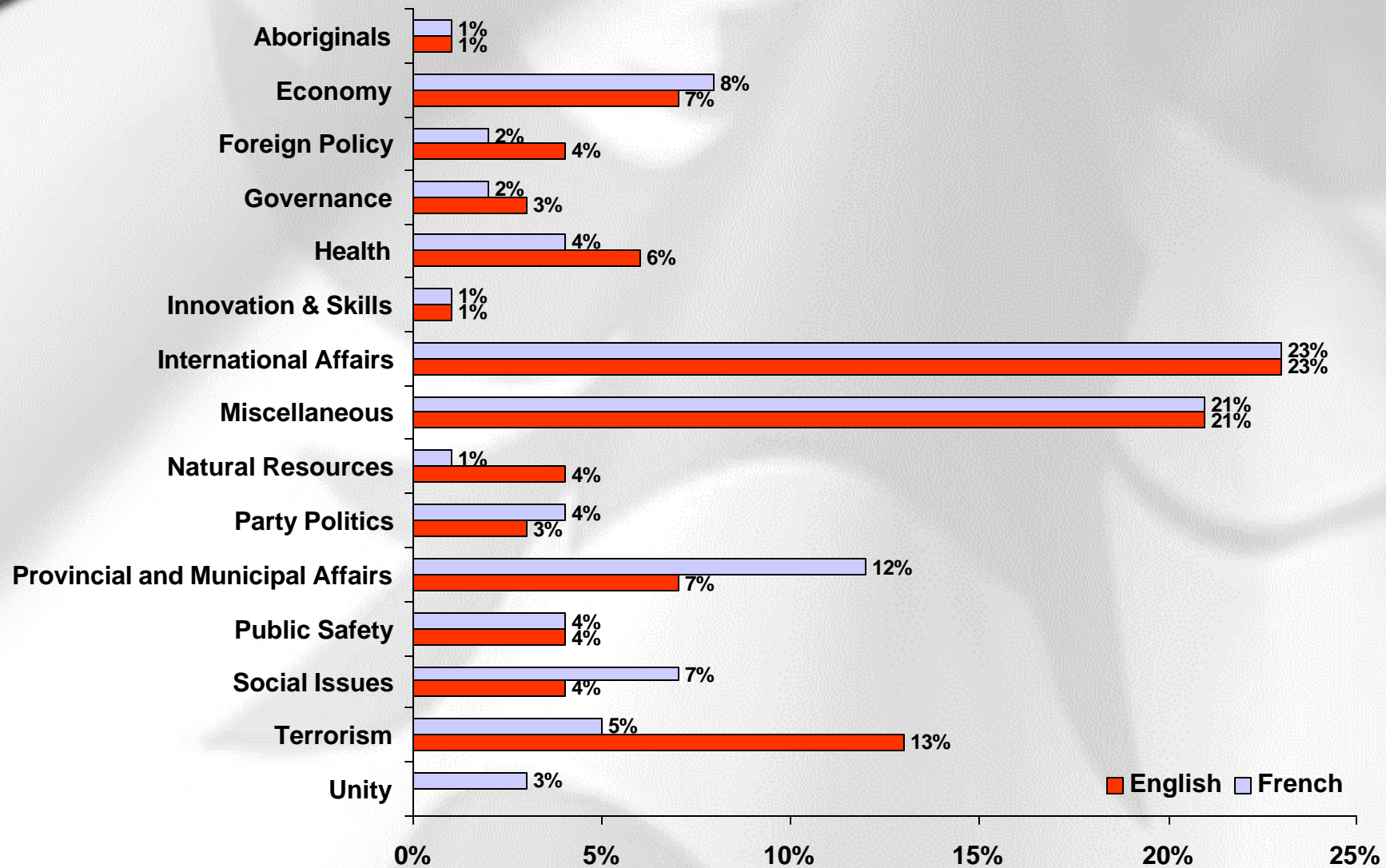
# Changes in Coverage

From April to May

	Editorials	TV	Frontpage	Average
Governance	8%	4%	9%	8%
Party Politics	12%	-2%	-2%	3%
Miscellaneous	-3%	5%	5%	2%
Provincial and Municipal Affairs	4%	1%	1%	2%
Foreign Policy	1%	0%	0%	1%
Natural Resources	2%	1%	1%	1%
Aboriginals	0%	0%	-1%	0%
Health	-3%	0%	1%	0%
Innovation & Skills	1%	0%	1%	0%
Public Safety	-1%	-2%	2%	0%
Social Issues	0%	0%	1%	0%
Unity	0%	0%	0%	0%
Economy	-4%	0%	-2%	-2%
Terrorism	-11%	0%	-6%	-5%
International Affairs	-7%	-7%	-11%	-8%

