



# TRENDS in the PUBLIC ENVIRONMENT

**March 2003**  
Volume III, No 2



Gouvernement du Canada  
Bureau du Conseil privé

Government of Canada  
Privy Council Office

**Canada**

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 document.

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January - February, 2003

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March - May, 2003



# **PUBLIC OPINION**



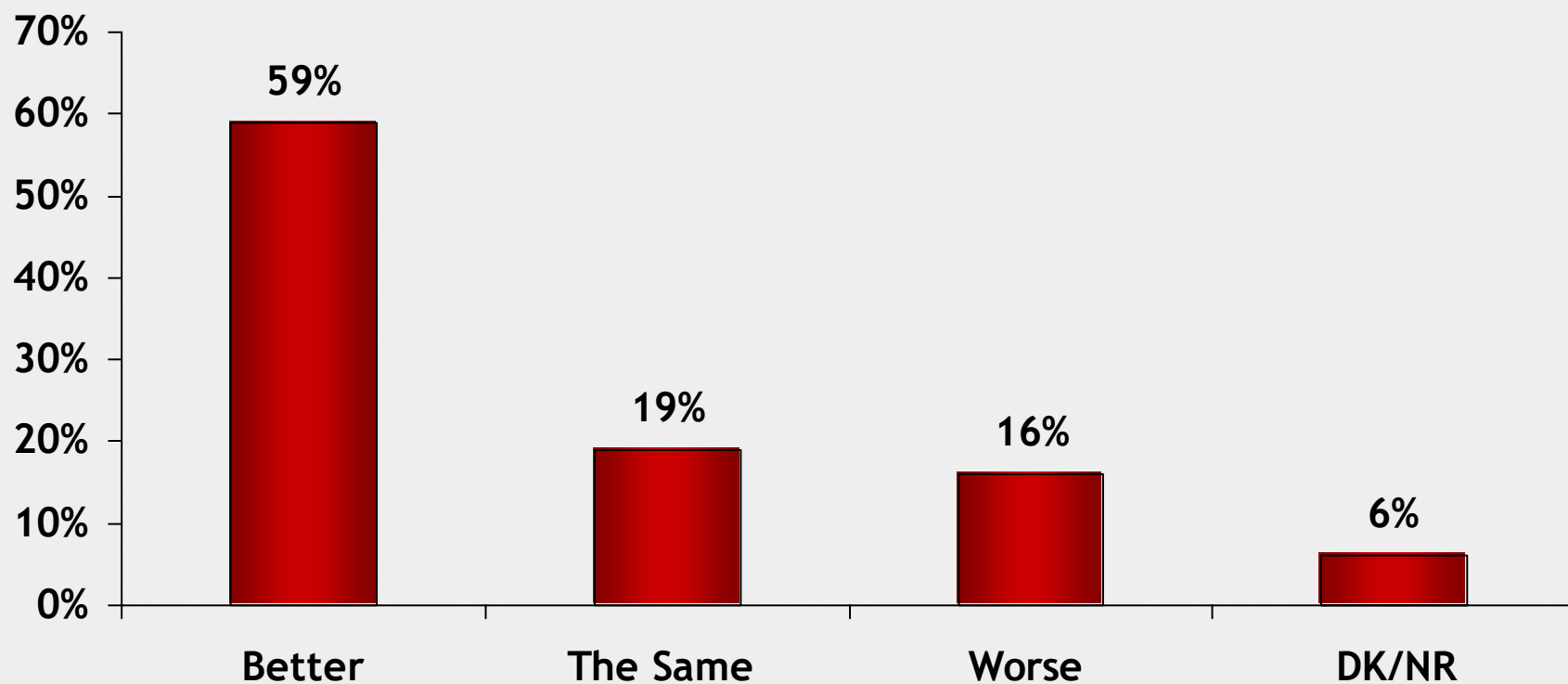


# **OUTLOOK ON THE FUTURE AND THE ECONOMY**



# Outlook on 2003

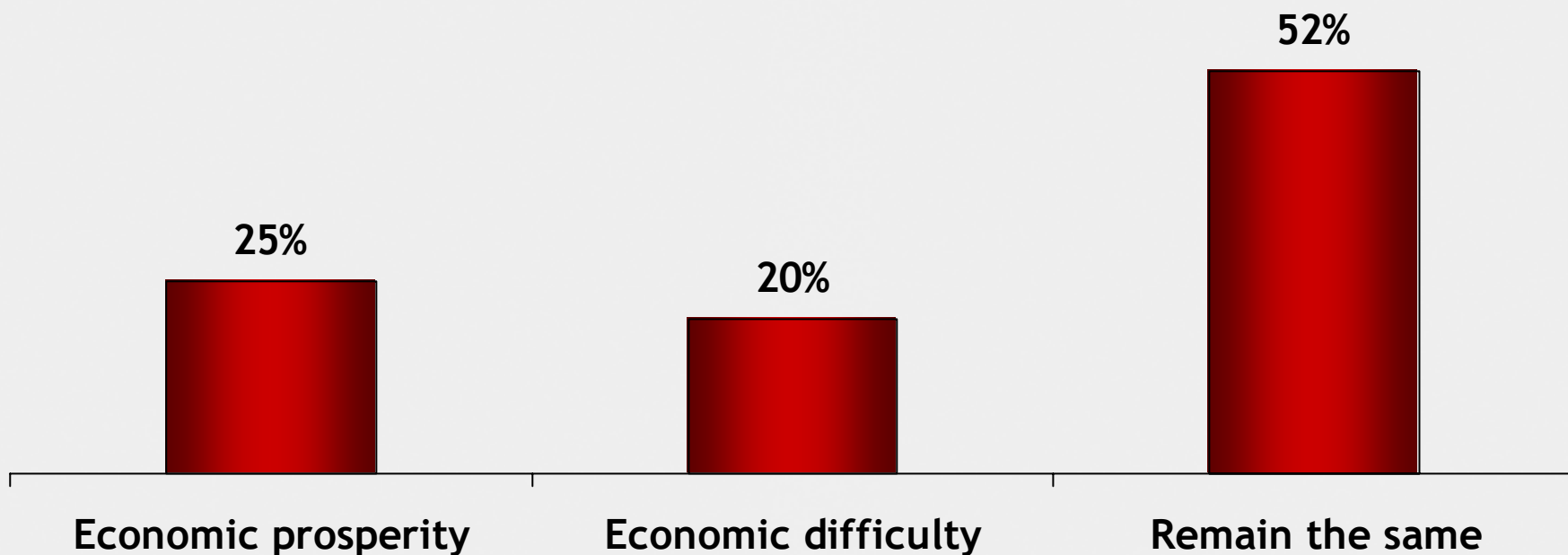
"So far as you are concerned, do you think that 2003 will be BETTER or WORSE than 2002?"





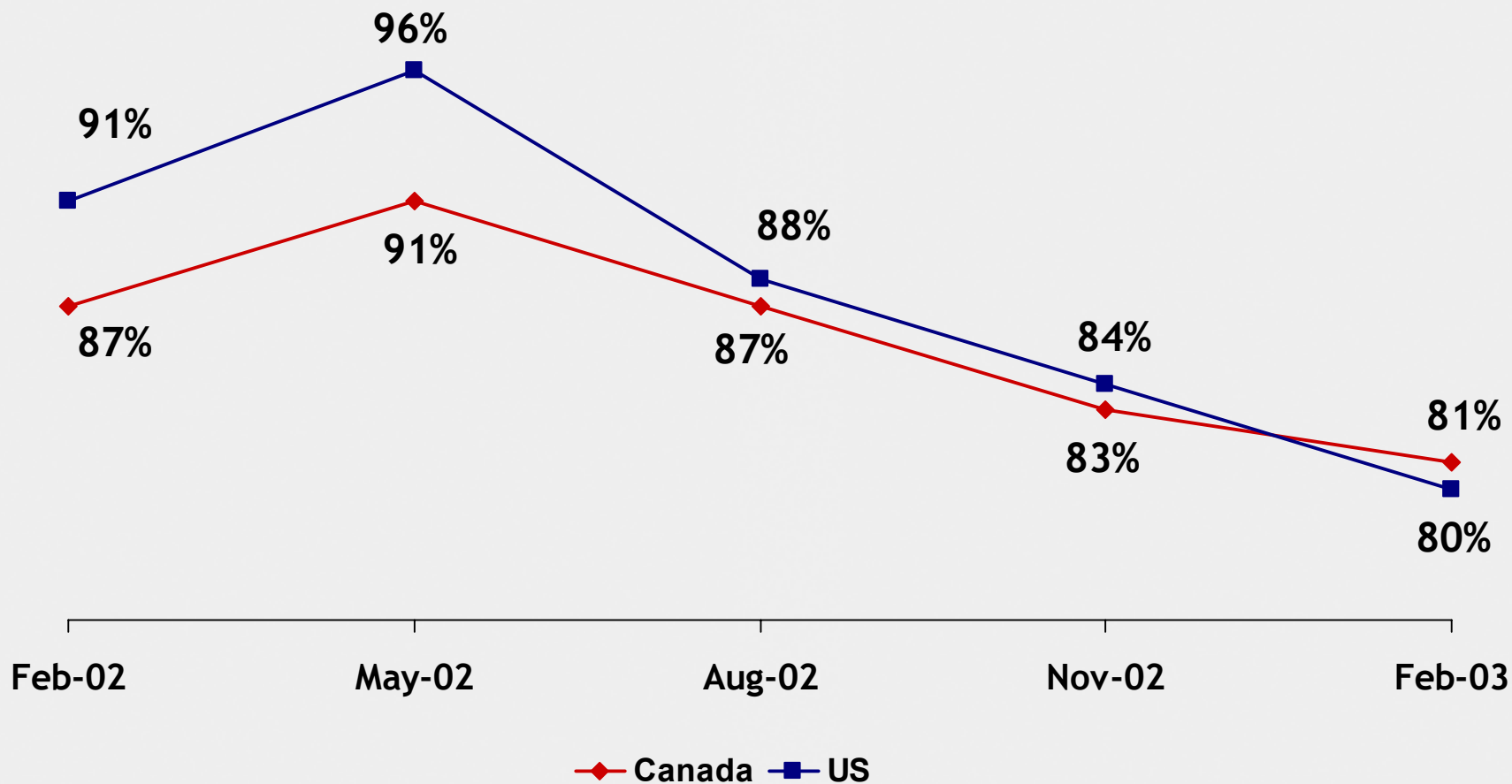
# Canadian Economy

"Compared with this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same?"





# Consumer Confidence Index



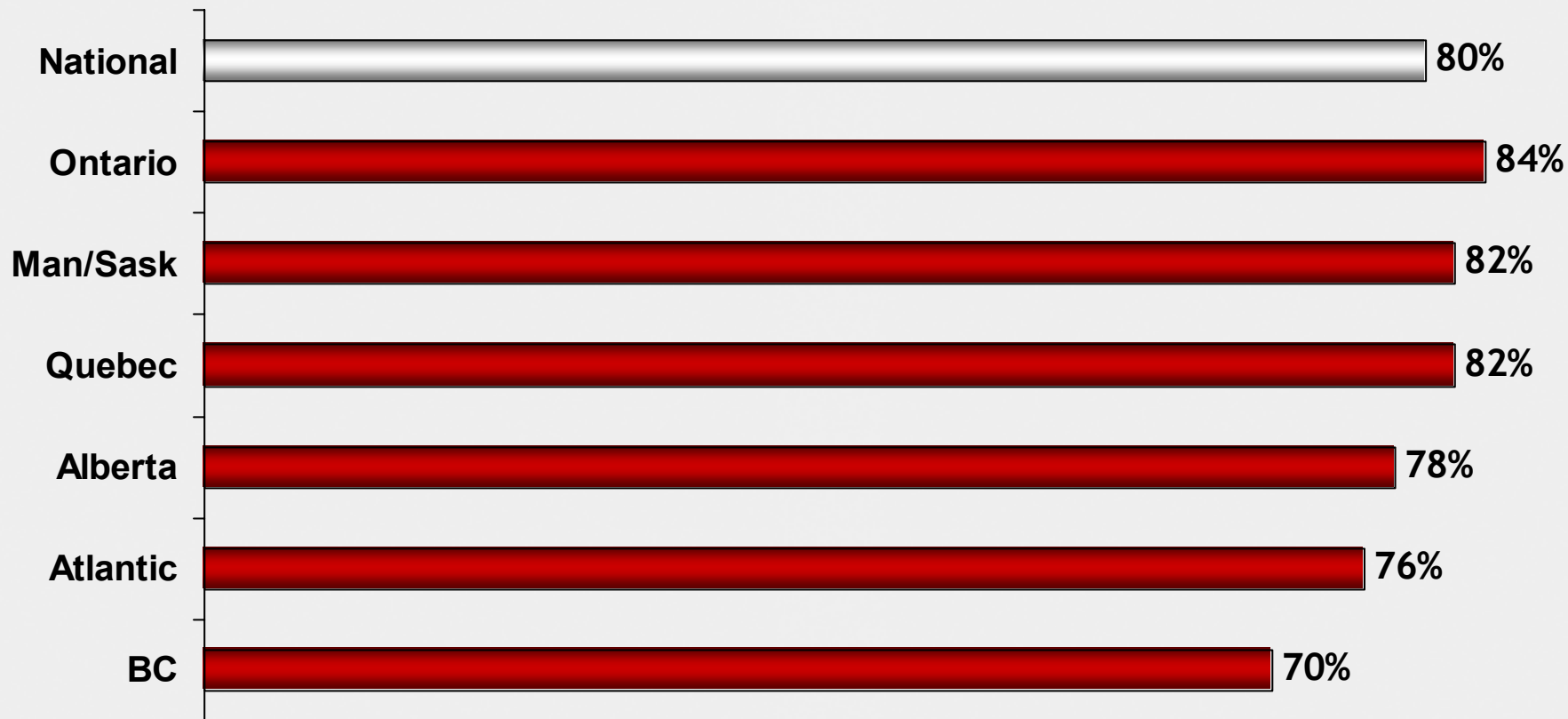




# Consumer Confidence Index

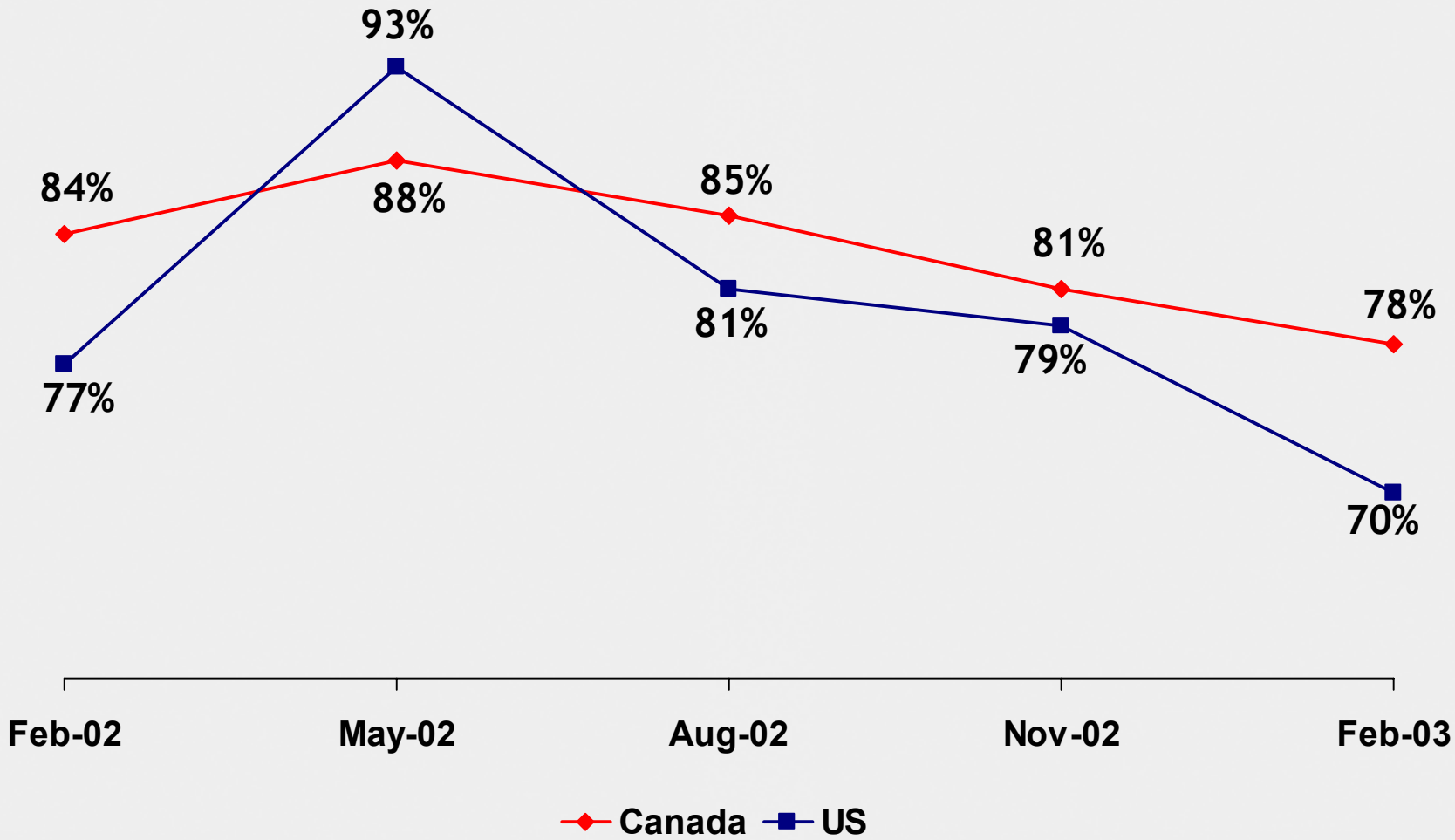
by region

% confidence [index]





# Consumer Expectations Index

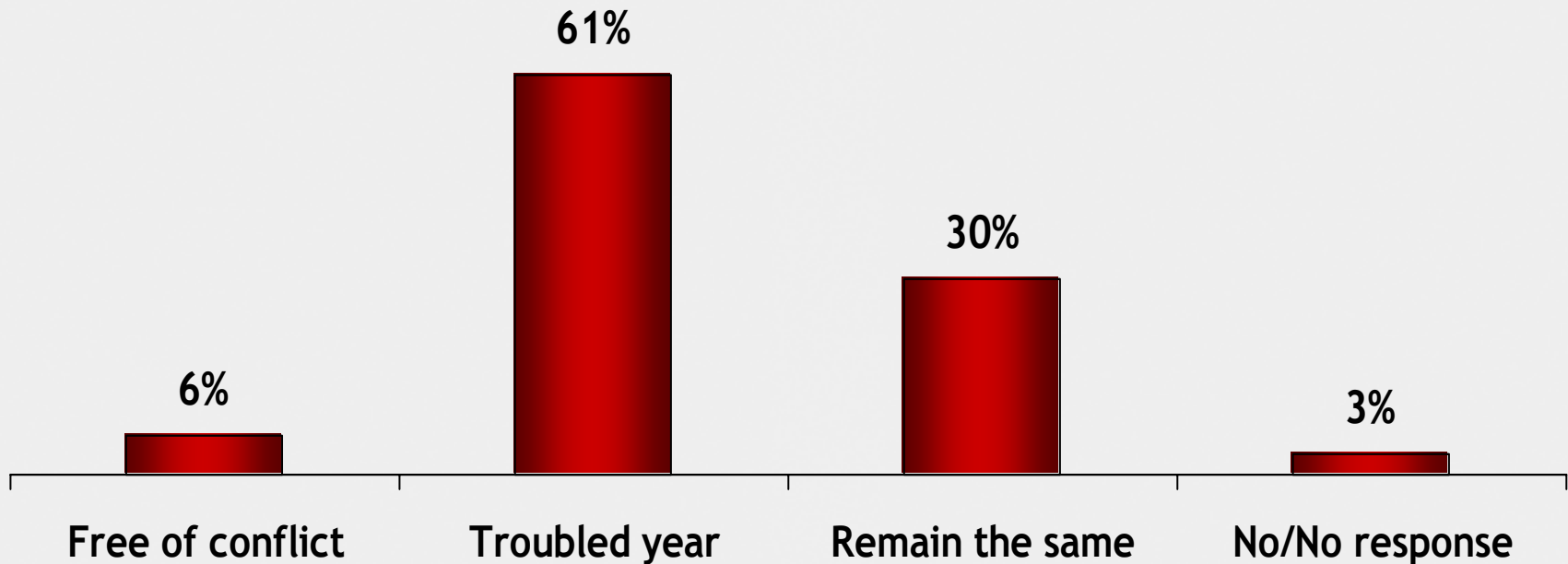


Source: Decima Express (March 2003)



# International Conflict

"Do you think that 2003 will be a peaceful year more or less FREE OF INTERNATIONAL CONFLICT, a troubled year with much INTERNATIONAL CONFLICT or REMAIN THE SAME?"