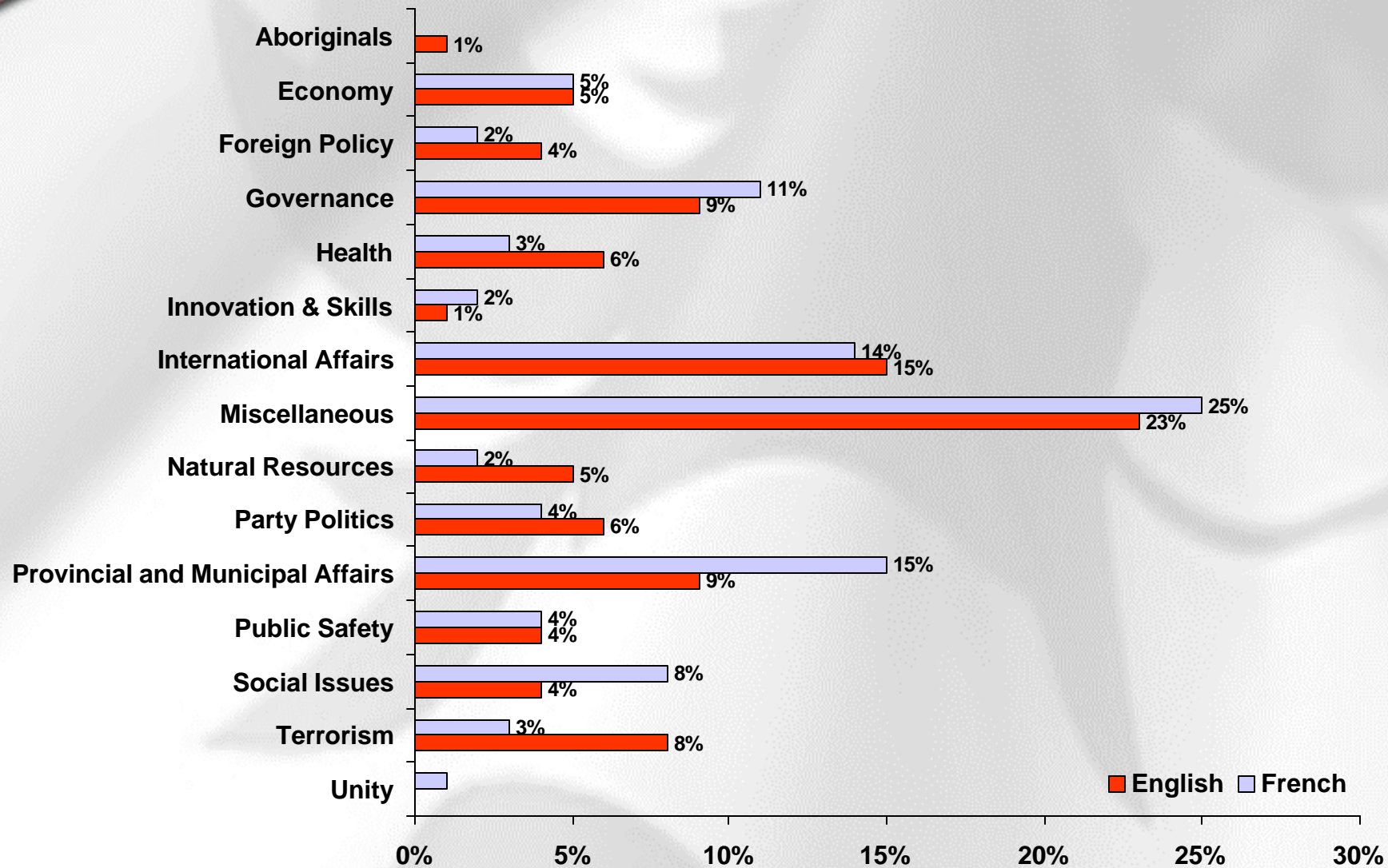
# Coverage by Language: April

Averages for print, television and opinion



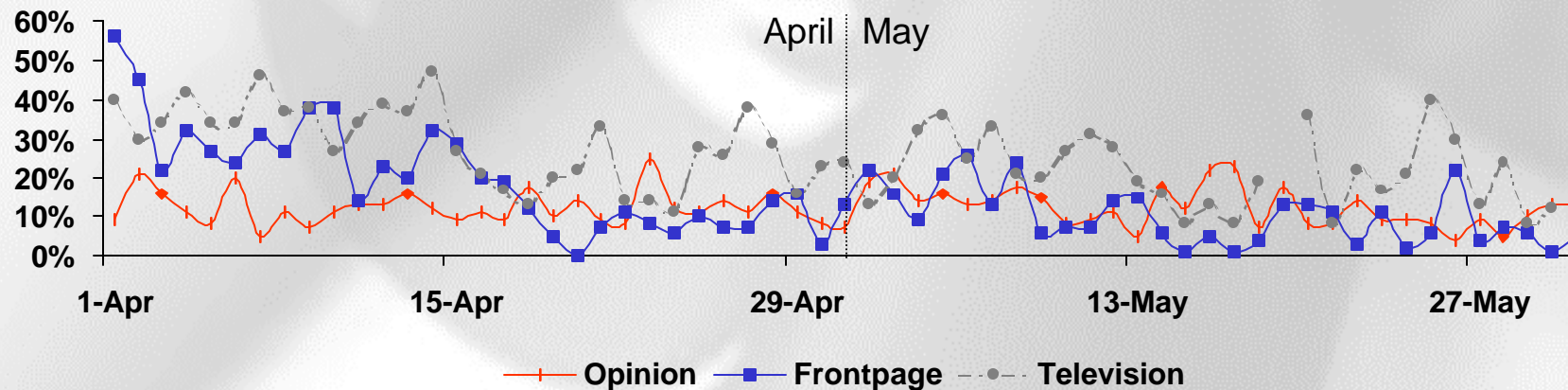
# Coverage by Language: May

Averages for print, television and opinion



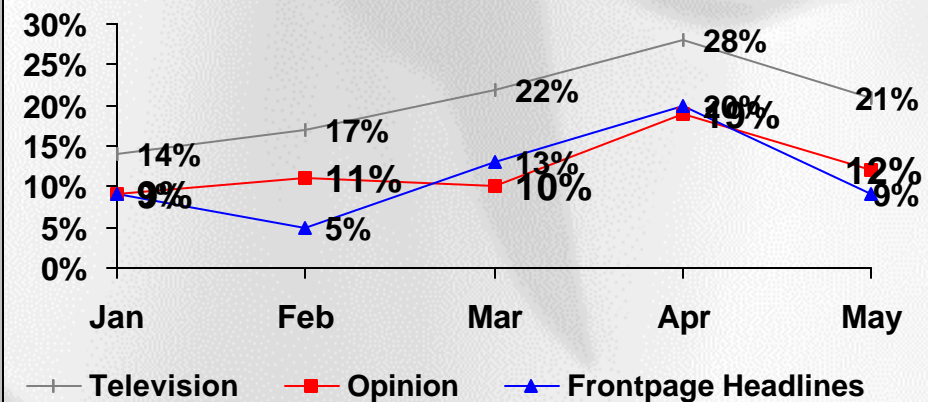
# International Affairs

April and May 2002



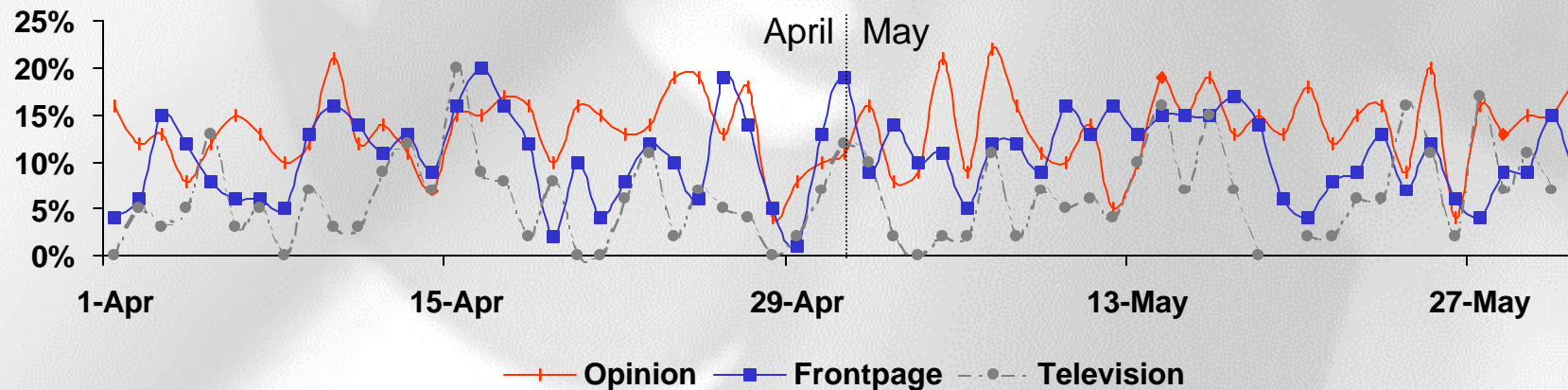
- April 02: Israeli/Palestinian conflict intensifies
- April 09: State funeral for Queen Mother
- April 12: Jenin battle leaves 120 dead
- April 17: US announces new Northern Command
- April 25: Palestinians released from Church of the Nativity
- May 02: Arafat released / US approves \$180 billion farm bill
- May 05: Chirac wins French presidential election
- May 11: "Snowbirds" face new restrictions
- May 17: Bush criticized for prior knowledge of terrorist attacks
- May 18: India/Pakistan dispute over Kashmir escalates
- May 28: US and Russia sign nuclear pact
- May 29: NATO-Russia Summit in Rome