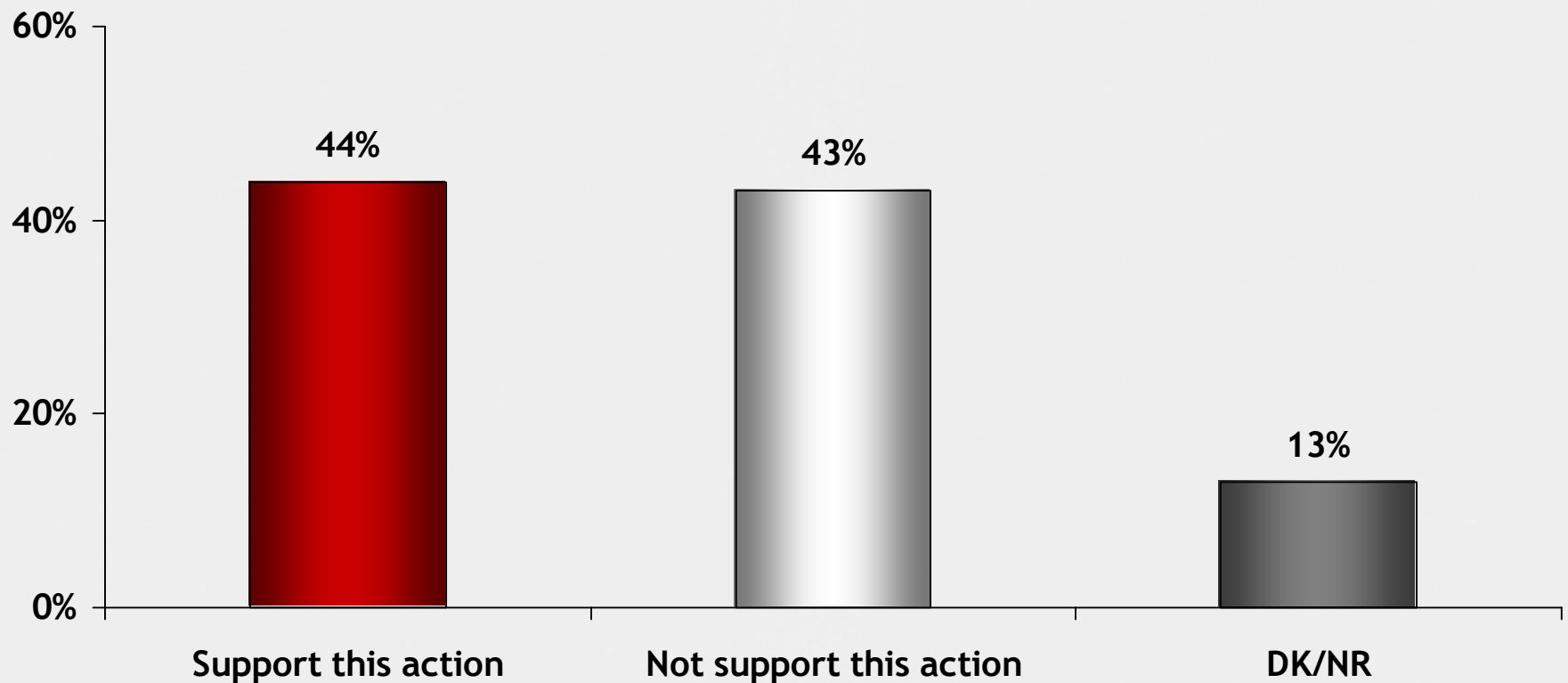


# CANADIAN VIEWS ON IRAQ



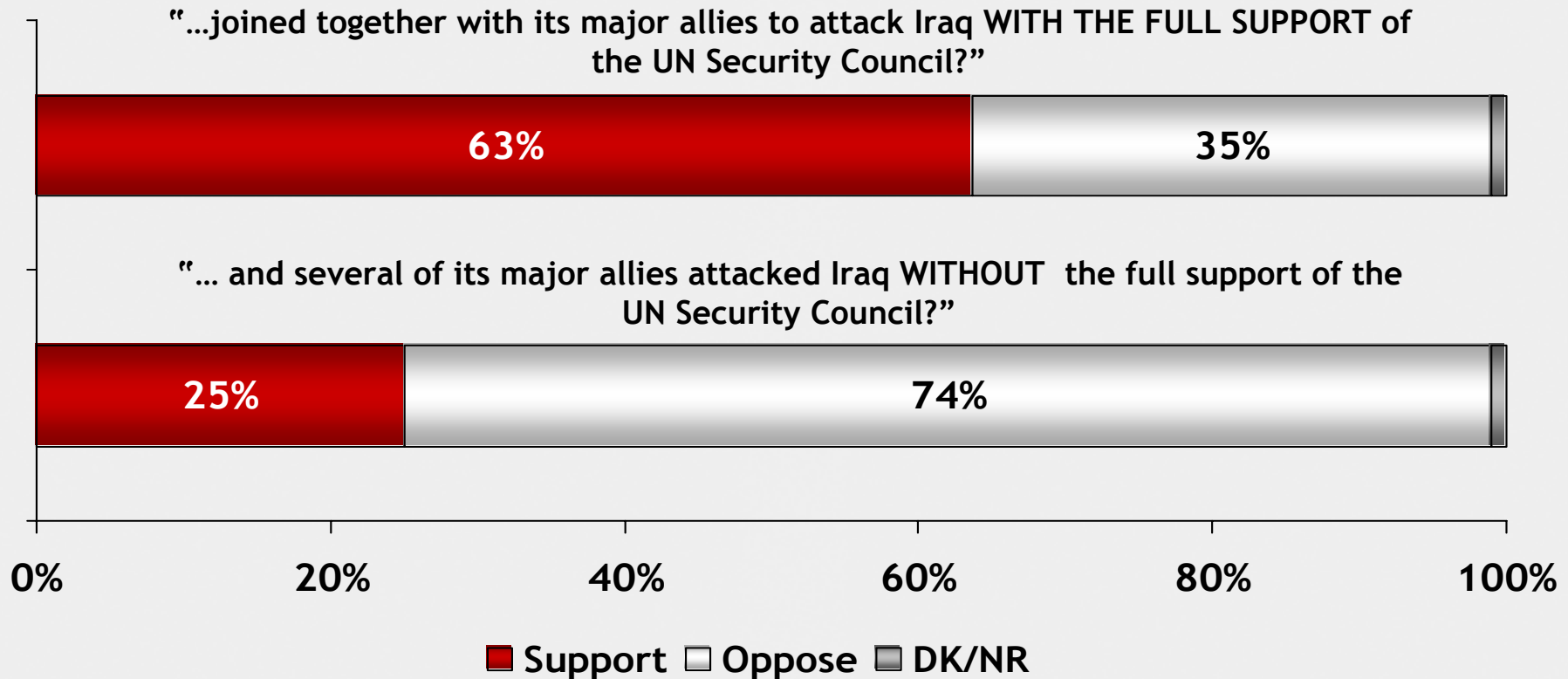
# Canadian Participation

"If military action goes ahead against Iraq, do you think Canada should...?"



# Canadian Participation II

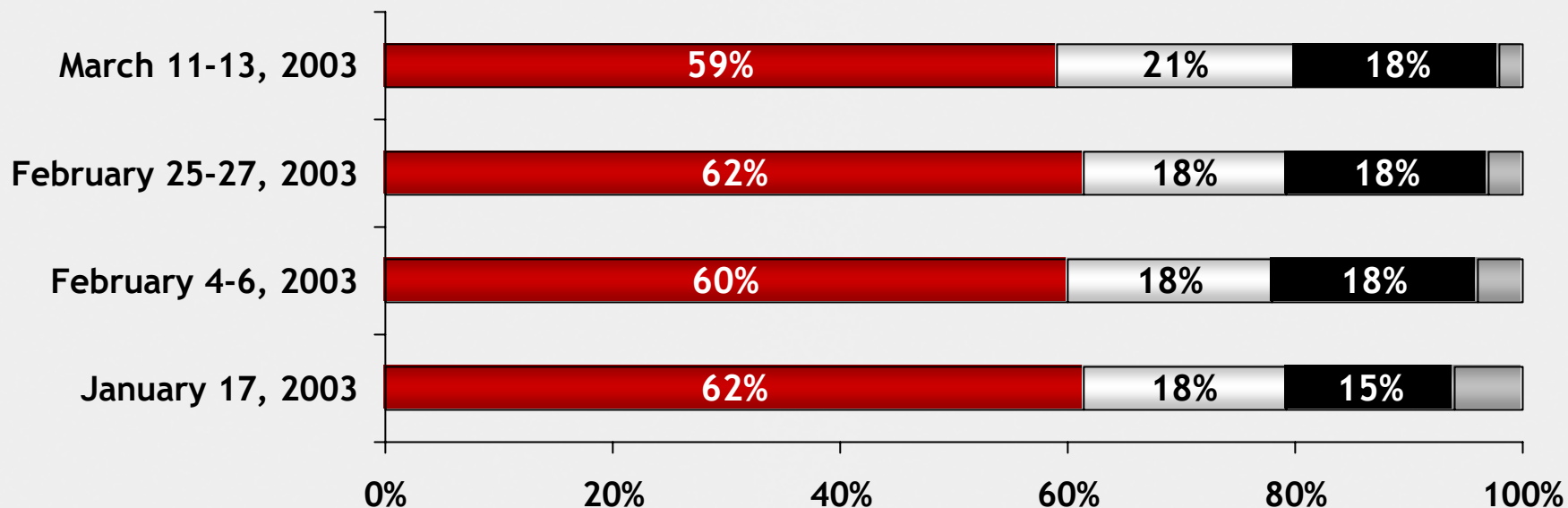
"Would you support or oppose Canadian participation if the United States..."





# Options for Iraq

“Canada has a number of options it may take when it comes to [the issue of Iraq]. I’d like you to tell me which of the following is closest to your view...”



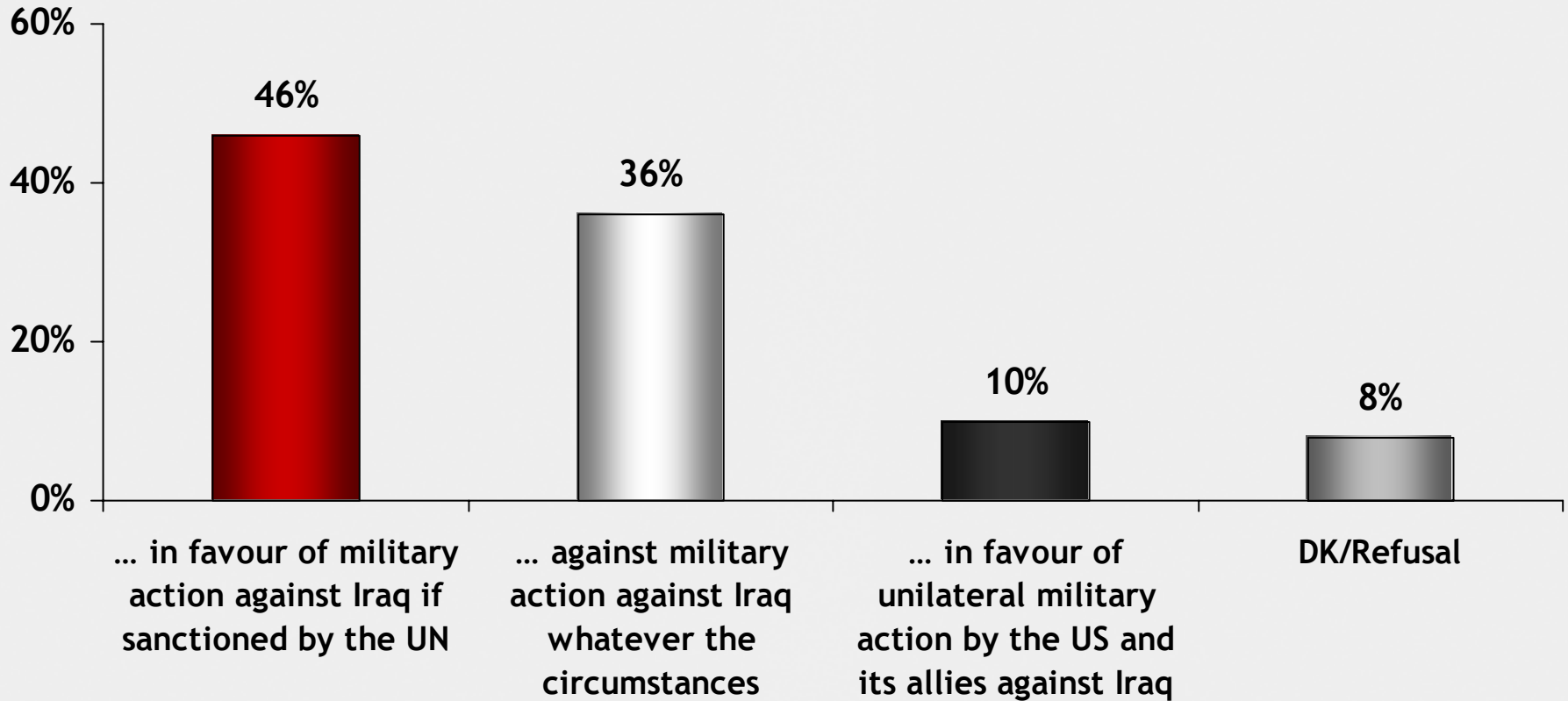
Canada should only take military action if the UN decides that military action is required

Canada should not provide any military assistance

If the US decides to take military action on its own, Canada should support the US with military assistance

# Support for Military Action

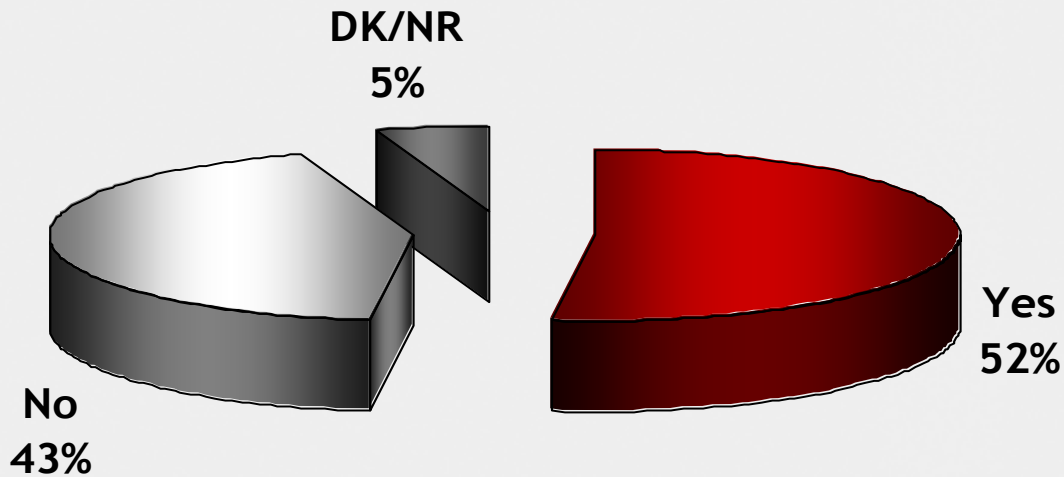
"Which of these is closest to your view? Are you..."





# UN Authorization

"Based on what you may have seen, read or heard about the Iraq situation, do you think that the United Nations should authorize military action in order to enforce UN resolution 1441 that calls for the disarming of Iraq?"

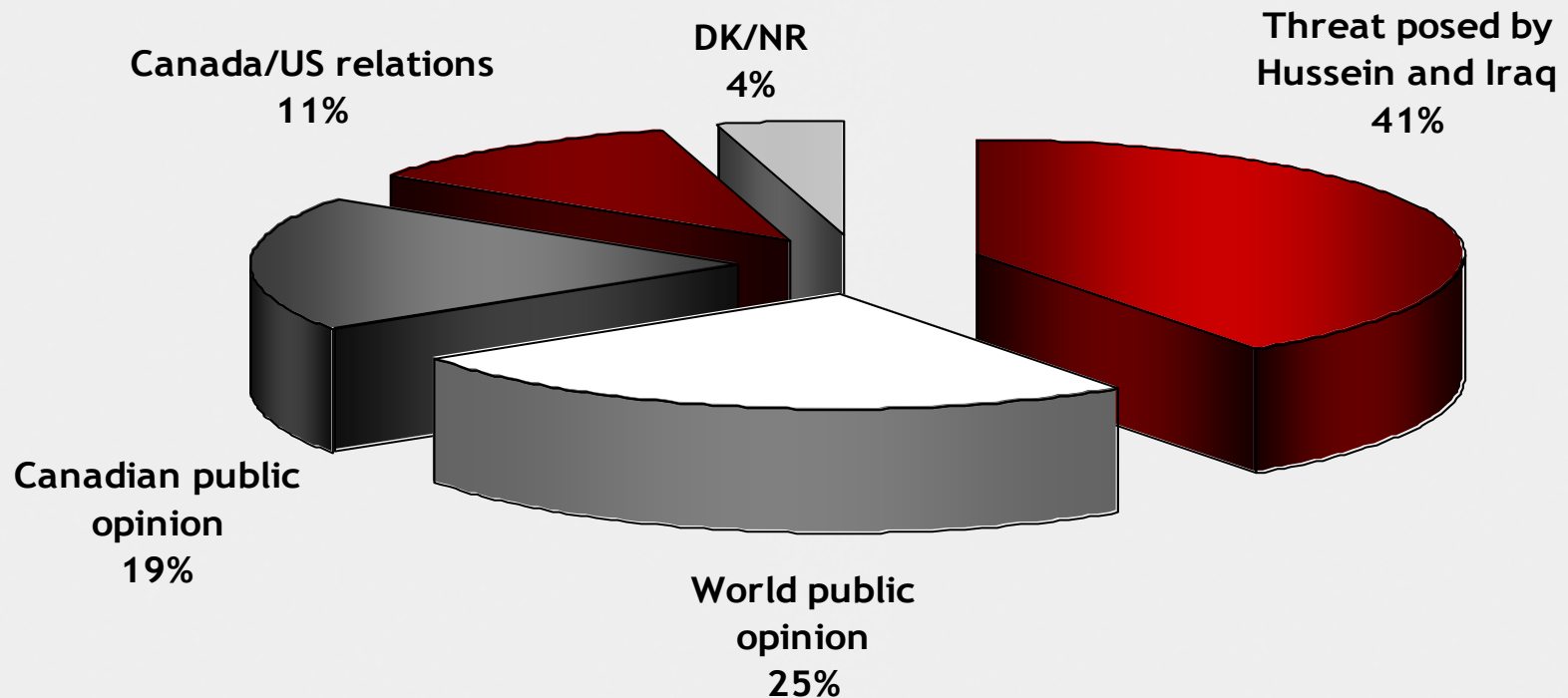


|            | <u>Yes</u> / <u>No</u> |
|------------|------------------------|
| Quebec     | 45% / 52%              |
| Atlantic   | 66% / 31%              |
| Male       | 59% / 38%              |
| Female     | 45% / 47%              |
| <HS        | 69% / 25%              |
| University | 38% / 58%              |