## Monthly Totals



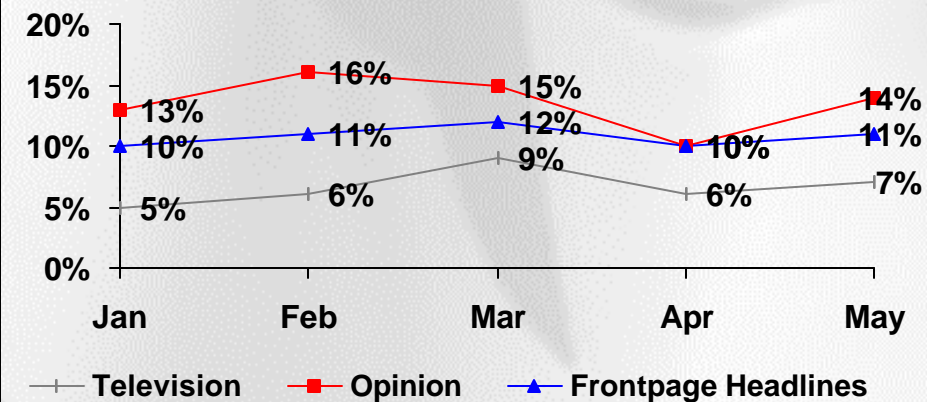
# Provincial and Municipal Issues

April and May 2002



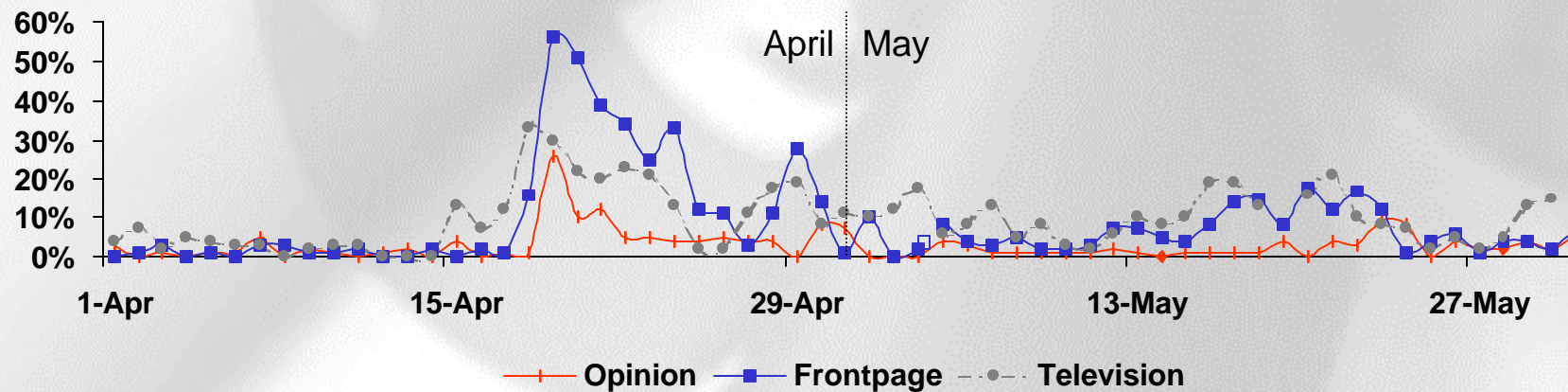
- April 02: Mike Harris resigns as MPP
- April 04: BC churches blast provincial treaty referendum
- April 16: Ernie Eves announces new Cabinet
- May 01: Ernie Eves halts sale of Hydro Ontario
- May 14: Mulroney receives «Ordre national du Québec»
- May 22: Ontario announces transfer of children's heart surgery units to Toronto
- May 29: BC scraps Human Rights Commission May 30: NB outlines hydro privatization plan

## Monthly Totals



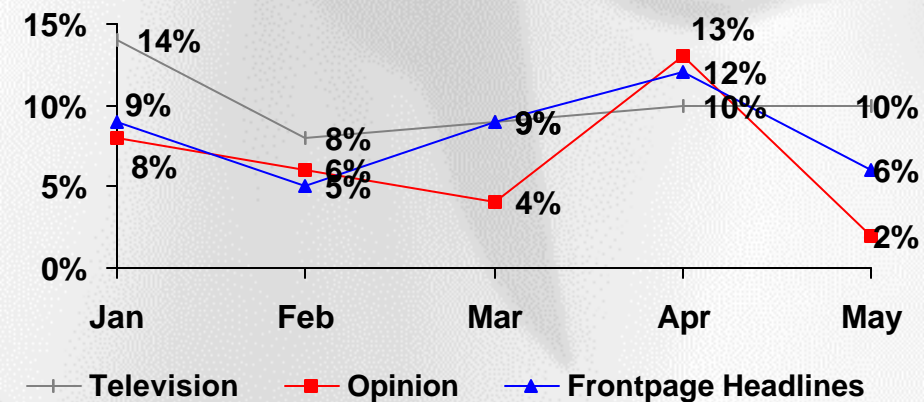
# Terrorism

April and May 2002



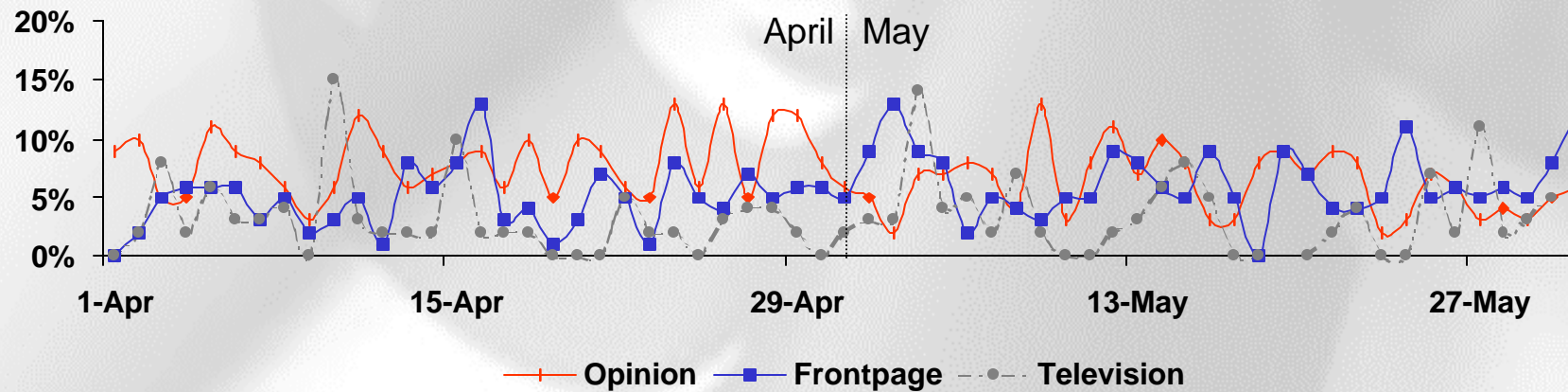
- April 18: Four soldiers die in “friendly-fire” incident in Afghanistan
- April 20: Launch of probe into accidental death of soldiers
- April 26: *60 Minutes* calls Canada a “hot-bed of terrorism”
- April 29: National coverage of funeral for slain soldiers
- May 12: Interim report shows Canadian troops in Kandahar acted properly
- May 16: V-P Cheney warns of possible terrorist attacks / MacAulay letter rebuts Privacy Commissioner’s concerns re: Bill C-55
- May 21: Canada announces troops will be pulled out of Afghanistan
- May 22: Ontario announces they’ve driven out terrorist cell

## Monthly Totals



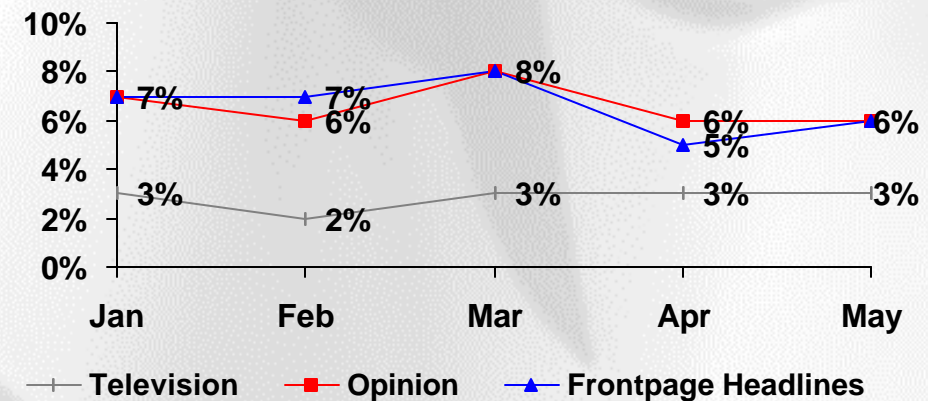
# Social Issues

April and May 2002



- May 01: Stoddart publishing seeks bankruptcy protection
- May 21: Homeless video - Ernie Eves pledges aid
- May 22: Radio-Canada lock-out is ended
- May 31: Ottawa, Ontario announce \$230 million for cultural projects in Toronto
- May 31: SRC announces an end to its hockey coverage