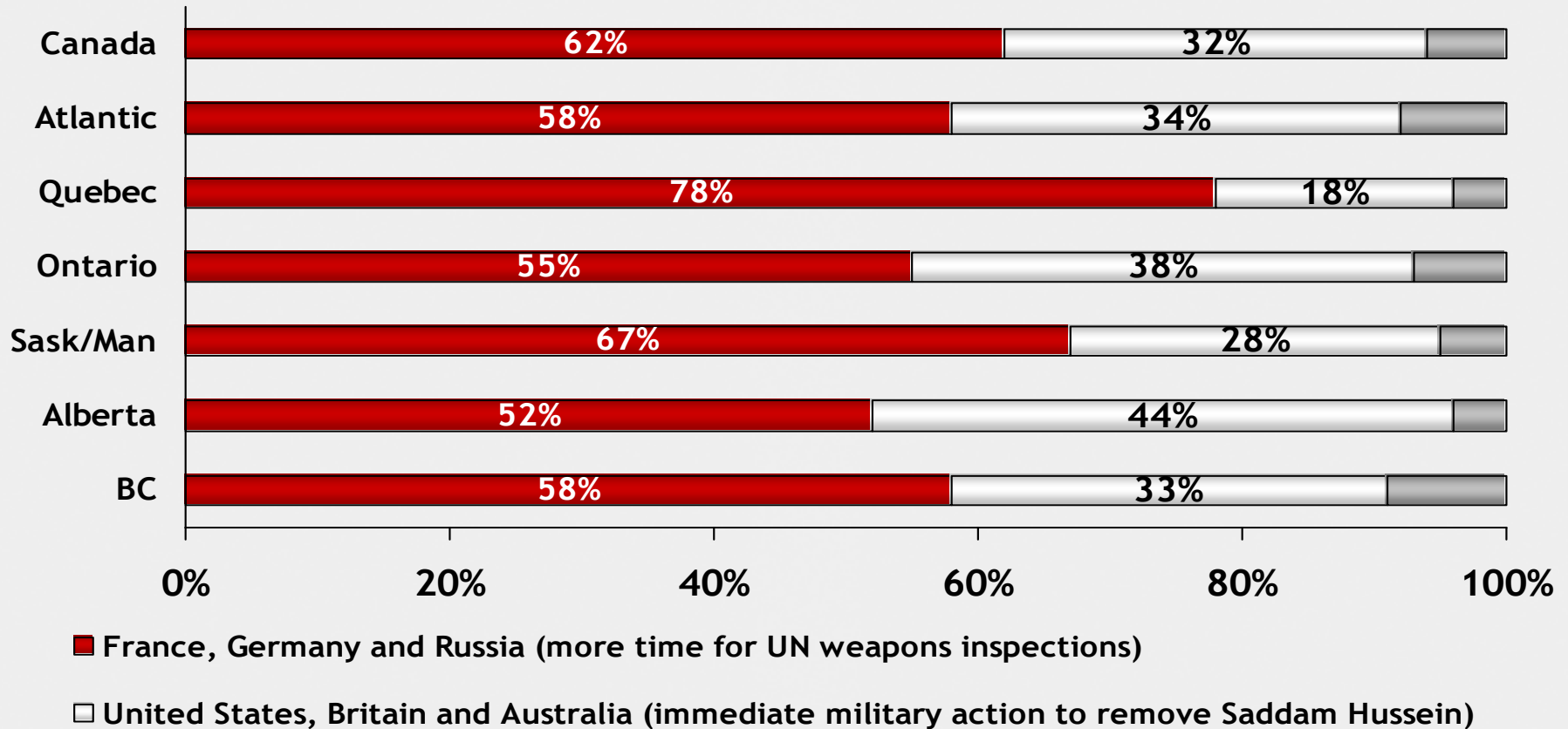
# Criteria for Participation

"Which of the following should be the most important consideration in Canada's decision to participate in any future conflict with Iraq?  
Should it be..."



# Choosing Sides

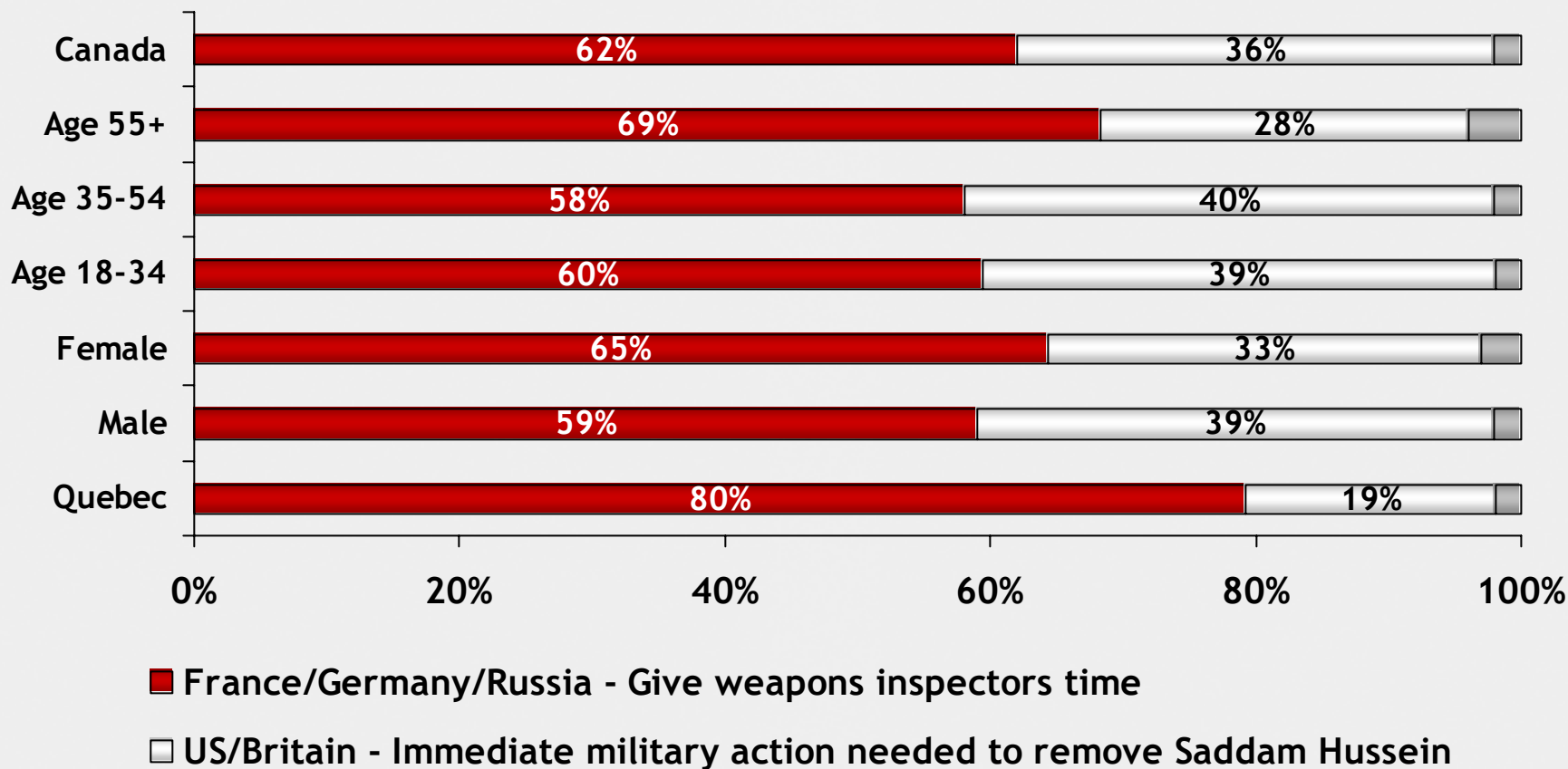
"Which side of the debate regarding Iraq should Canada support?"





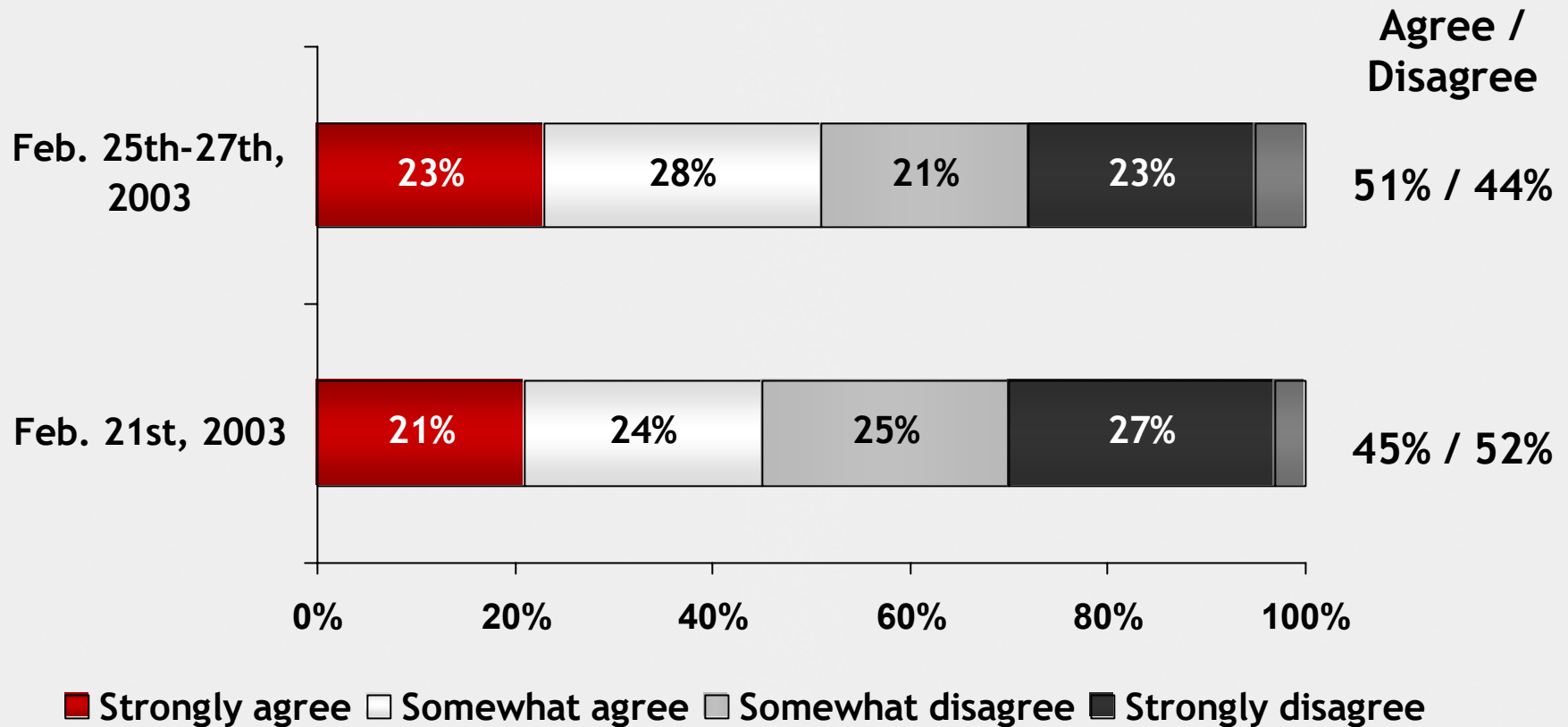
# Disarming Iraq

"The best way to disarm Iraq is..."



# Evidence against Iraq

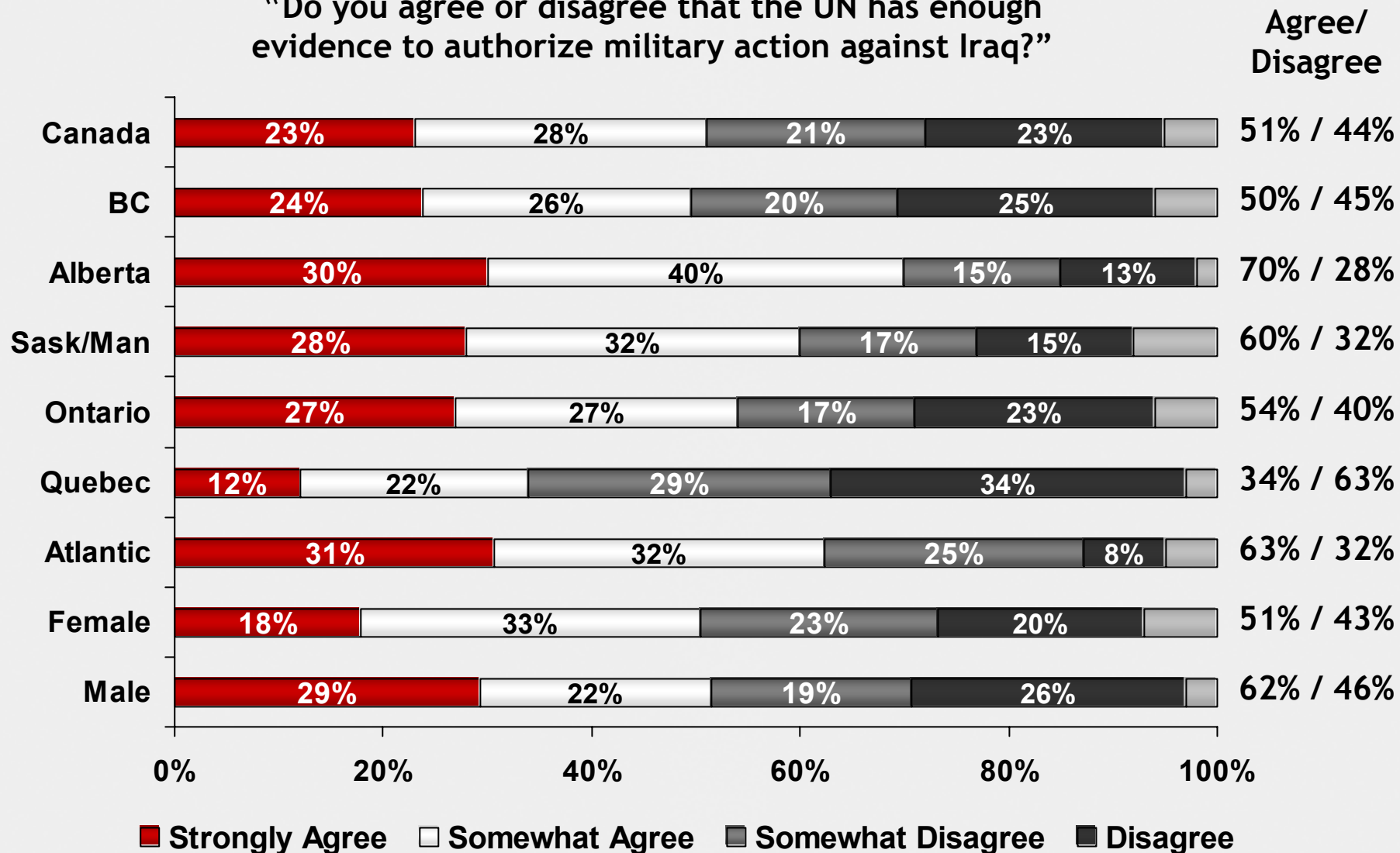
“On Feb. 5<sup>th</sup>, C. Powell presented the American evidence against Iraq. In addition, UN weapons inspectors have presented preliminary reports to the SC. Do you agree or disagree that the UN has enough evidence to authorize military action against Iraq?”





# Evidence against Iraq II

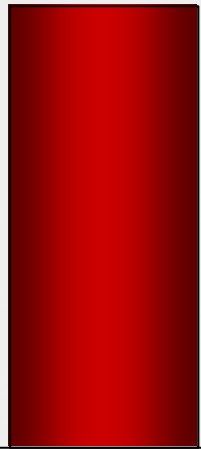
“Do you agree or disagree that the UN has enough evidence to authorize military action against Iraq?”



# Reasons for War

"What do you think is the most important reason why the US Government wants to go to war against Iraq? Is it...?"

39%



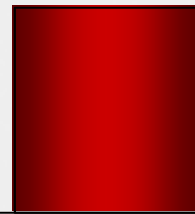
To ensure the US strategic oil interests are protected

30%



To protect the security of Americans from threats of terrorism

18%



To remove Hussein and install a democratic regime in Iraq

10%

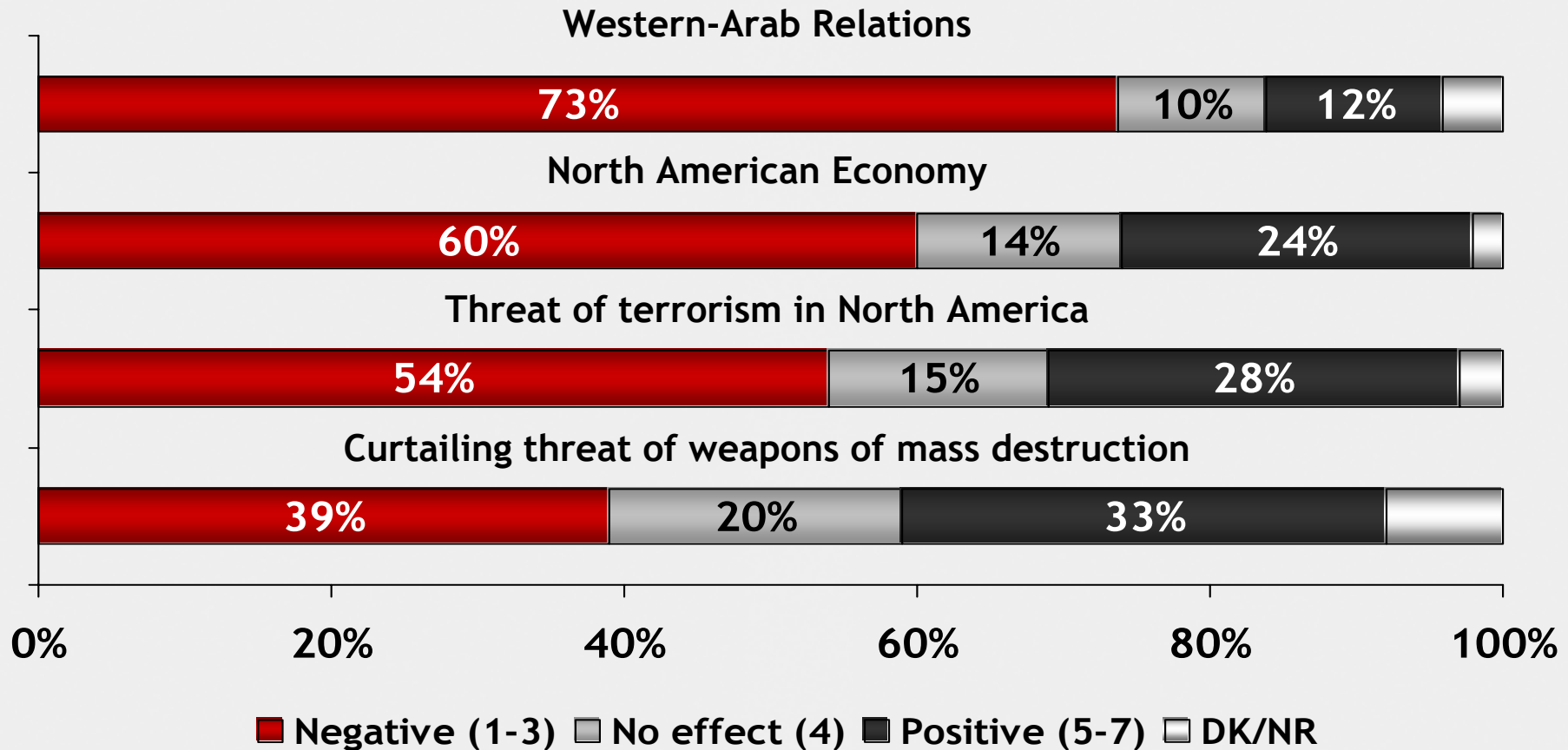


To ensure the political popularity of the Bush administration for the next election



# Consequences of War

"What effect will a war in Iraq have on the following areas?"

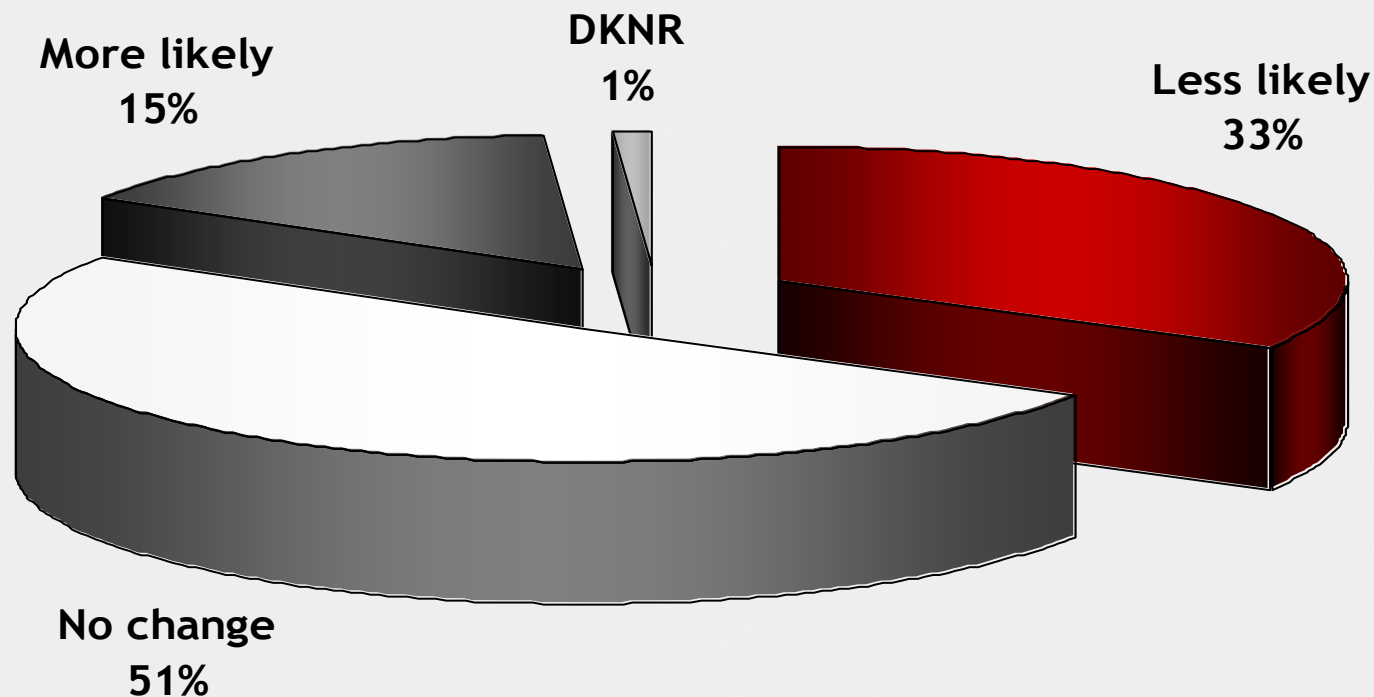






# Impact of Protests

"Do recent public protests in Western countries make you more or less likely to support a US-led war in Iraq?"



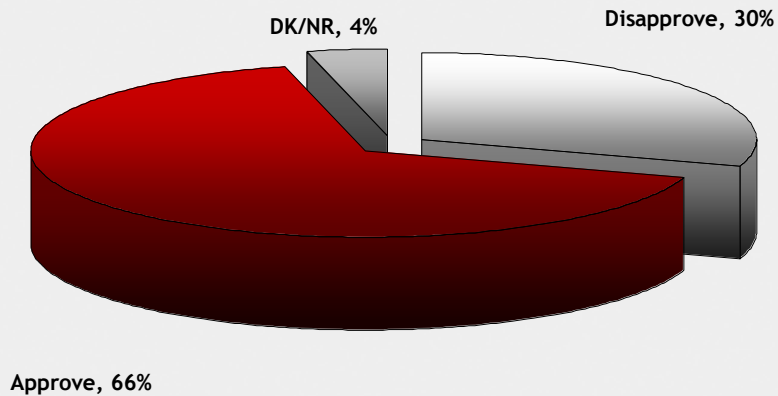


## **U.S. VIEWS ON IRAQ**

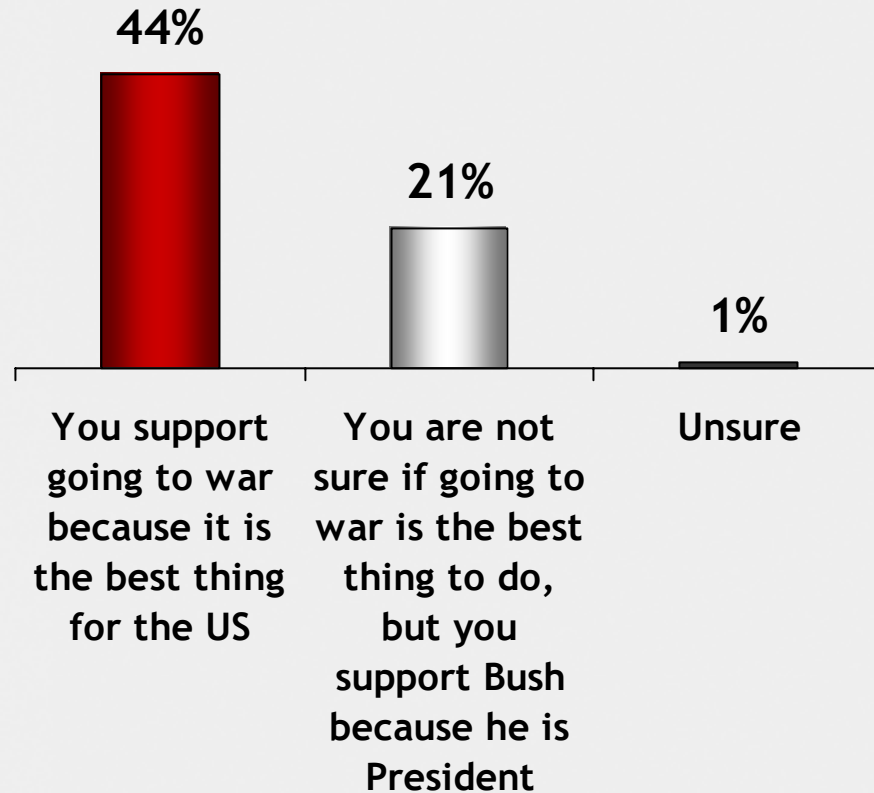
# **OPINION DES AMÉRICAINS CONCERNANT L'IRAK**

# President Bush's Decision

"Do you approve or disapprove of Bush's decision to go to war if Saddam Hussein does not leave Iraq in the next 48 hours?"



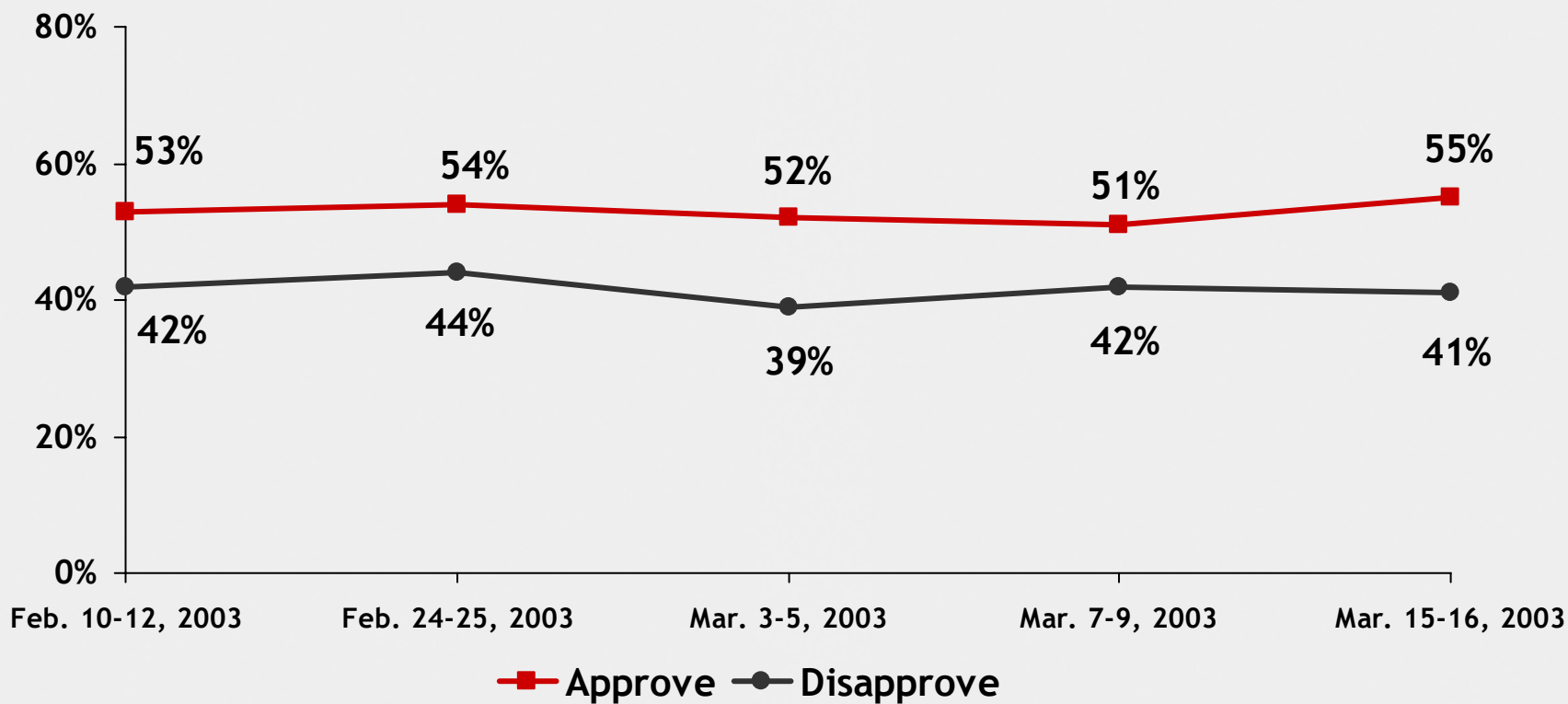
"Which comes closer to your point of view?" [SUB-SAMPLE: THOSE WHO APPROVE OF DECISION]





# President Bush's Handling of Iraq

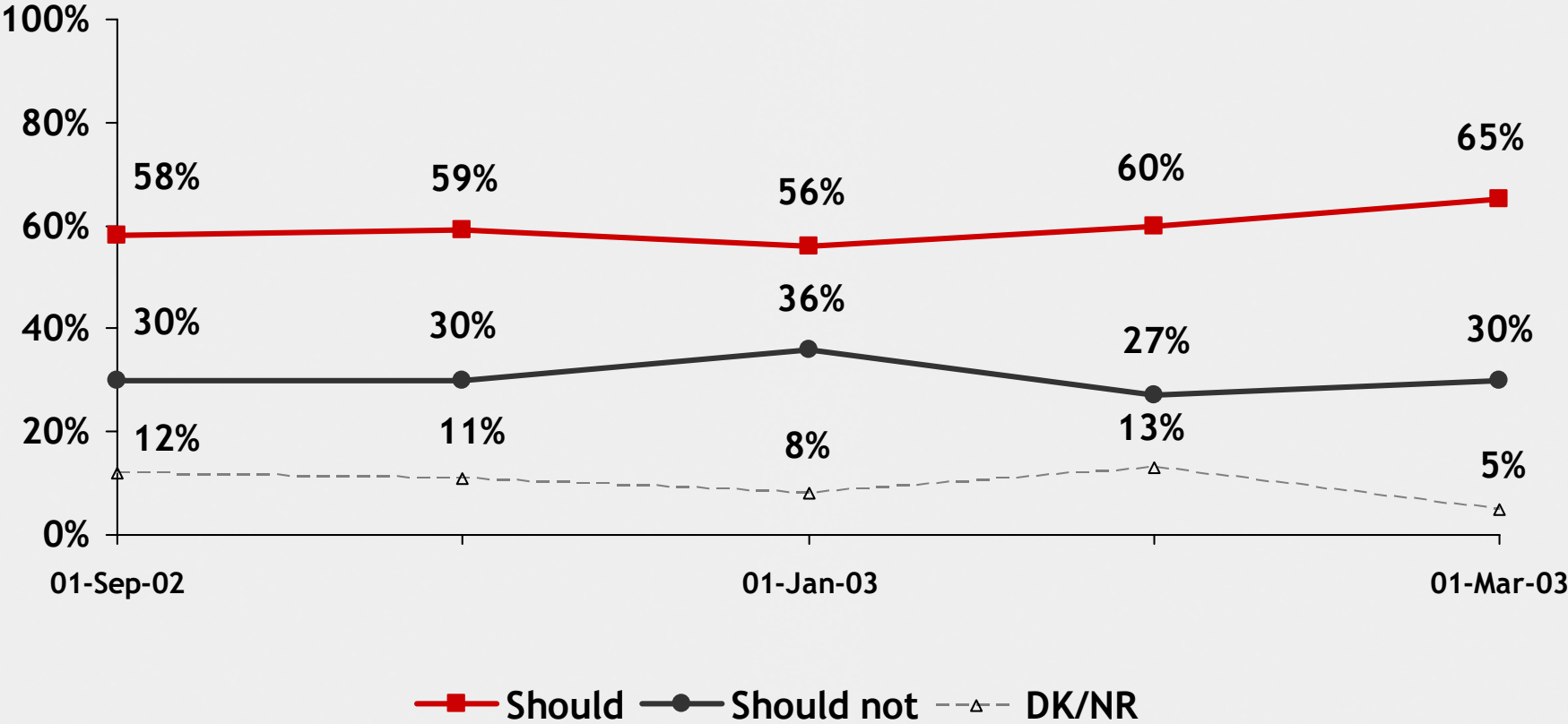
"Do you approve or disapprove of the way President Bush is handling the situation with Iraq and Saddam Hussein?"





# American Support

“Do you think the United States should or should not take military action to remove Saddam Hussein from power in Iraq?”

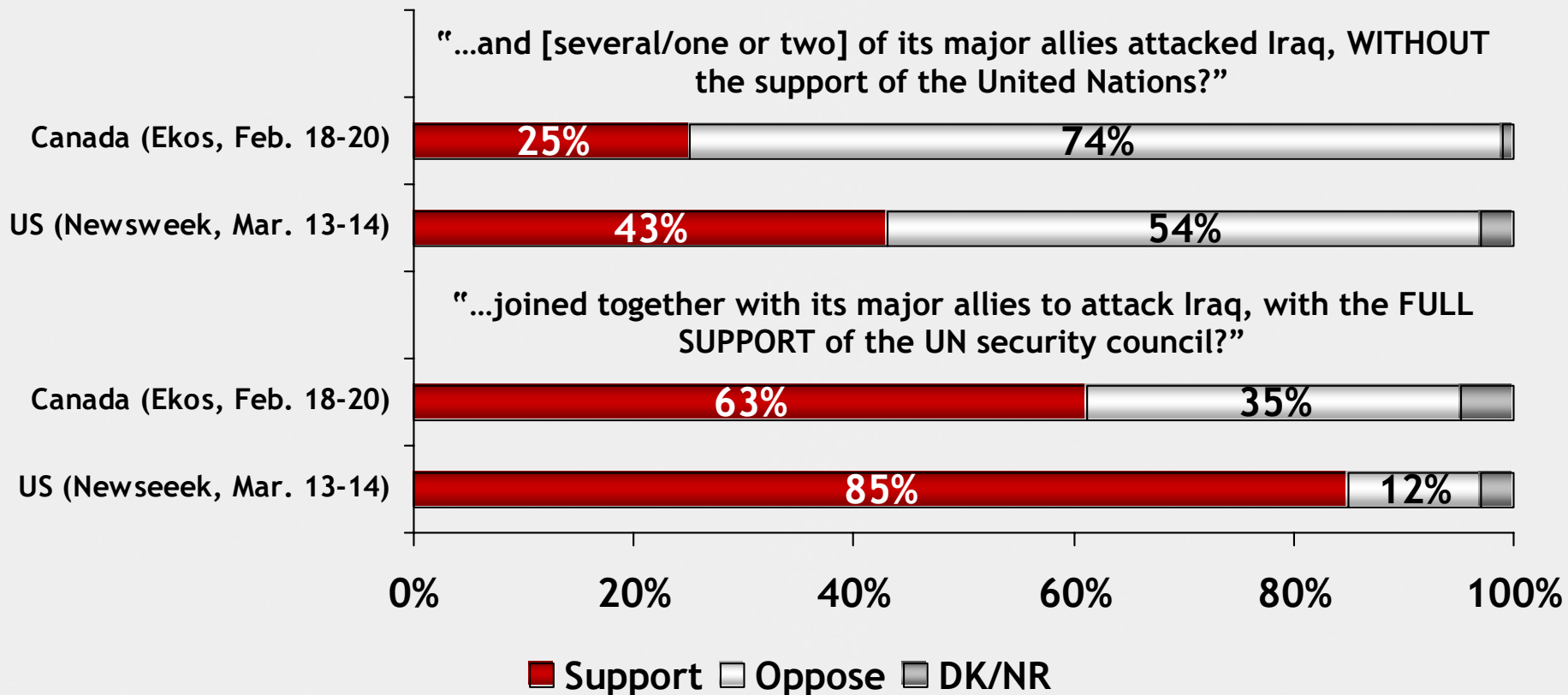


Source: ABC News/Washington Post Poll (Latest March 17, 2003)



# Canadian vs US Opinion

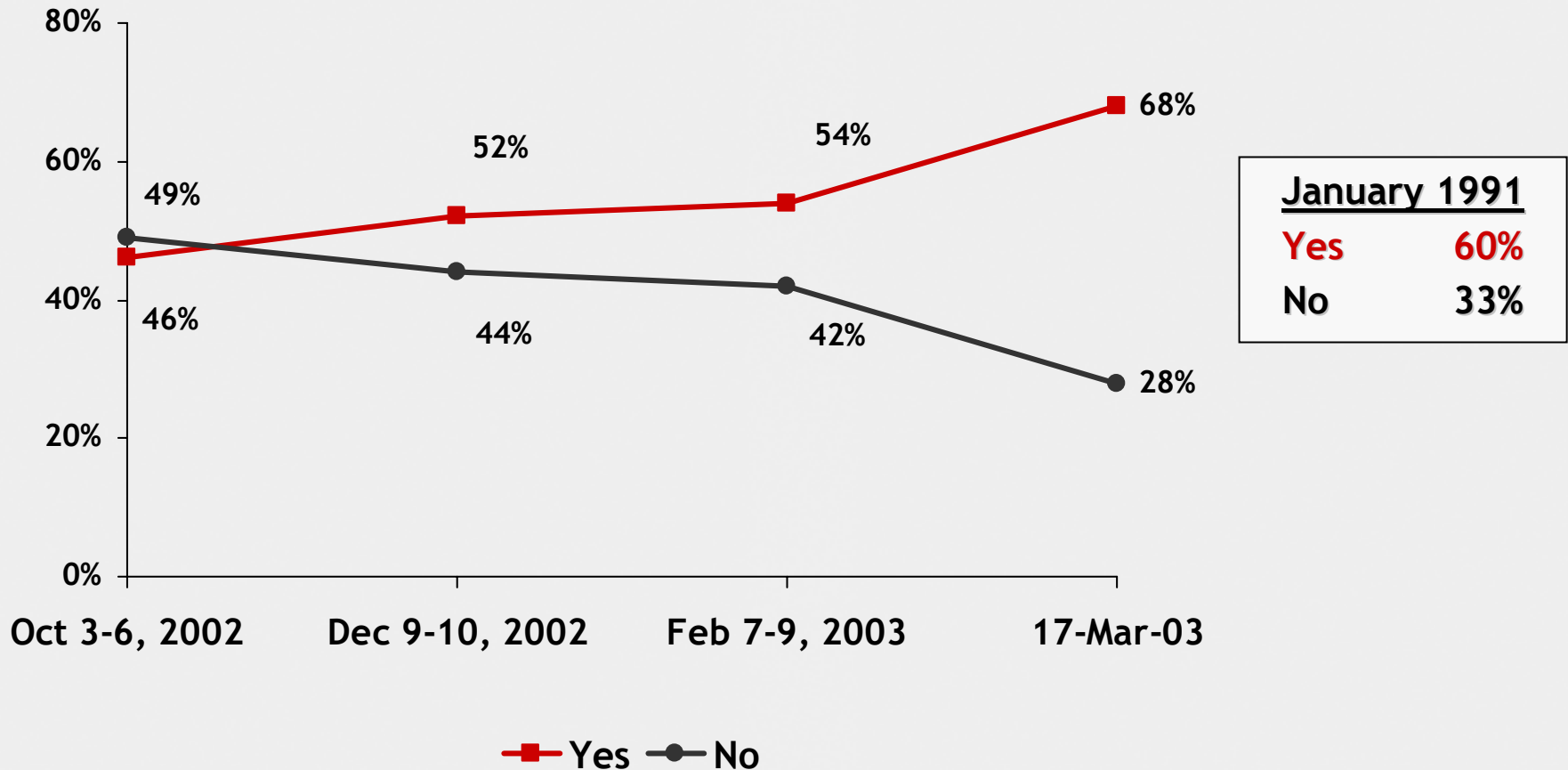
"Please tell me if you would support or oppose [US military action/Canadian participation] against Iraq in each of the following circumstances. What if the United States...?"