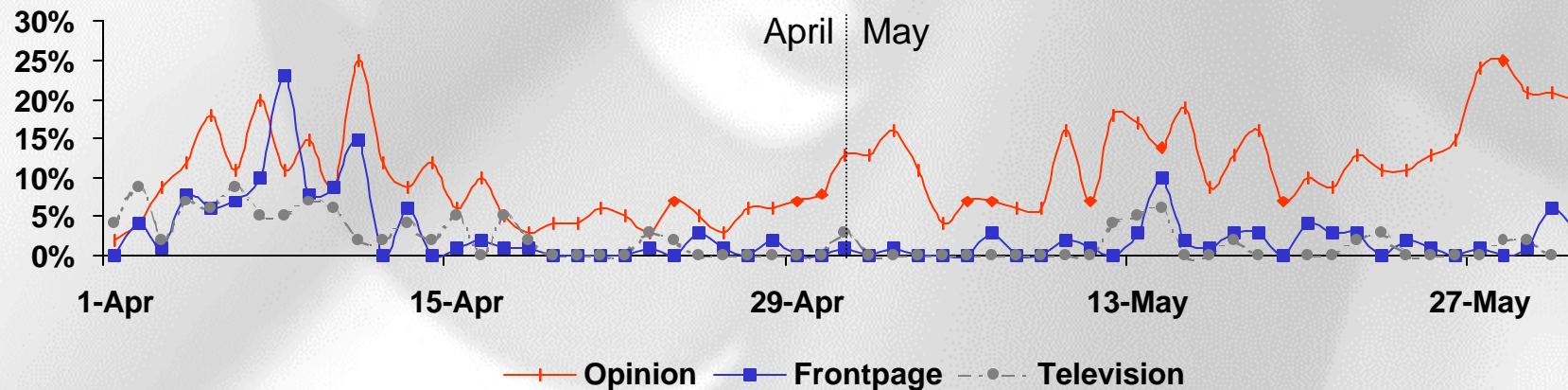
## Monthly Totals





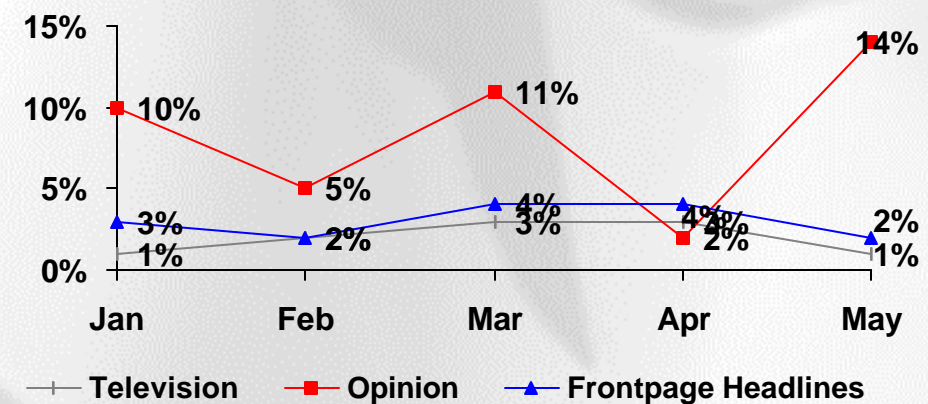
# Party Politics

April and May 2002



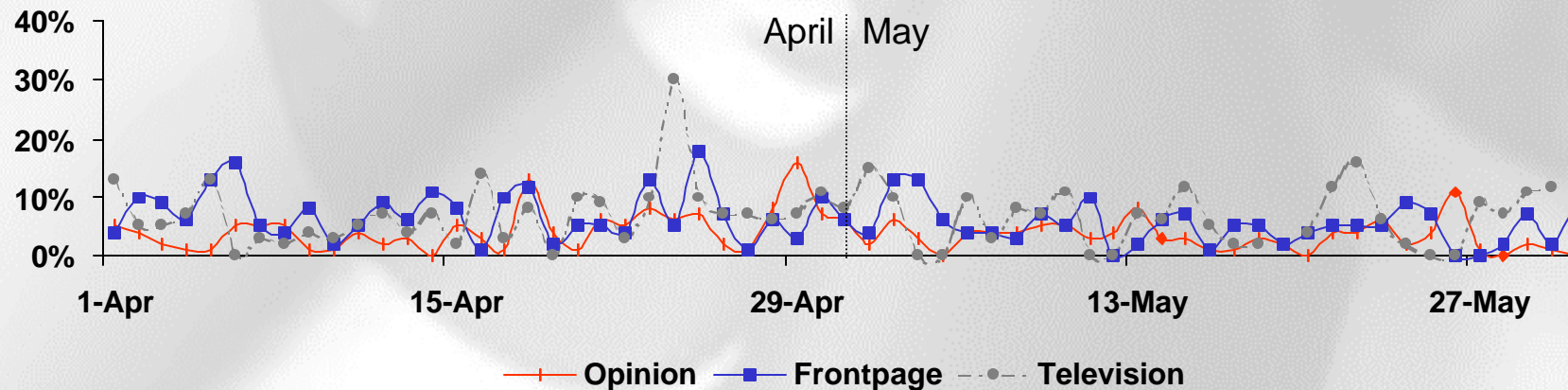
- April 03: J. Clark open to splitting ridings with CA
- April 04: S. Harper makes S. Day foreign affairs critic
- April 16: PM says he is to stay for at least another year
- May 16: J. Clark refutes rumours of retirement
- May 29: S. Harper's remarks about "defeatist" attitude among Atlantic Canadians
- May 30: PM calls for end to leadership campaigns

## Monthly Totals



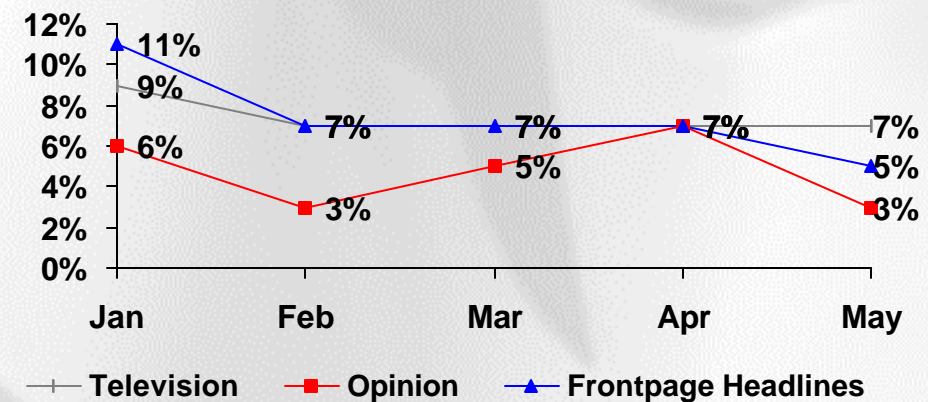
# The Economy

April and May 2002



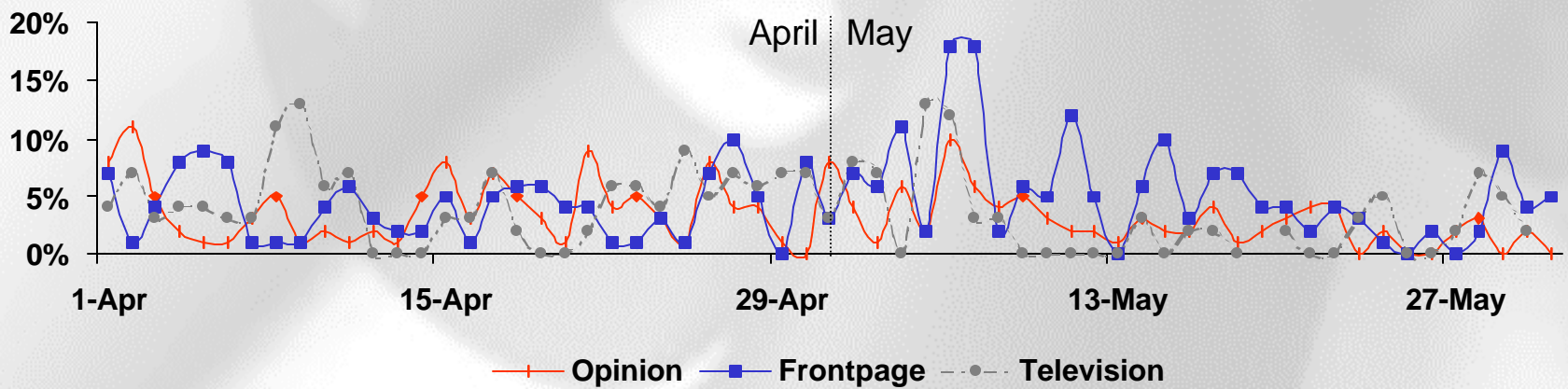
- April 05: Canada's job market on fire (7.7%) - 88K jobs created in March
- April 15: BoC raises interest rates 1/4 point to 2.25%
- April 18: IMF says Canada to lead G7 in growth for 02-03
- May 04: Moody's awards Canada AAA debt rating
- May 06: RBC president Nixon speech on "hollowing-out" of corporate Canada
- May 10: Canada tops G7 in job growth / Canadian \$ soaring
- May 31: Canada's GDP grows 6% in 1st qtr

## Monthly Totals



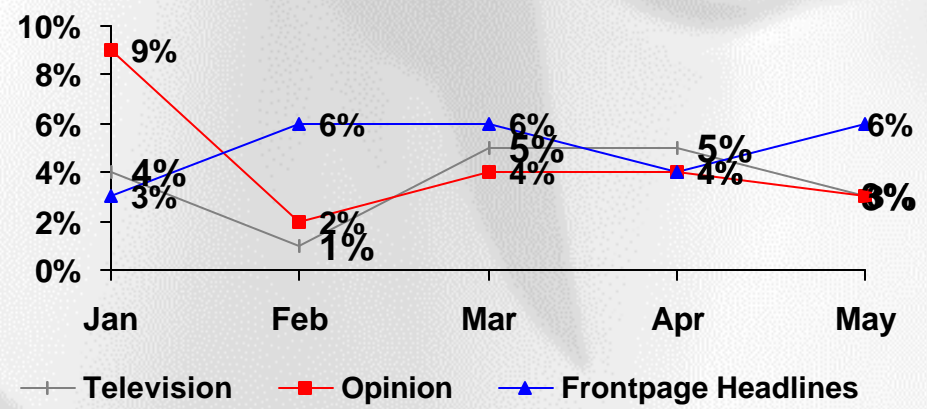
# Public Safety

April and May 2002



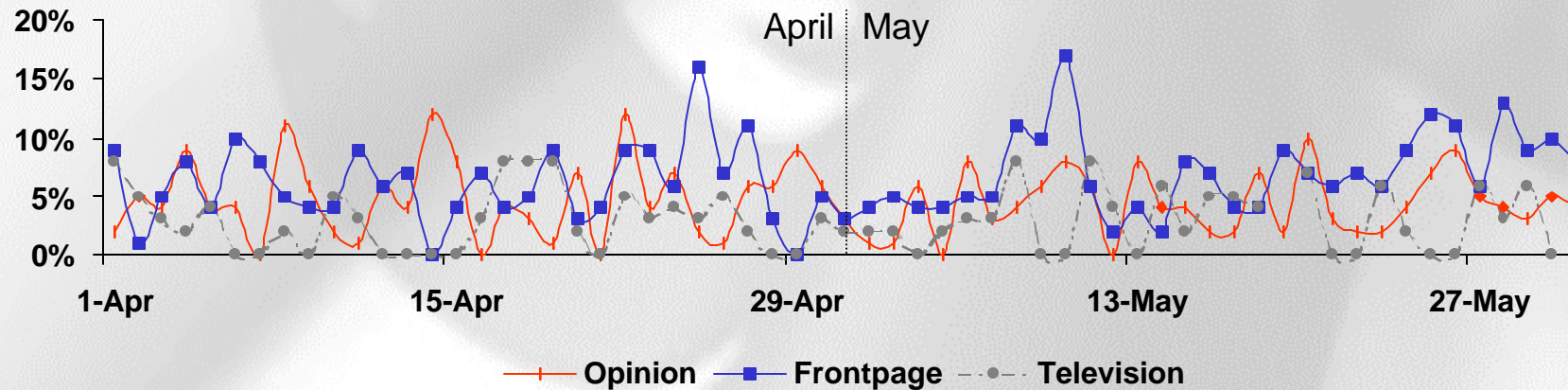
- April 09: Dooley trial finds both parents guilty of second-degree murder
- May 05: Maurice (Mom) Boucher convicted of two murders
- May 12: G8 Justice Ministers' conference at Mont-Tremblant
- May 14: Ontario Court ruling extends Charter to welfare
- May 15: Min Cauchon comments on looming changes to justice system
- May 28: Québec launches appeal of Superior Court's ruling on the wearing of kirpan in school
- May 29: Credit card fraud ring uncovered

## Monthly Totals



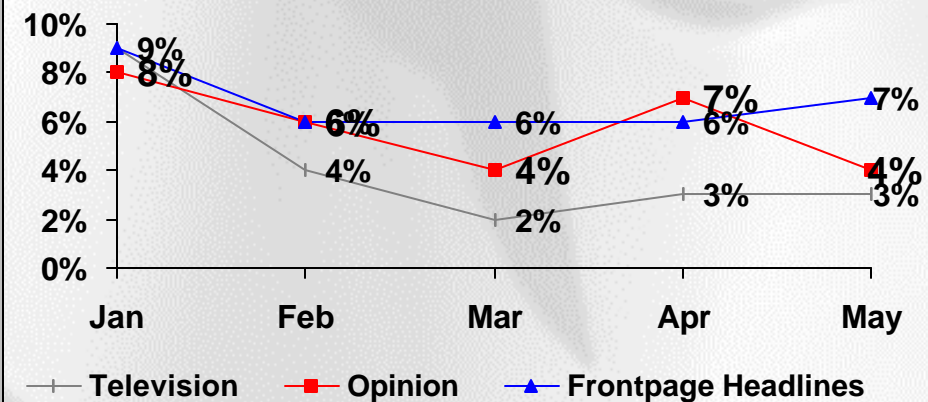
# Health

April and May 2002



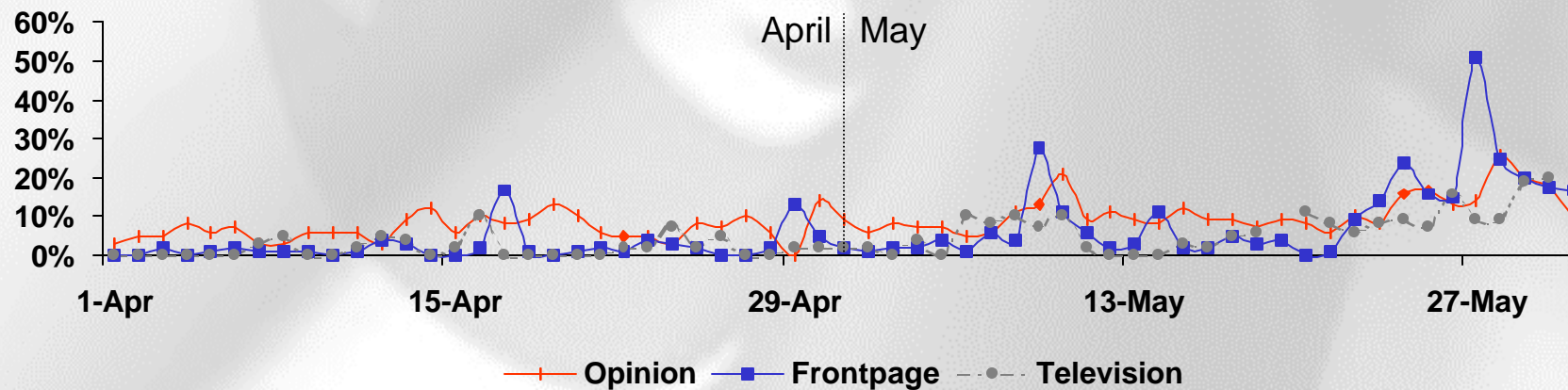
- April 02-03: Romanow Commission hearing in Toronto
- April 09: Min Mclellan agrees to establish a dispute resolution panel
- April 18: Kirby report calls for \$6.5-billion increase in health spending
- May 09: AHR legislation introduced
- May 11: Romanow says user fees are “fading” as an option for health-care reform
- May 20: GoC announces 5-yr plan to fight solvent abuse
- May 25: Romanow and Kirby spar over health care
- May 29: CIHI releases report on Canadian Health Care
- May 30: B.C. government and doctors reach tentative deal