# Diplomatic Solutions

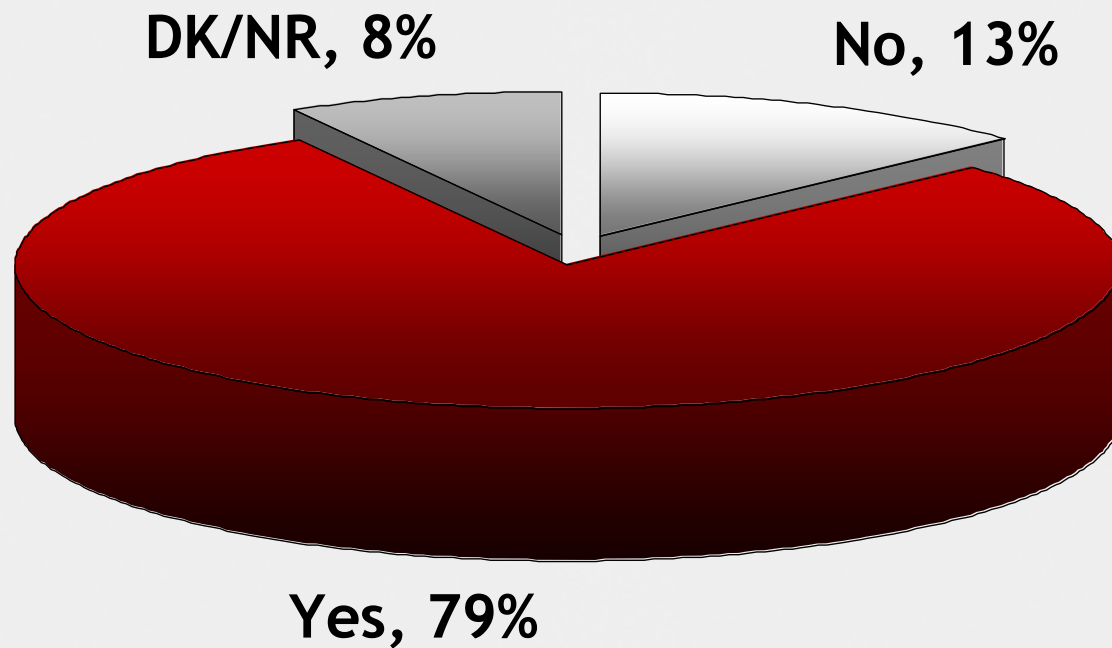
“Do you think the US has done all it can to solve the crisis with Iraq diplomatically, or not?”





# Chance of Success

"If the US goes to war with Iraq, do you think it will be successful in its goal of removing Saddam Hussein from power?"

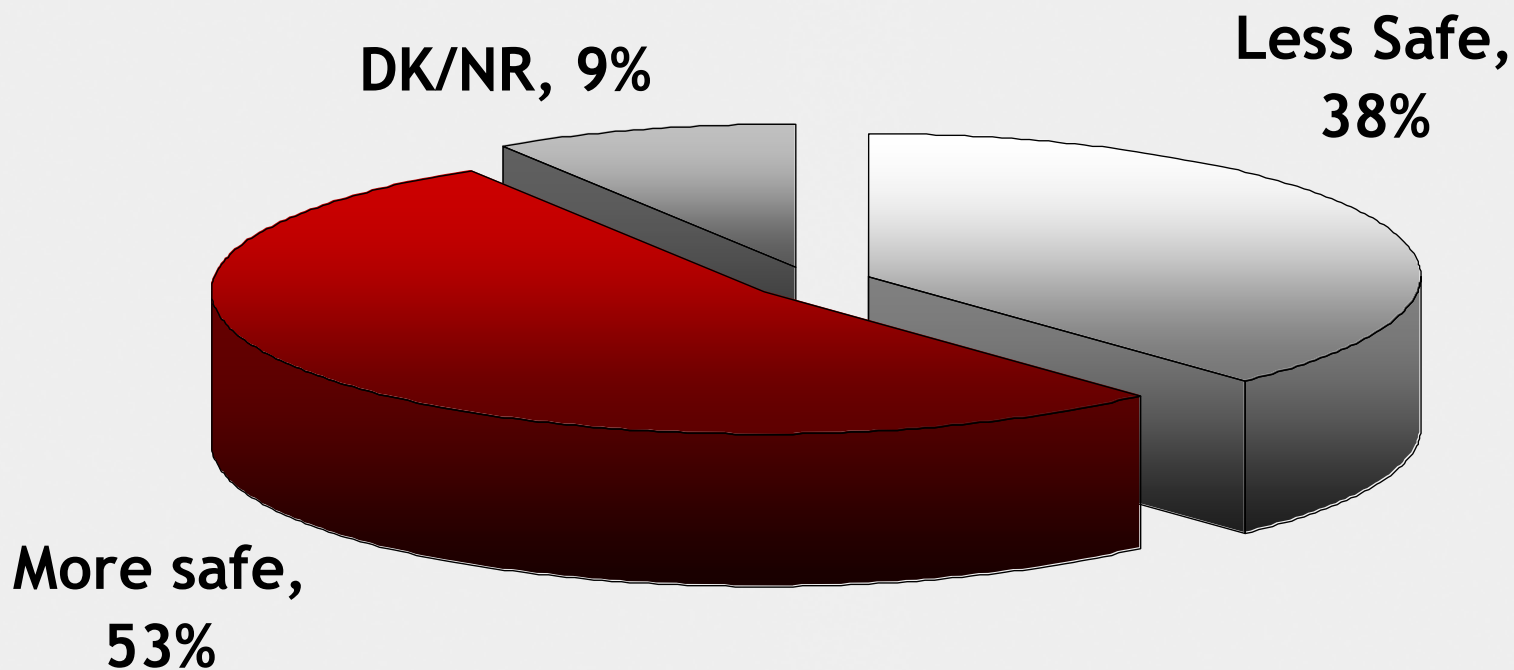






# World Safety

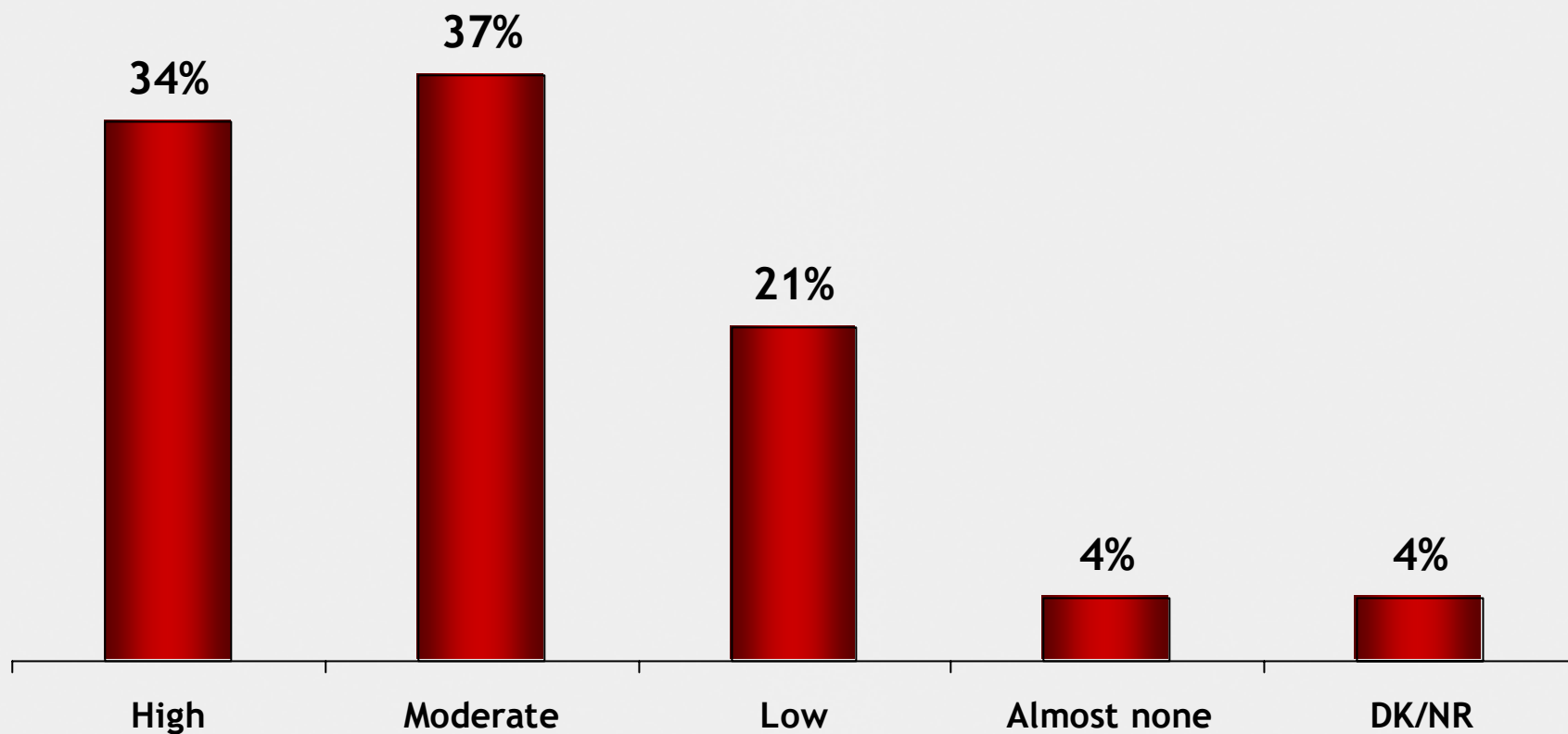
“Do you think a war against Iraq to remove Saddam Hussein from power will make the US more safe or less safe from terrorism?”





# Death Toll

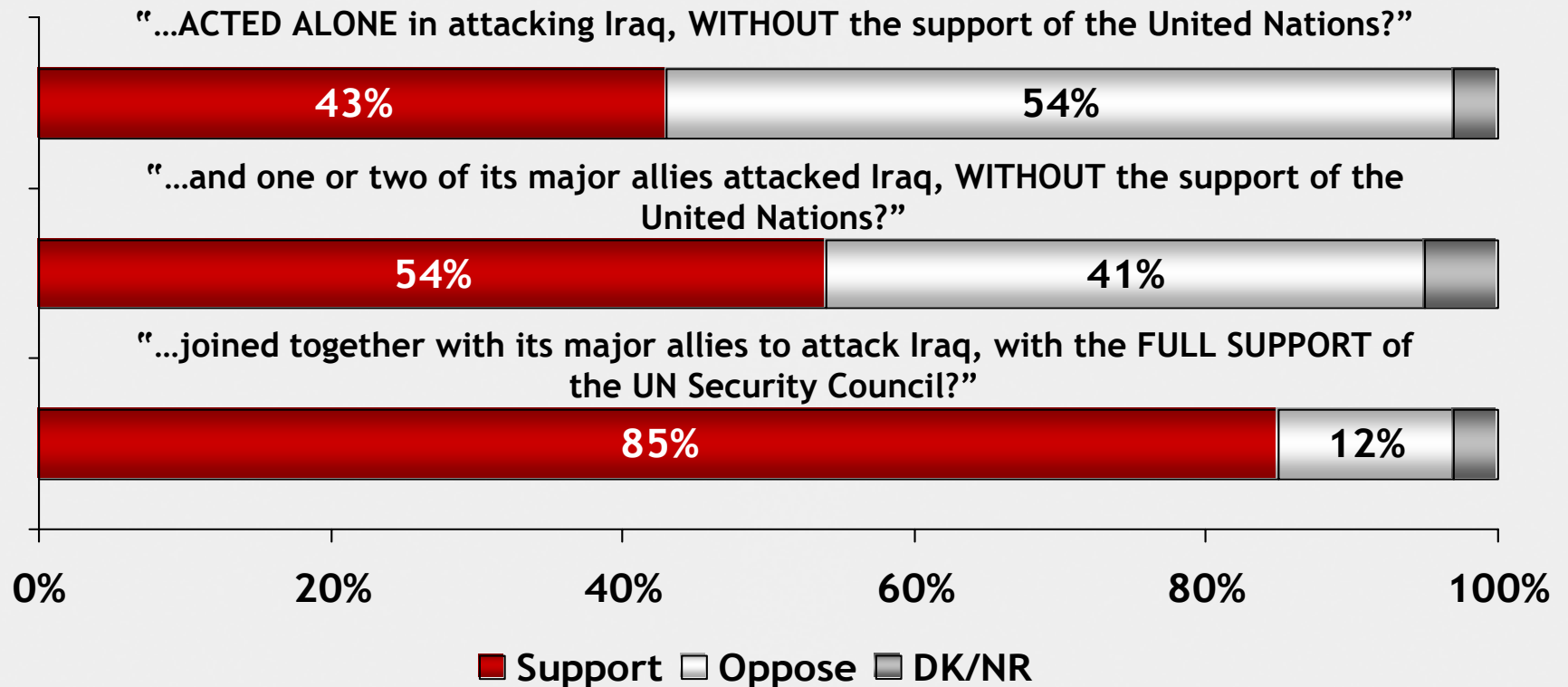
"Do you think the total number of people killed in a war against Iraq, including Americans, Iraqis and others, would be high, moderate, low or almost none?"





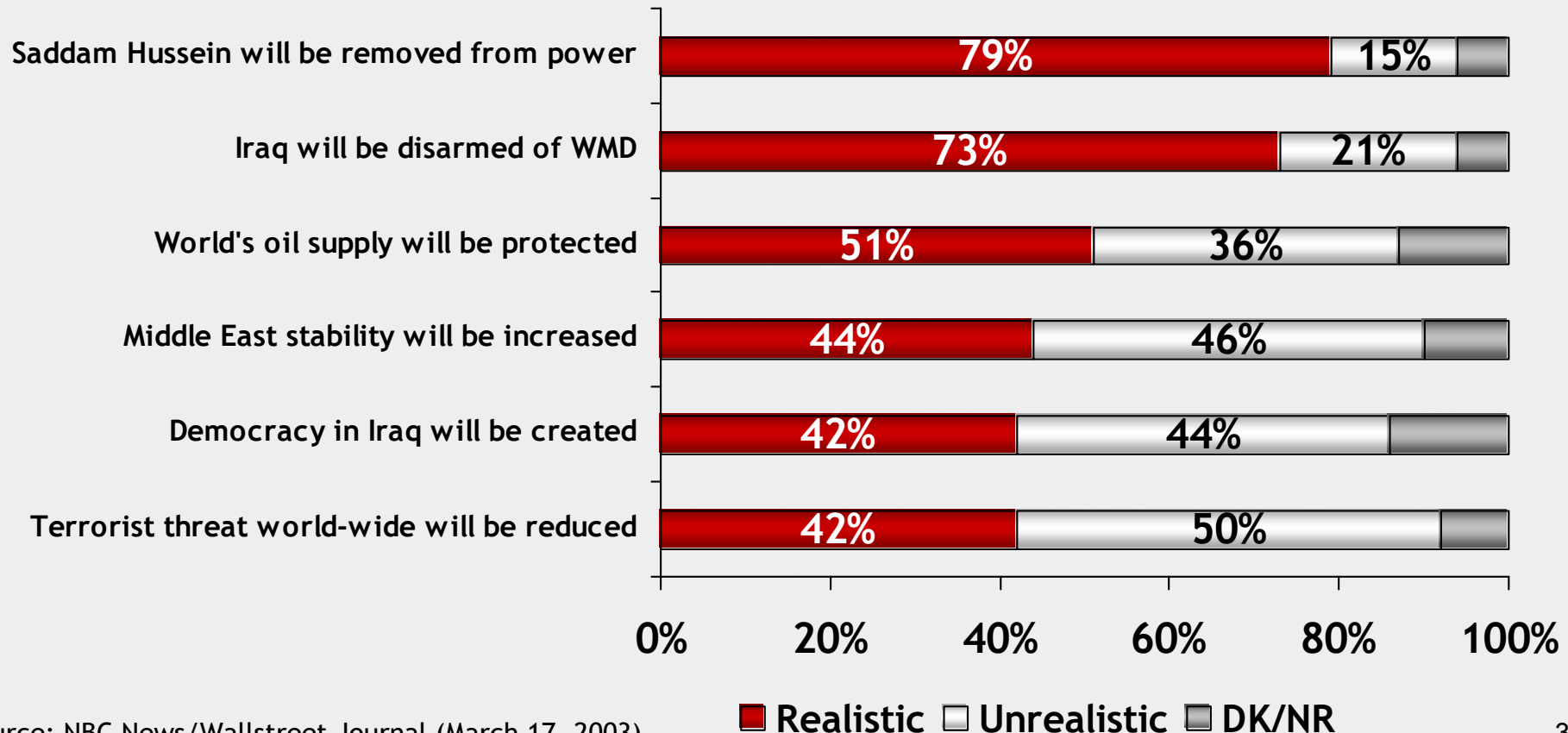
# Options for American Participation

"Please tell me if you would support or oppose US military action against Iraq in each of the following circumstances. What if the United States...?"



# Outcomes of War

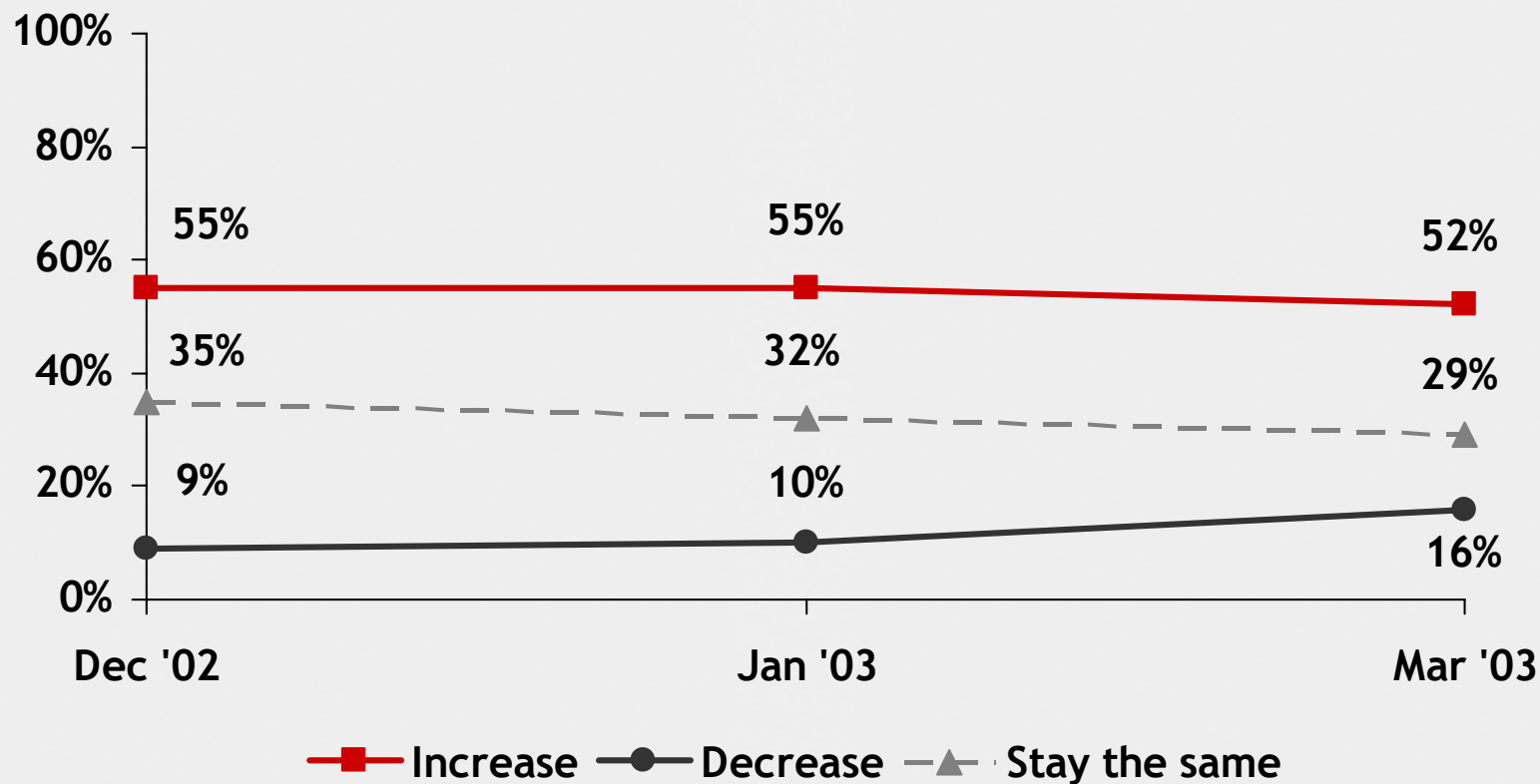
"Let me read you some expectations the US might have of a war with Iraq, and for each one tell me whether you think that it is a realistic expectation or a war with Iraq, or it is not a realistic expectation."





# Threat of Terrorism

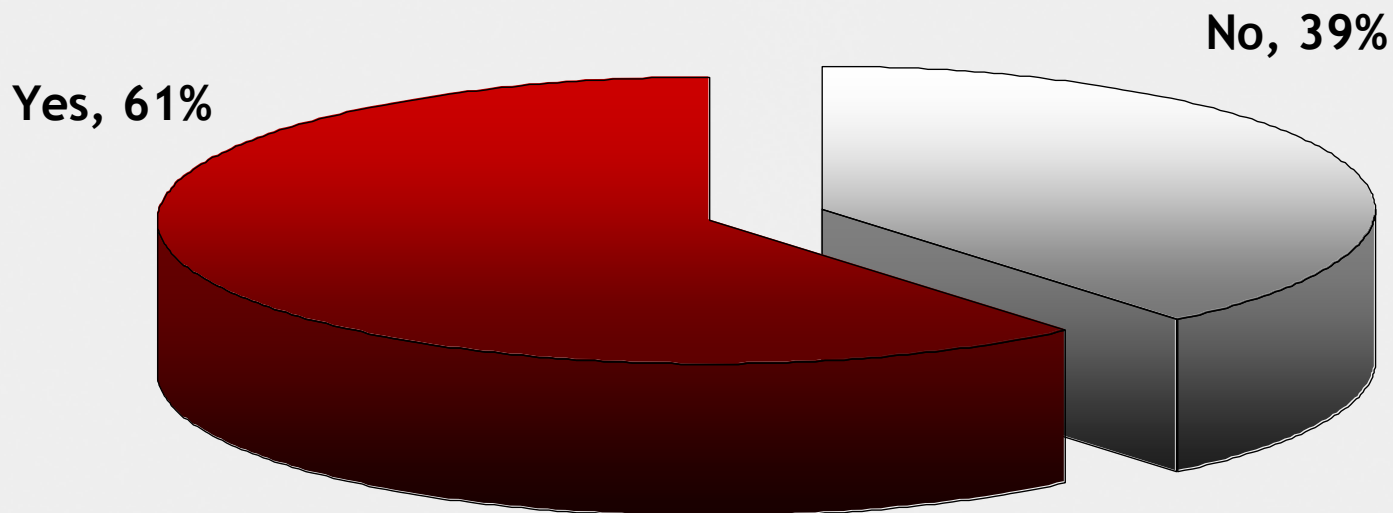
“If the US took military action against Iraq to remove S. Hussein from power, do you think the threat of terrorism in the US would increase, decrease or stay the same?”



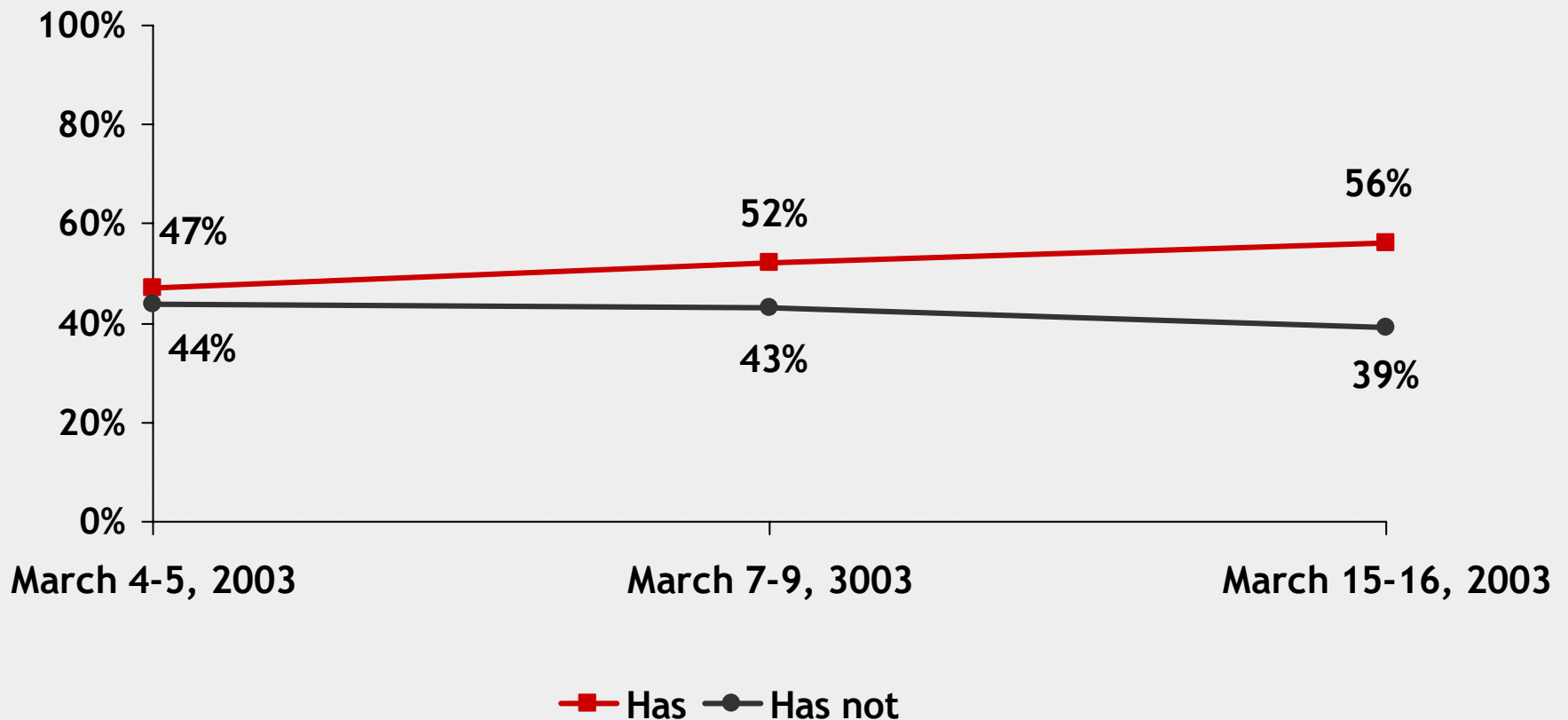


# Secretary Powell's Speech to UN

“Secretary of State Collin Powell addressed the United Nations about Iraq today. Did you happen to watch or listen to that speech, or hear or read any news reports about it, or not?”



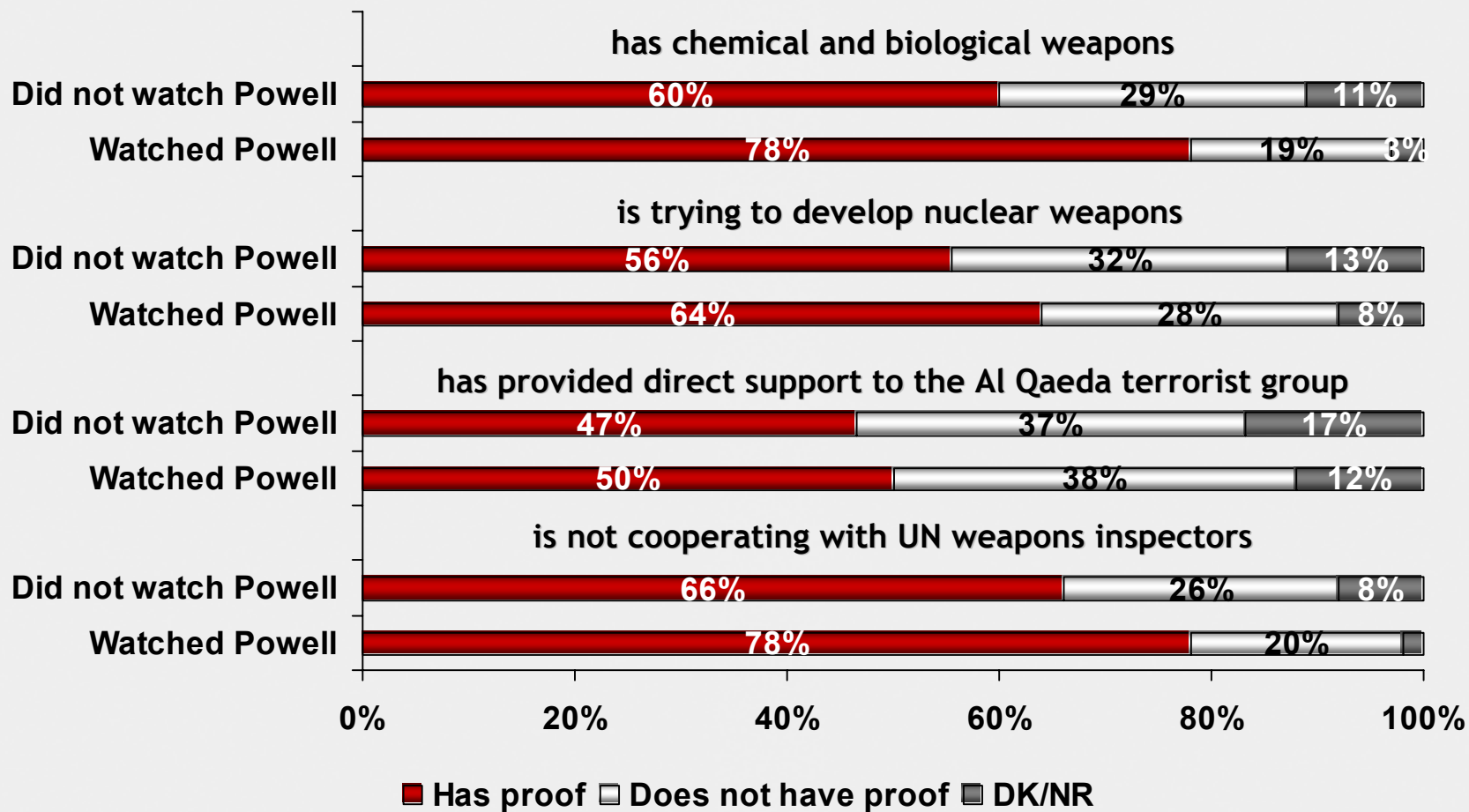
“Do you think the Bush administration has presented enough evidence to show that military action against Iraq is necessary right now, or haven’t they done that?”





# American Views on “Evidence”

“Do you think the US has or has not presented strong evidence showing that Iraq...”







**GLOBAL SECURITY**

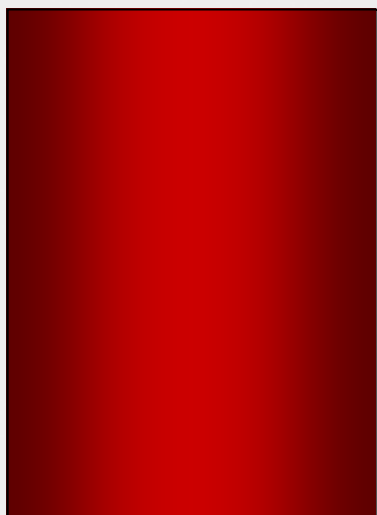
**SÉCURITÉ MONDIALE**



# Relevance of the UN

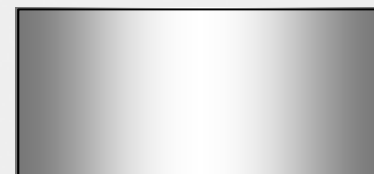
"Which statement comes closer to your point of view?"

73%



The United Nations is the best current option available for ensuring world peace and security

24%



The United Nations is a toothless institution that, like the previous League of Nations, has little real relevance to modern global security

# Support for U.S. Policy

“All things considered, do you think your country’s leaders should be more supportive or less supportive of American government policies?”

|                             | More Supportive % | Less Supportive % | Same As Now % | DK/NR % |
|-----------------------------|-------------------|-------------------|---------------|---------|
| <b>The Americas</b>         |                   |                   |               |         |
| Argentina                   | 14                | 63                | 8             | 15      |
| Brazil*                     | 18                | 70                | 5             | 7       |
| Canada                      | 37                | 48                | 10            | 5       |
| Columbia*                   | 51                | 41                | 2             | 6       |
| Mexico*                     | 23                | 61                | 15            | 2       |
| <b>Europe</b>               |                   |                   |               |         |
| France                      | 15                | 68                | 4             | 13      |
| Germany                     | 28                | 53                | 12            | 7       |
| Poland                      | 20                | 52                | 10            | 18      |
| U.K.                        | 20                | 63                | 13            | 5       |
| <b>Asia</b>                 |                   |                   |               |         |
| Japan                       | 25                | 40                | 29            | 6       |
| Philippines                 | 43                | 42                | 6             | 10      |
| Thailand*                   | 35                | 40                | 14            | 11      |
| <b>Africa / Middle East</b> |                   |                   |               |         |
| South Africa*               | 35                | 35                | 8             | 22      |
| Turkey                      | 20                | 57                | 8             | 15      |



# Closeness to US

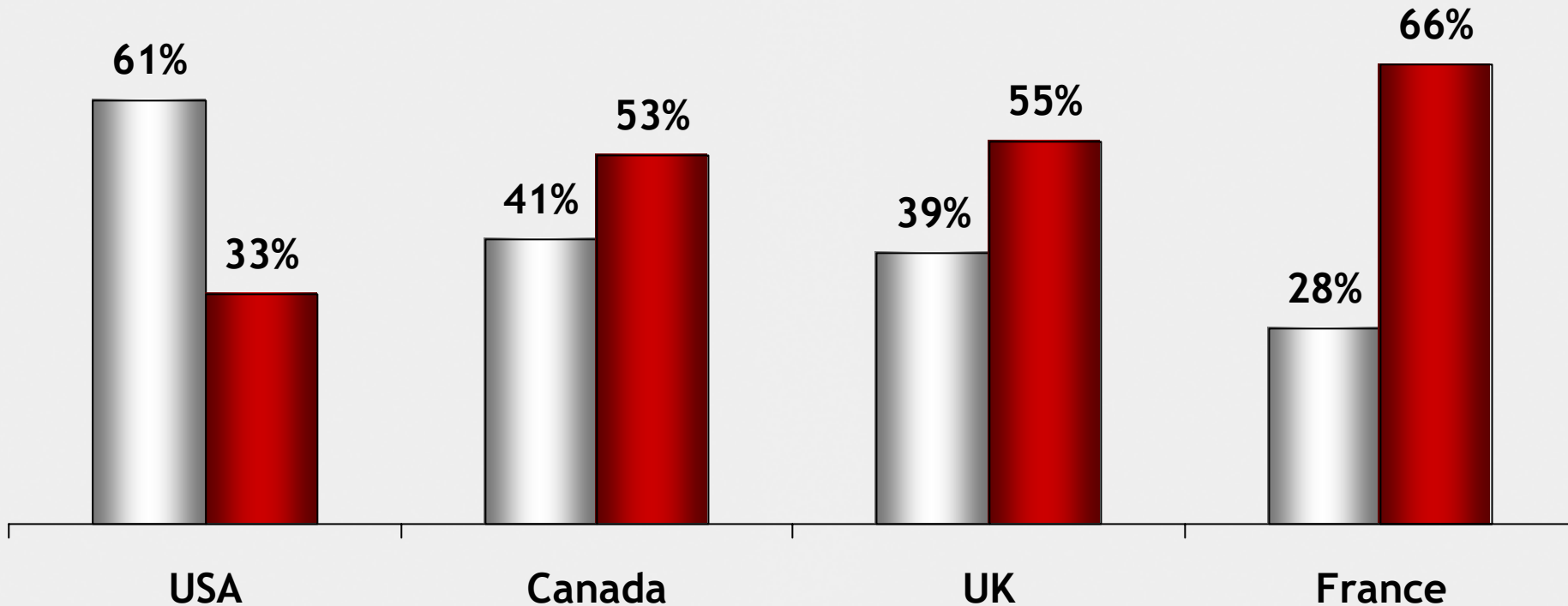
“In its foreign policy approach in the coming years, should your government [FOR US SAMPLE - should governments in other countries] get closer to the US, or distance itself?”

|         | Closer % | Distance% | Depends% | DK/NR% | Difference Closer-Distance |
|---------|----------|-----------|----------|--------|----------------------------|
| Spain   | 13%      | 60%       | 14%      | 13%    | -47%                       |
| France  | 22%      | 67%       | 3%       | 8%     | -45%                       |
| Japan   | 28%      | 63%       | 6%       | 4%     | -35%                       |
| Canada  | 38%      | 54%       | 6%       | 2%     | -16%                       |
| UK      | 36%      | 52%       | 7%       | 6%     | -16%                       |
| Russia. | 25%      | 37%       | 29%      | 10%    | -12%                       |
| Italy   | 37%      | 40%       | 14%      | 9%     | -3%                        |
| Germany | 46%      | 44%       | 5%       | 5%     | 2%                         |
| US      | 76%      | 15%       | 5%       | 5%     | 61%                        |



# International Opinion

"Which of the following approaches to the [Iraq] situation would you more likely support?"