## Monthly Totals



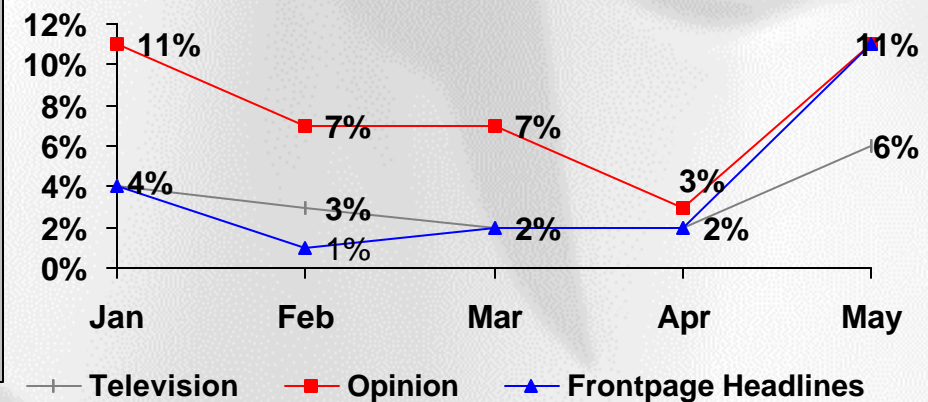
# Governance

April and May 2002



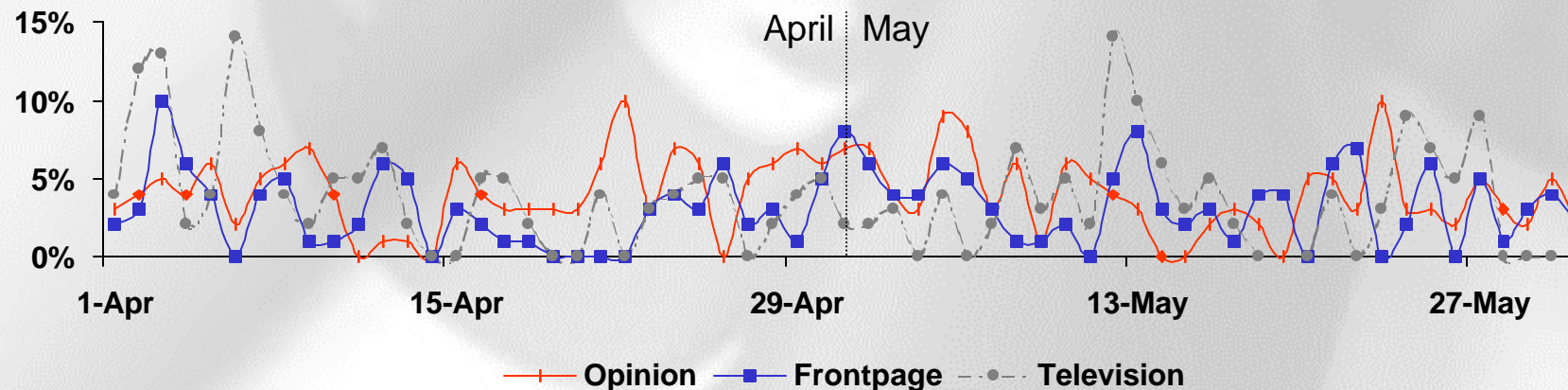
- May 01: PM shuffles top bureaucracy, appoints new Clerk
- May 08: AG asks RCMP to investigate advertising contracts
- May 13: Federal byelection results
- May 21: Opposition calls for public inquiry into sponsorship
- May 23: PM reveals 8-point ethics reform plan
- May 26: Cabinet shuffle involving Min Eggleton & Boudria
- May 27: Min Goodale freezes sponsorship program

## Monthly Totals



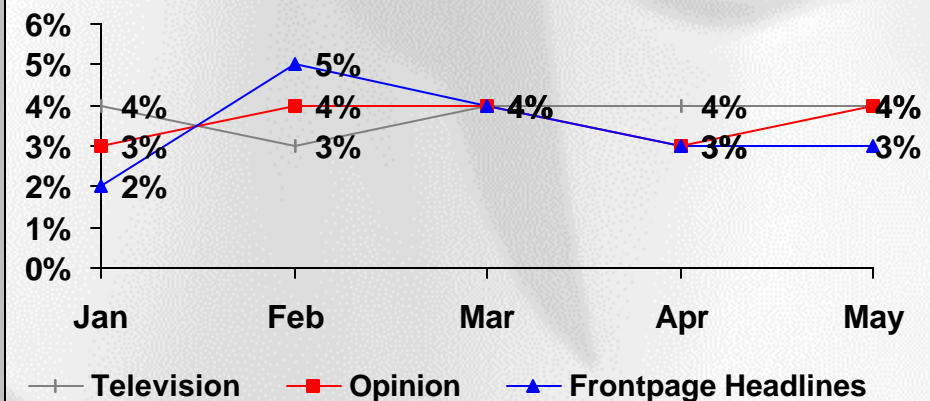
# Foreign Policy

April and May 2002



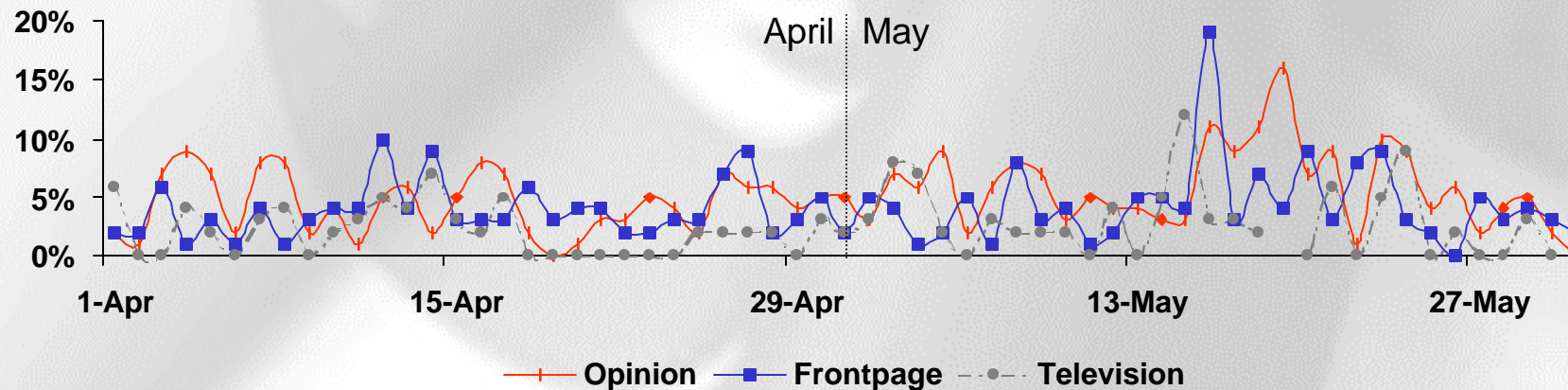
- April 03-13: PM trip to Africa
- April 06: PM's pledge to open Canadian textile markets
- April 27: "Ottawa scraps refugee reforms"
- May 01: Canadian navy sidelines damaged submarines
- May 11: "Snowbirds" face new restrictions for automatic 6-month stay in US
- May 22: Min Graham begins 6-day Middle East tour
- May 23: "Leathal force" O.K.'d at G-8 summit"
- May 24: "Ottawa won't cover costs of G-8 damage"
- May 27: HMCS Toronto returns from "Operation Apollo"
- May 28: HMCS Vancouver returns from "Operation Apollo"