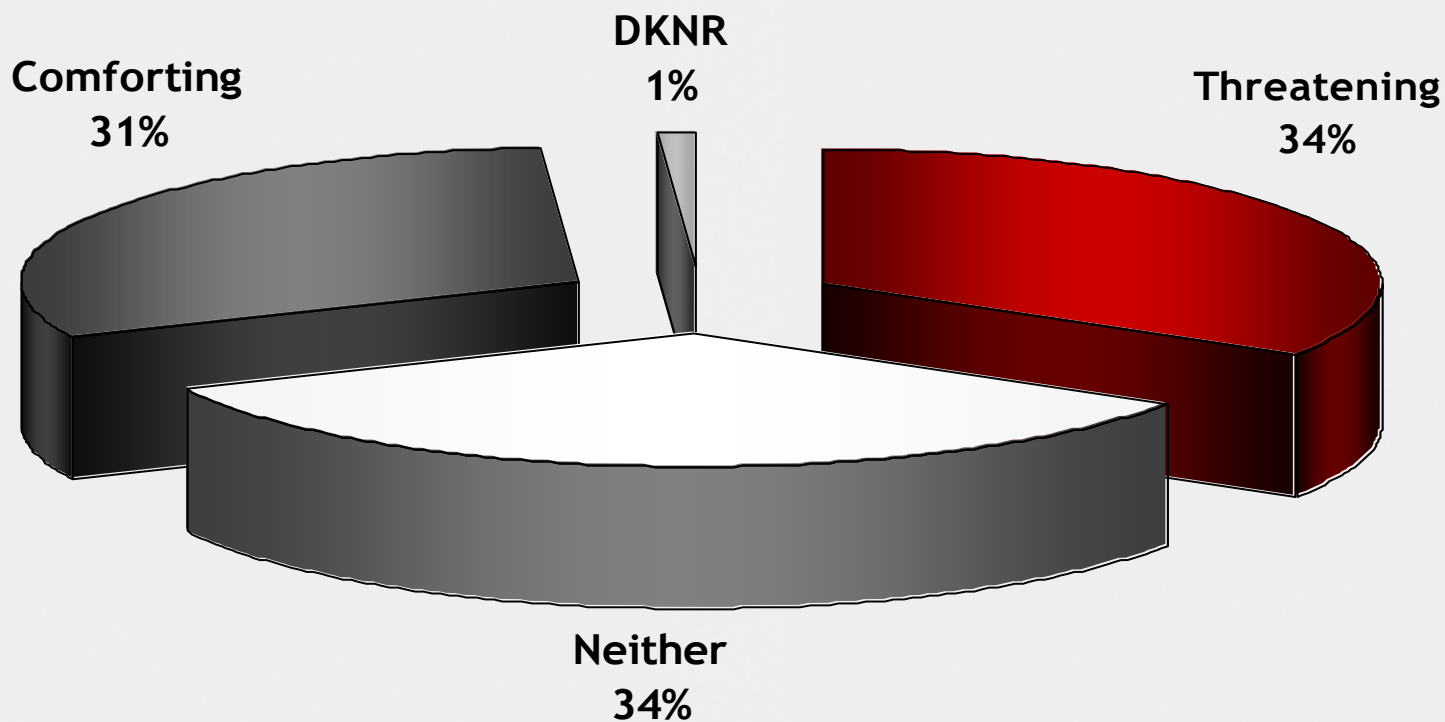
■ Remove Saddam Hussein from power ASAP, by force if necessary

■ Extend UN inspection process by at least four months, and longer if necessary



# US as a Superpower

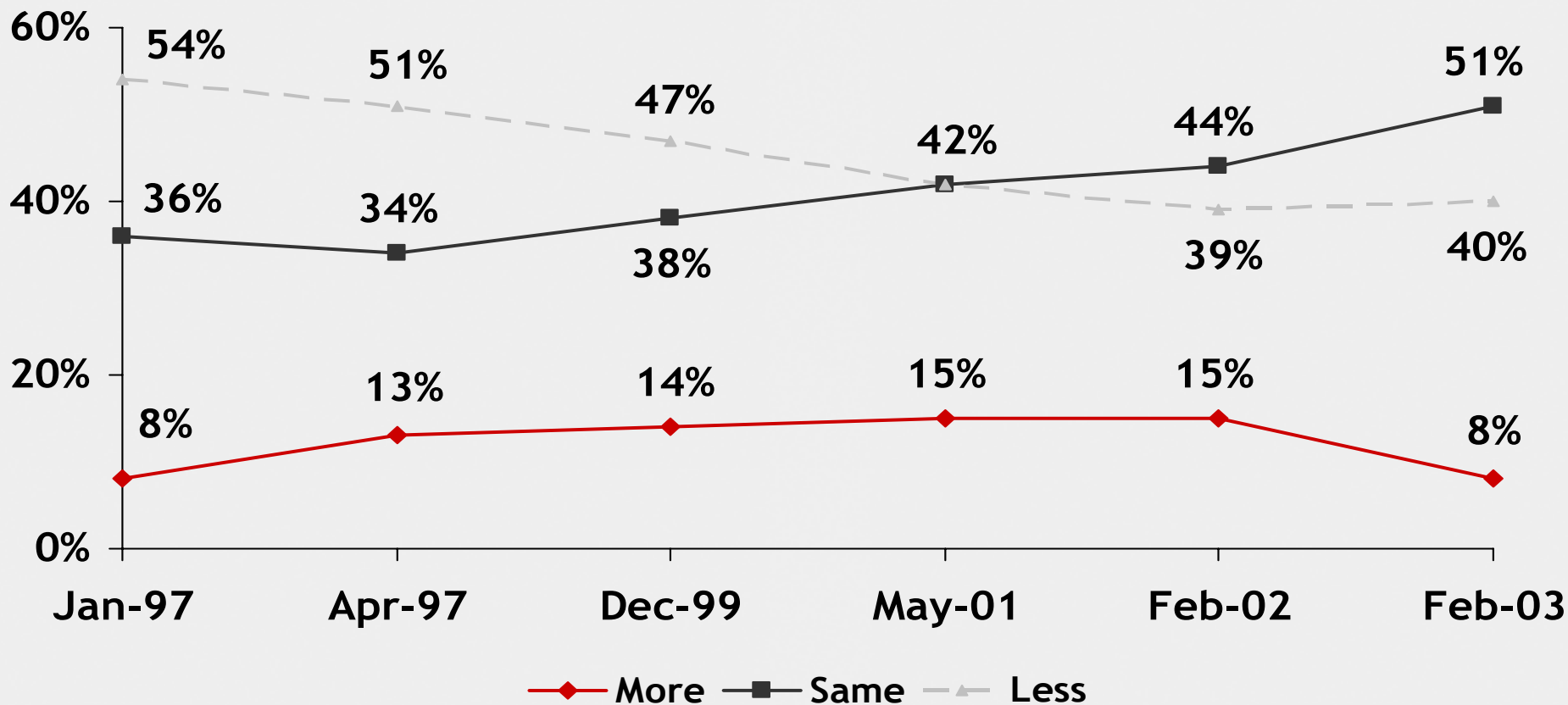
"The US is the largest military, cultural and economic power on the planet. For you personally, do you find this threatening or comforting?"





# Closeness to US

"In the future, would you like to see Canada become more like the US, less like the US or would you like things to remain as they are?"

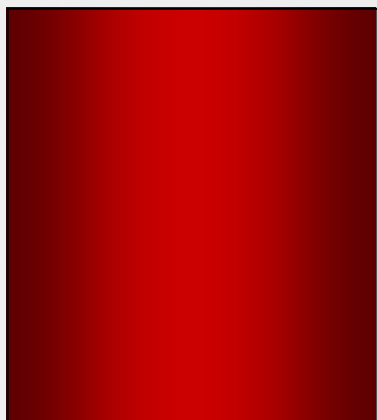




# Western-Islamic Conflict

"Which statement comes closer to your point of view?"

48%



Some people say that the current problems between the Islamic and the Western world are historically rooted in a "clash of civilizations" which is going to be with us for a very long time

48%



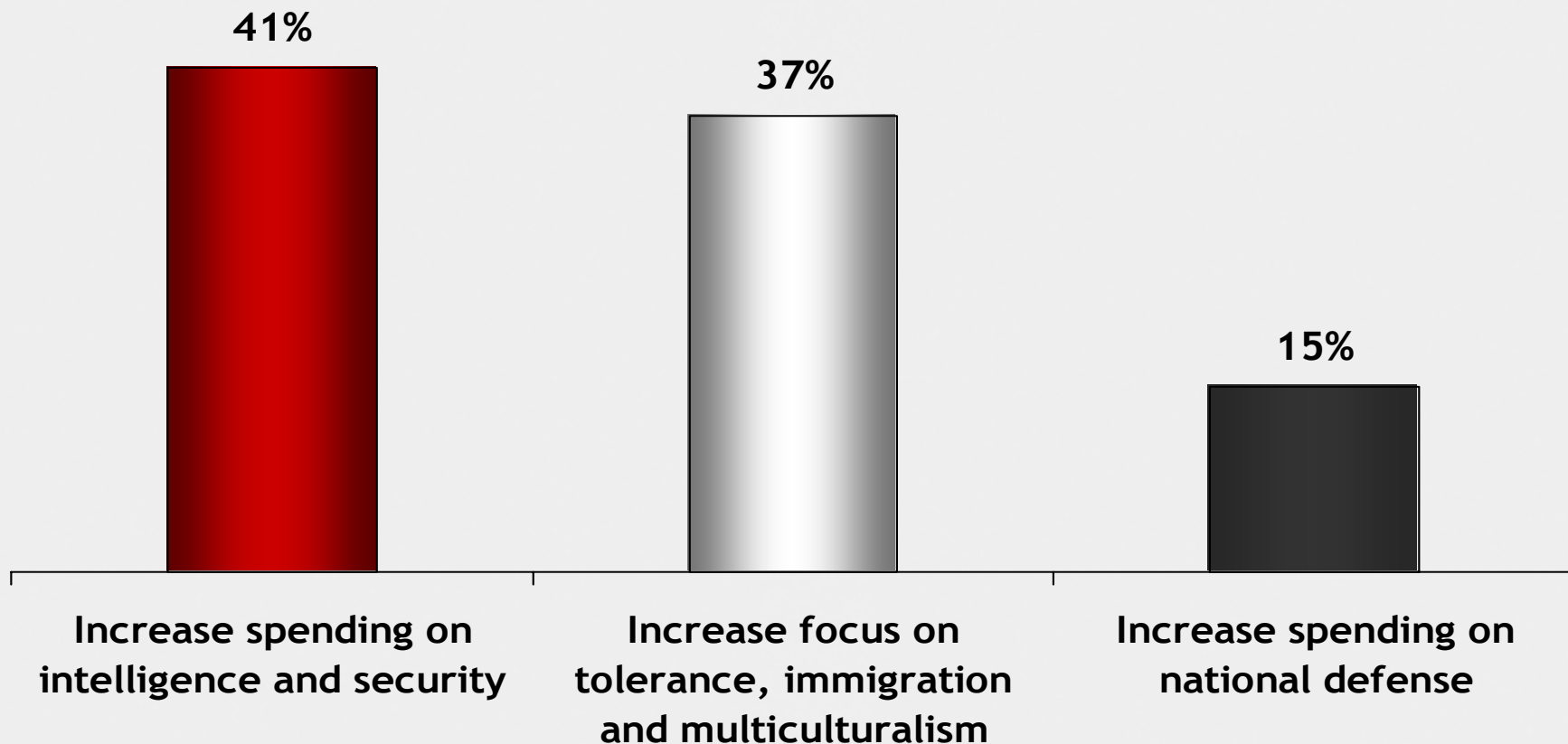
Others say that the modern world is quite capable of rationally solving these kinds of disputes between Islamic and Western societies through education, understanding and economic interdependence





# Solution to Terrorism

"What do you think is the best long-term way to protect Canada from terrorism?"





# **THE MEDIA ENVIRONMENT**

**January-February 2003**





- Data on television news, newspaper headlines and editorial content were collected from January to February, and coded according to pre-determined categories.
- A list of the sources that make up the sample and a list of the categories can be found at the end of this section.

# Total Coverage - January

| Issue                            | Television | Editorials | Frontpage | Average |
|----------------------------------|------------|------------|-----------|---------|
| Aboriginals                      | 0%         | 1%         | 1%        | 1%      |
| Economy                          | 2%         | 5%         | 7%        | 4%      |
| Foreign Policy                   | 2%         | 4%         | 5%        | 4%      |
| Global Security                  | 21%        | 4%         | 13%       | 13%     |
| Governance                       | 1%         | 8%         | 1%        | 3%      |
| Health                           | 1%         | 4%         | 5%        | 3%      |
| International Affairs            | 6%         | 13%        | 3%        | 7%      |
| Miscellaneous                    | 54%        | 19%        | 36%       | 36%     |
| Natural Resources                | 0%         | 3%         | 3%        | 2%      |
| Party Politics                   | 3%         | 15%        | 3%        | 7%      |
| Provincial and Municipal Affairs | 5%         | 13%        | 9%        | 9%      |
| Public Safety                    | 4%         | 5%         | 6%        | 5%      |
| Social Issues                    | 1%         | 7%         | 8%        | 5%      |
| Unity                            | 0%         | 1%         | 0%        | 0%      |

# Total Coverage - February

| Issue                            | Television | Editorials | Frontpage | Average |
|----------------------------------|------------|------------|-----------|---------|
| Aboriginals                      | 0%         | 1%         | 0%        | 1%      |
| Economy                          | 5%         | 9%         | 9%        | 8%      |
| Foreign Policy                   | 2%         | 6%         | 8%        | 5%      |
| Global Security                  | 25%        | 12%        | 13%       | 17%     |
| Governance                       | 1%         | 6%         | 1%        | 3%      |
| Health                           | 2%         | 5%         | 5%        | 4%      |
| International Affairs            | 7%         | 5%         | 5%        | 6%      |
| Miscellaneous                    | 49%        | 17%        | 36%       | 34%     |
| Natural Resources                | 0%         | 2%         | 1%        | 1%      |
| Party Politics                   | 2%         | 10%        | 1%        | 4%      |
| Provincial and Municipal Affairs | 4%         | 15%        | 9%        | 9%      |
| Public Safety                    | 2%         | 3%         | 5%        | 3%      |
| Social Issues                    | 0%         | 6%         | 7%        | 4%      |
| Unity                            | 0%         | 2%         | 0%        | 1%      |



# Change from January to February

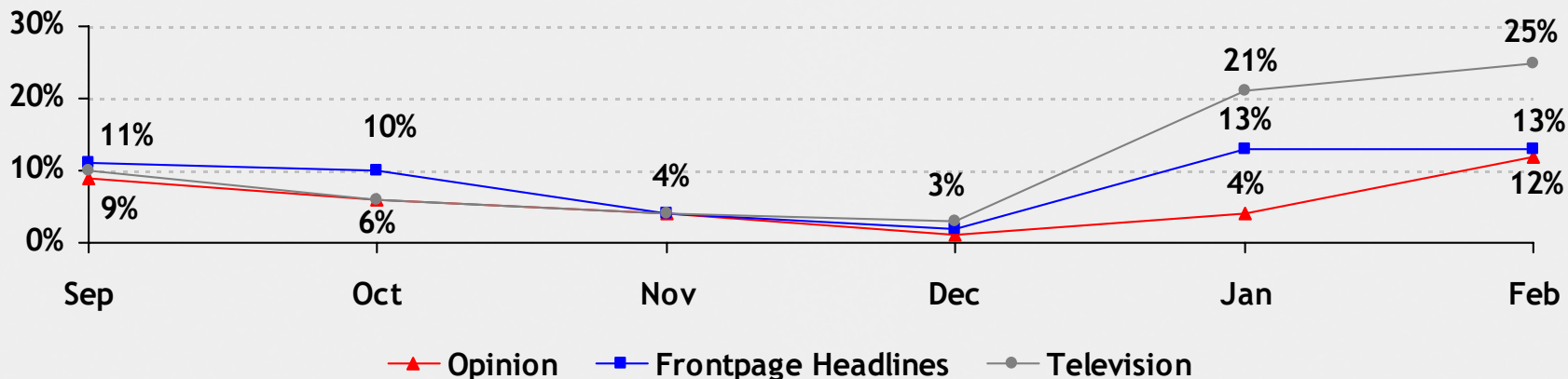
| Issue                            | Television | Editorials | Frontpage | Average |
|----------------------------------|------------|------------|-----------|---------|
| Aboriginals                      | 0%         | 0%         | -1%       | 0%      |
| Economy                          | 3%         | 4%         | 2%        | 4%      |
| Foreign Policy                   | 0%         | 2%         | 3%        | 1%      |
| Global Security                  | 4%         | 8%         | 0%        | 4%      |
| Governance                       | 0%         | -2%        | 0%        | 0%      |
| Health                           | 1%         | 1%         | 0%        | 1%      |
| International Affairs            | 1%         | -8%        | 2%        | 2%      |
| Miscellaneous                    | -5%        | -2%        | 0%        | -4%     |
| Natural Resources                | 0%         | -1%        | -2%       | -1%     |
| Party Politics                   | -1%        | -5%        | -2%       | -1%     |
| Provincial and Municipal Affairs | -1%        | 2%         | 0%        | -3%     |
| Public Safety                    | -2%        | -2%        | -1%       | -1%     |
| Social Issues                    | -1%        | -1%        | -1%       | 0%      |
| Unity                            | 0%         | -1%        | 0%        | 0%      |



# Global Security

(formerly "Terrorism")

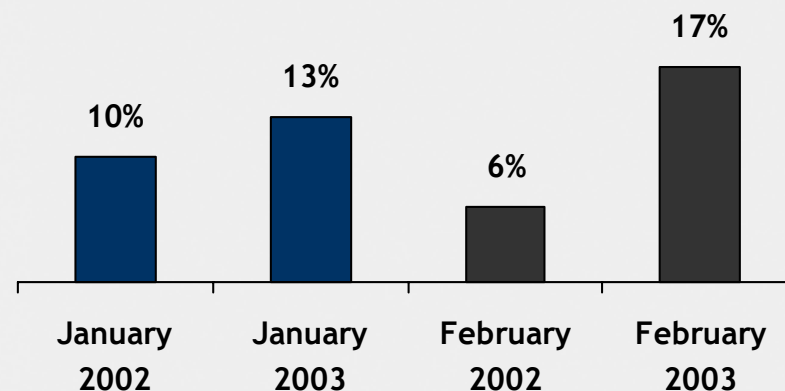
Six-month Trend



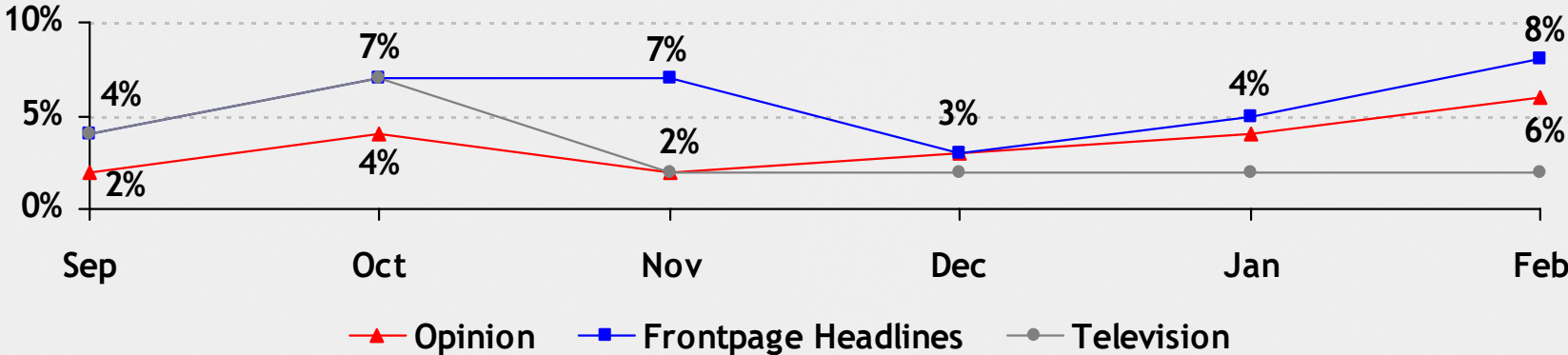
## Highlights

- Jan 10: NK warns of World War III
- Jan 22: Chirac and Schroeder assail U.S. policy on Iraq / Rumsfeld labels France and Germany "old Europe"
- Jan 27: UN weapons inspectors report to the Security Council
- Jan 28: State of the Union address - Bush calls for UN meeting on Feb. 5
- Jan 31: Blair visit to US / Publication of letter signed by 8 European leaders
- Feb 5: Powell presentation at UNSC / NK reactivates nuclear plant
- Feb 6: Bush supports second UN Security Council resolution
- Feb 10: NATO partners split on defence of Turkey
- Feb 12: Bin Ladden letter urges Iraqis to hit U.S.
- Feb 14: Blix report to UN Security Council
- Feb 19: Canada proposes UN compromise on Iraq
- Feb 21: Blix orders Iraq to destroy Al-Samoud 2 missiles by March 1st
- Feb 24: North Korea fires missile into the sea of Japan
- Feb 26: British Parliamentary vote on Iraq / Bush rejects Canadian proposal, links Iraq war to peace in the Mid-East