## Monthly Totals



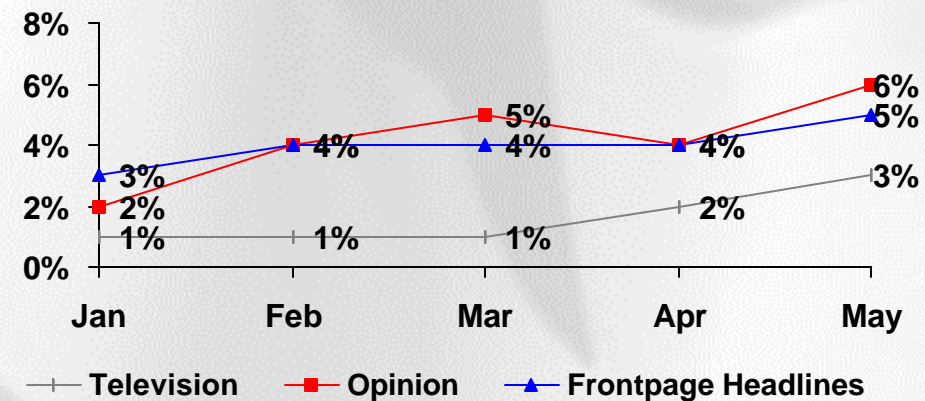
# Natural Resources

April and May 2002



- May 06: Min Rock calls for alternatives to Kyoto
- May 15: Min Anderson releases Kyoto options
- May 19: Min Anderson says Ottawa may ratify Kyoto without key provinces
- May 21: F/P Energy Ministers meeting / Alberta quits Kyoto negotiations
- May 22: S. Harper says Kyoto Accord should be scrapped
- May 22: Min Dhaliwal announces \$260 million wind-power program in PEI
- May 24: Prairie farmers seek \$1.3-billion in federal aid
- May 28: Poll finds 72% in Alberta back Kyoto Accord

## Monthly Totals



# April Regional Media

Newspaper Headlines

Issue	Atlantic	Quebec	Ontario	Prairies	BC
Aboriginals	0%	1%	0%	1%	2%
Economy	9%	9%	5%	7%	7%
Foreign Policy	3%	2%	3%	2%	2%
Governance	2%	1%	4%	2%	2%
Health	9%	5%	4%	5%	10%
Innovation & Skills	0%	1%	0%	0%	0%
International Affairs	8%	25%	23%	16%	19%
Miscellaneous	18%	25%	21%	19%	28%
Natural Resources	9%	1%	2%	7%	2%
Party Politics	1%	8%	2%	3%	0%
Provincial and Municipal Affairs	15%	12%	10%	9%	6%
Public Safety	3%	5%	4%	5%	6%
Social Issues	8%	3%	5%	8%	4%
Terrorism	13%	3%	16%	16%	12%
Unity	0%	1%	0%	0%	0%

Note: Totals exclude Globe & Mail and National Post



# April Regional Media

Opinion and Editorial Pages

Issue	Atlantic	Quebec	Ontario	Prairies	BC
Aboriginals	0%	2%	0%	3%	7%
Economy	5%	7%	3%	5%	3%
Foreign Policy	1%	3%	7%	3%	3%
Governance	3%	5%	6%	10%	10%
Health	5%	5%	4%	5%	6%
Innovation & Skills	0%	1%	0%	2%	1%
International Affairs	4%	19%	11%	10%	5%
Miscellaneous	34%	17%	28%	11%	16%
Natural Resources	4%	2%	4%	7%	6%
Party Politics	5%	0%	12%	10%	5%
Provincial and Municipal Affairs	18%	14%	10%	13%	22%
Public Safety	4%	2%	2%	5%	5%
Social Issues	8%	11%	8%	9%	6%
Terrorism	5%	4%	3%	5%	3%
Unity	3%	5%	1%	1%	1%

Note: Totals exclude Globe & Mail and National Post

# May Regional Media

Newspaper Headlines

Category	Atlantic	Quebec	Ontario	Prairies	BC
Aboriginals	1%	0%	0%	1%	0%
Economy	9%	4%	3%	5%	5%
Foreign Policy	3%	0%	5%	6%	4%
Governance	4%	12%	15%	10%	8%
Health	7%	3%	8%	9%	19%
Innovation & Skills	2%	1%	2%	2%	1%
International Affairs	2%	13%	9%	7%	6%
Miscellaneous	24%	30%	31%	25%	24%
Natural Resources	11%	1%	1%	9%	3%
Party Politics	3%	1%	1%	1%	0%
Provincial and Municipal Affairs	18%	13%	9%	9%	9%
Public Safety	3%	8%	4%	3%	9%
Social Issues	8%	10%	3%	4%	6%
Terrorism	5%	4%	8%	7%	5%
Unity	0%	0%	0%	0%	0%

Note: Totals exclude Globe & Mail and National Post

# May Regional Media

Opinion and Editorial Pages

Issue	Atlantic	Quebec	Ontario	Prairies	BC
Aboriginals	0%	0%	0%	2%	2%
Economy	5%	5%	1%	4%	5%
Foreign Policy	2%	3%	5%	3%	4%
Governance	10%	13%	12%	11%	12%
Health	7%	4%	2%	5%	5%
Innovation & Skills	0%	3%	2%	1%	1%
International Affairs	7%	13%	12%	12%	8%
Miscellaneous	27%	13%	21%	9%	14%
Natural Resources	5%	3%	3%	12%	9%
Party Politics	10%	9%	18%	12%	9%
Provincial and Municipal Affairs	12%	20%	10%	13%	20%
Public Safety	2%	4%	1%	5%	5%
Social Issues	7%	6%	7%	7%	5%
Terrorism	4%	2%	3%	3%	2%
Unity	2%	2%	1%	0%	0%

Note: Totals exclude Globe & Mail and National Post



**APPENDIX**

**ANNEXE**

# Sample Details

- Opinion: 2,432 (April); 2,665 (May)
- Frontpage headlines: 2,505 (April); 2,883 (May)
- Television: 1,617 (April); 1,577 (May)
- Unavailable television data:
  - All data missing for May 19
  - CTV: May 24
  - SRC: April 6, 24 and May 4, 21
  - TVA: April 4, 14 and May 22, 30

# Sources

<b>National</b>	<b>Ontario</b>	<b>Television News</b>	
Globe and Mail	The London Free Post	CBC News	
National Post	The Ottawa Citizen	CTV News	
	The Toronto Star	SRC - Le Téléjournal	
	The Toronto Sun	TVA Réseau	
<b>Atlantic Canada</b>			
Charlottetown Guardian			
Halifax Chronicle Herald	<b>Prairies</b>		
New Brunswick Telegraph Journal	The Calgary Herald		
St. John's Telegram	The Edmonton Journal		
	The Saskatoon Star Phoenix		
	The Winnipeg Free Press		
<b>Québec</b>			
La Presse			
Le Devoir	<b>British Columbia</b>		
Le Journal de Montréal	The Vancouver Province		
Le Soleil	The Vancouver Sun		
The Montreal Gazette	The Victoria Times Colonist		