Year-to-year change (Average %)



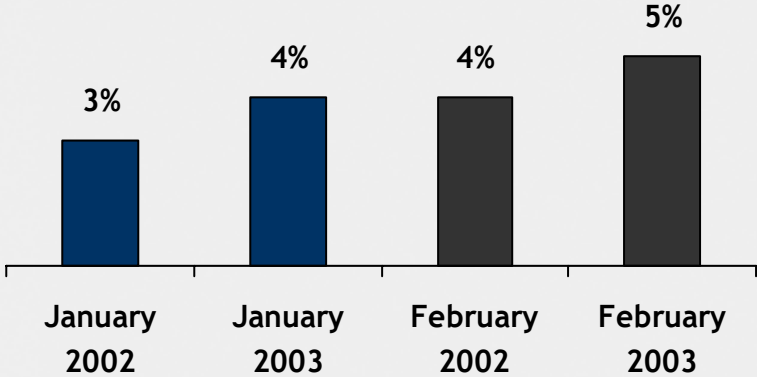
Six-month Trend



**Highlights**

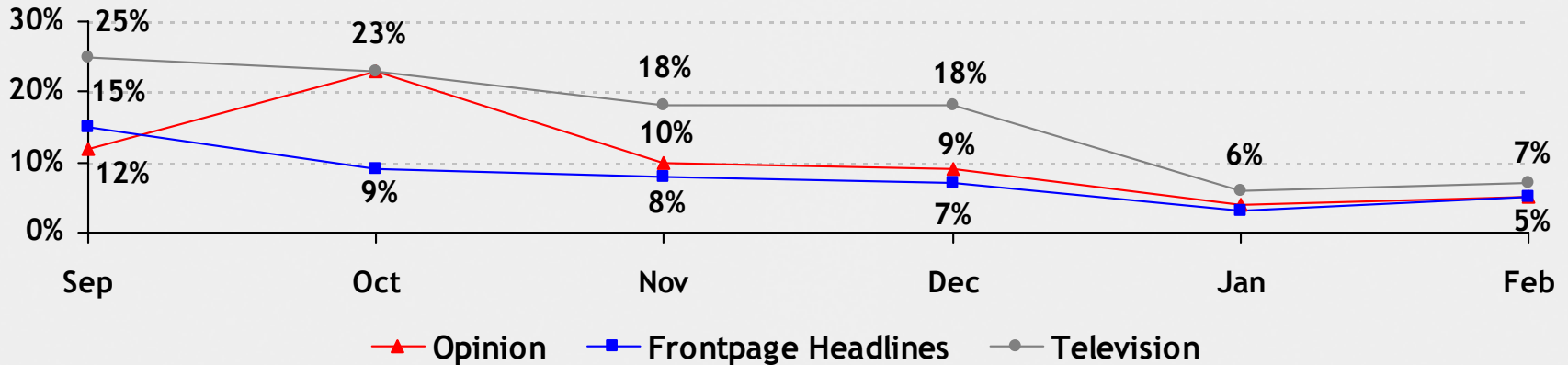
- Jan 7: Coderre says manhunt «hoax» warrants apology from US
- Jan 9: McCallum says Canada might not wait for the UN on Iraq
- Jan 11: Lebanese envoy says «Zionist party» runs Canadian media
- Jan 14: Cabinet reportedly divided on Iraq
- Jan 16: PM doesn't rule out war without UN
- Jan 24: PM tells Bush to hold-off on war
- Jan 31: Canada seeks US exemption in border crackdown
- Feb 6: PM agrees to let Parliament vote on Iraq
- Feb 7: Coderre pushes Ottawa to adopt a National ID card
- Feb 13: PM's Chicago speech urges US to broaden support
- Feb 15: Thousands march in anti-war protests
- Feb 16: Landry says separatists win if Canada joins Iraq war
- Feb 17: PM says going to war depends on decision of UNSC
- Feb 19: Canada proposes compromise on Iraq / Zundel seeks refugee status
- Feb 26-28: PM visit to Mexico
- Feb 26: Liberal MP Parrish's anti-war comments against Americans

Year-to-year change (Average %)





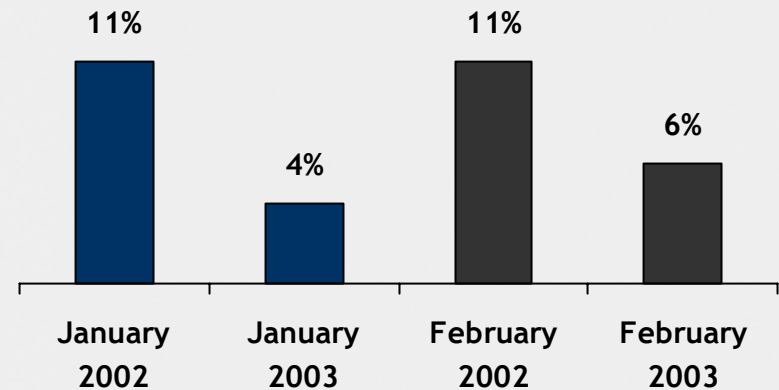
## Six-month Trend



### Highlights

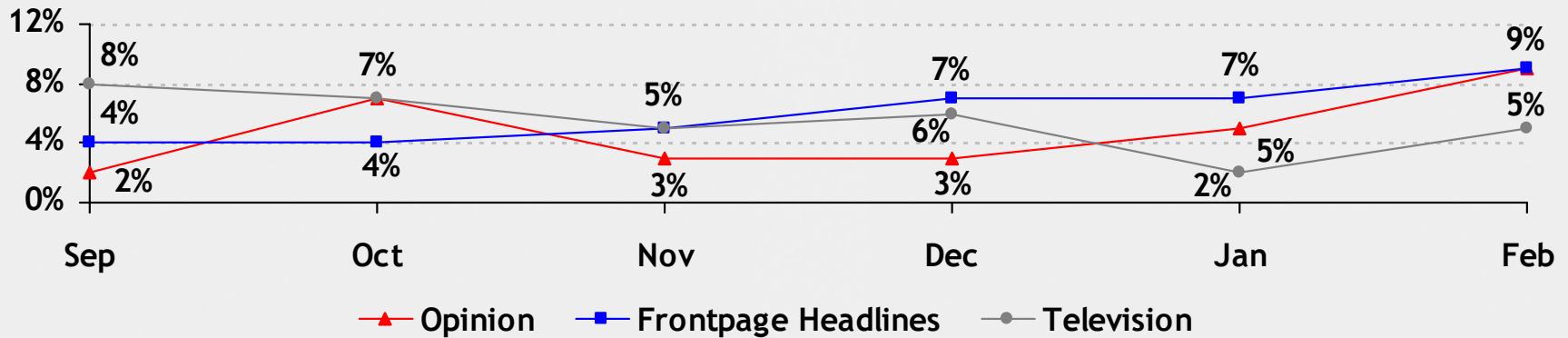
- Jan 7: Bush speech outlines tax cuts in \$600-billion economic aid plan
- Jan 12: Illinois Governor commutes death row sentences
- Jan 13-14: Media speculation that President Robert Mugabe would step aside in a deal for immunity
- Jan 19: Franco-African summit/protesters criticize Chirac's meeting with President Mugabe
- Jan 26: Powell seeks support on Iraq at World Economic Forum
- Jan 27: India's Defence Minister Fernandes criticizes Pakistan for its refusal to adopt a no-first-use policy on nuclear weapons
- Jan 28: Sharon wins Israeli election
- Feb 1: Columbia Space Shuttle Explosion
- Feb 2: Appointed PM for the Ivory Coast faces protest and violence
- Feb 26: UN lowers its estimate of what the world's population will be in 2050 by 400-million

## Year-to-year change (Average %)



# The Economy

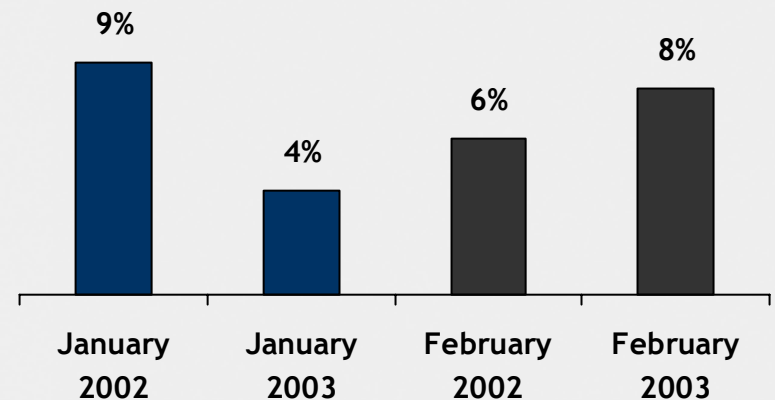
Six-month Trend



## Highlights

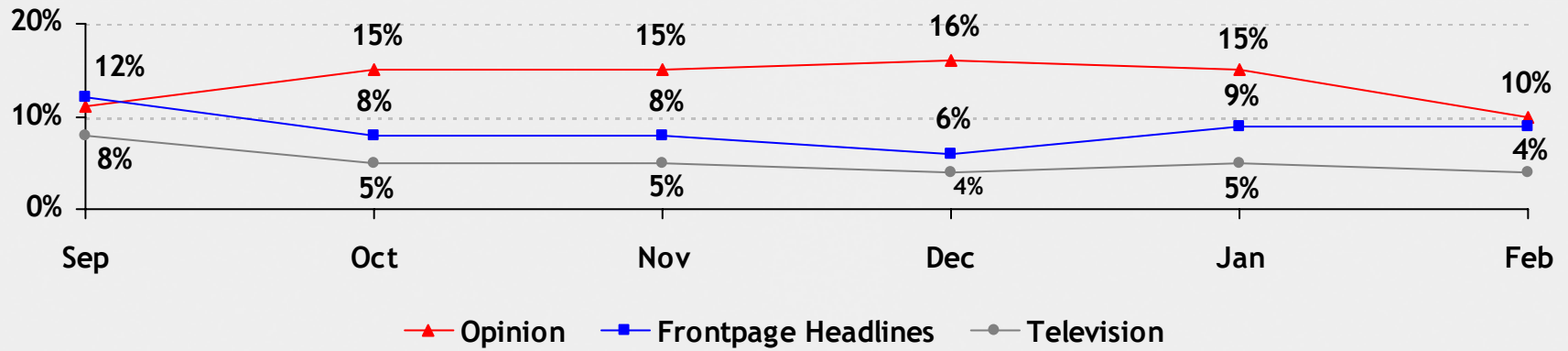
- Jan 3: North American stocks rally to best start in a year since 1998
- Jan 7: Ottawa faces economic loss from sale of NHL Senators
- Jan 10: Banks urge Manley to resist "fiscal binge"
- Jan 14: Manley blocked Manulife bid to buy CIBC in Fall/2002
- Jan 23: BoC's Dodge warns that inflation pressures are greater than expected
- Jan 30: Auto industry lobbies for aid package
- Feb 15: Ottawa reportedly ready to cut airport security tax
- Feb 18: Budget 2003: surplus to hit \$8-billion
- Feb 19: Manley defends Budget's "spending spree"
- Feb 21: Athletes criticize budget decision to link sport funds
- Feb 25: Dollar jumps to 2-year high, closes at 67.15 cents

Year-to-year change (Average %)



# Provincial and Municipal Issues

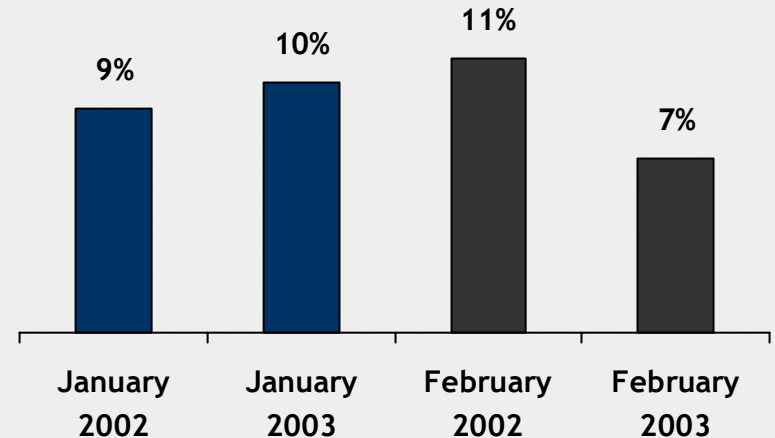
Six-month Trend



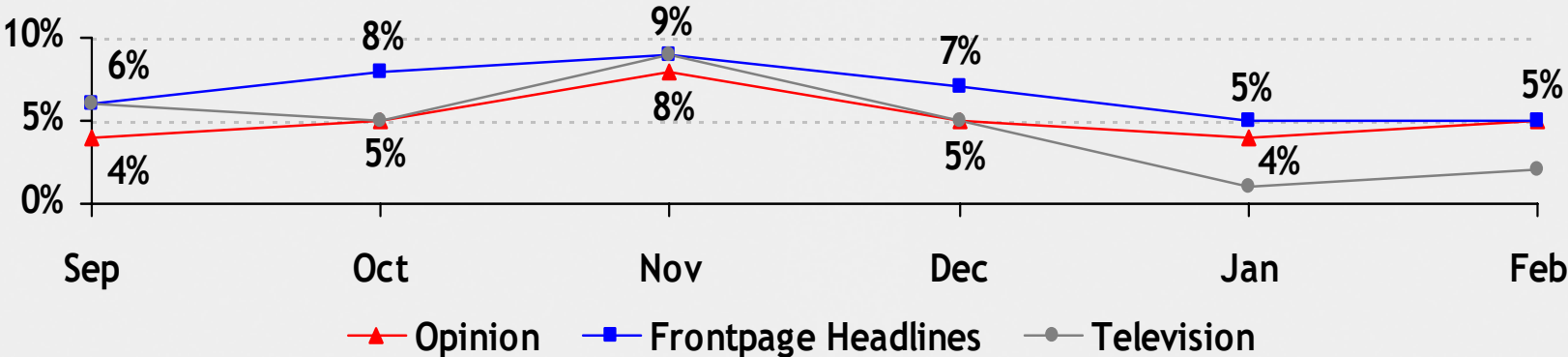
## Highlights

- Jan 11: Drunk driving charge against Premier Campbell
- Jan 13: Premier Campbell answers media questions
- Jan 14: Mayor Lastman announces he won't seek re-election
- Jan 21: Premier Eves stops Hydro One sell-off
- Jan 31: Liberal leader McGuinty outlines \$1-billion plan for Ontario / Pierre Bourque joins the ADQ to run in the next provincial election
- Feb 5: PQ's Facal says he won't seek re-election
- Feb 16: Landry links anti-war rallies to boost for sovereignty
- Feb 18: BC Budget; Alberta Throne Speech - Klein warns Alberta's ability to be a partner in Canada is compromised by Ottawa
- Feb 20: Landry's "bird-brain" remarks stirs controversy / Premier Eves says large cities need a new deal from Ottawa
- Feb 27: Premier Landry says the timing of the election will not be affected by a war in Iraq

Year-to-year change (Average %)



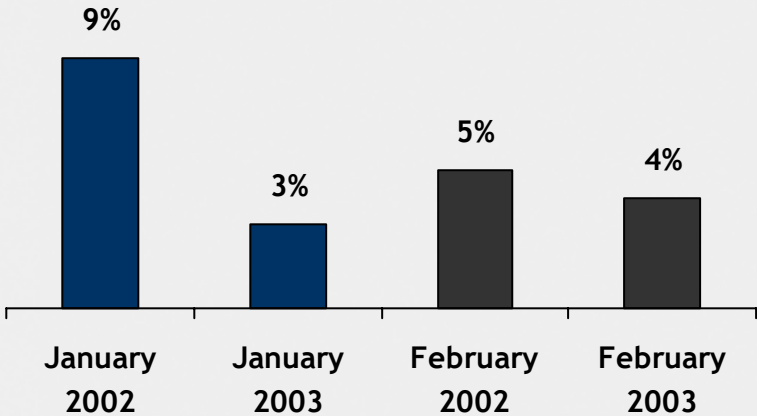
## Six-month Trend



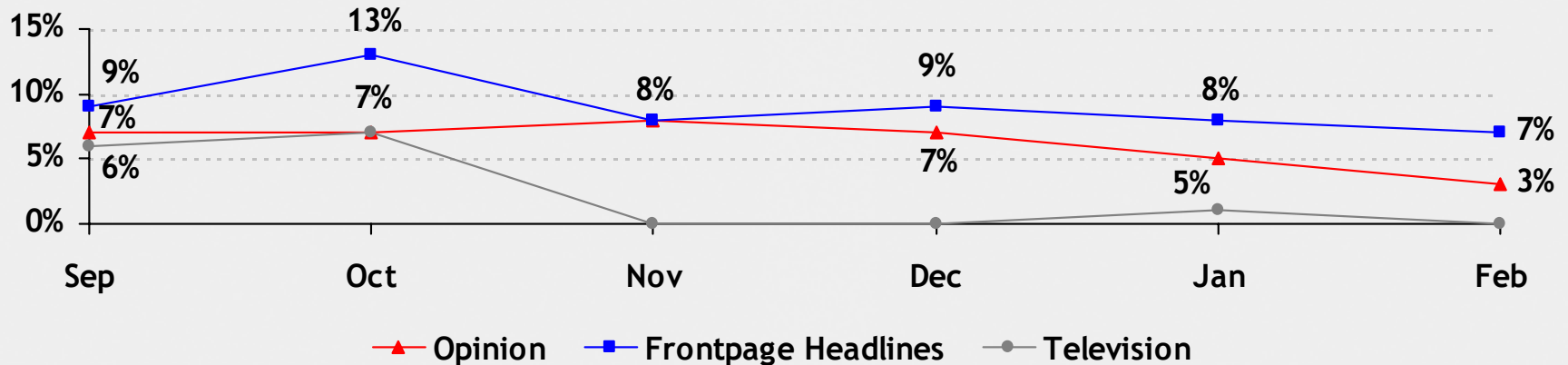
### Highlights

- Jan 21: McLellan endorses expansion of Medicare, primary care and accountability in health spending
- Jan 24: Premiers meet in Toronto to discuss a common approach for health-care negotiations with PM
- Jan 27: PM argues that provinces must accept some federal say in how money for health is spent
- Feb 4-5: FMM on health care
- Feb 6: Provinces agree to \$30-billion in extra health funds
- Feb 13: Romanow says Ottawa has failed to provide long-term, stable funding for Medicare as part of its recent health accord
- Feb 20: West Nile sparks fear of blood ban
- Feb 21: PM and NWT leaders agree to new territorial health fund

### Year-to-year change (Average %)



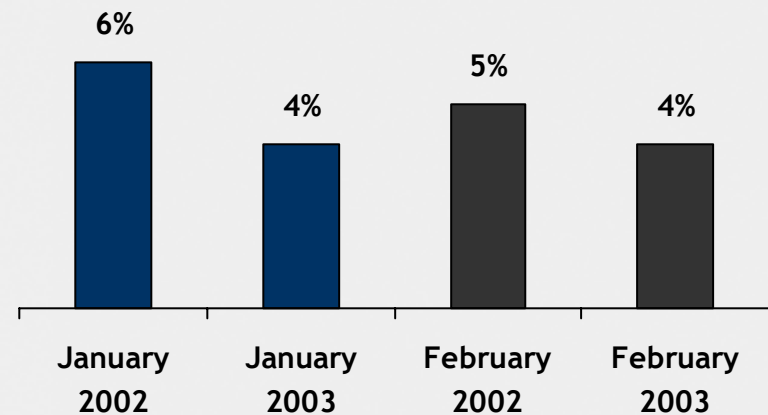
## Six-month Trend



### Highlights

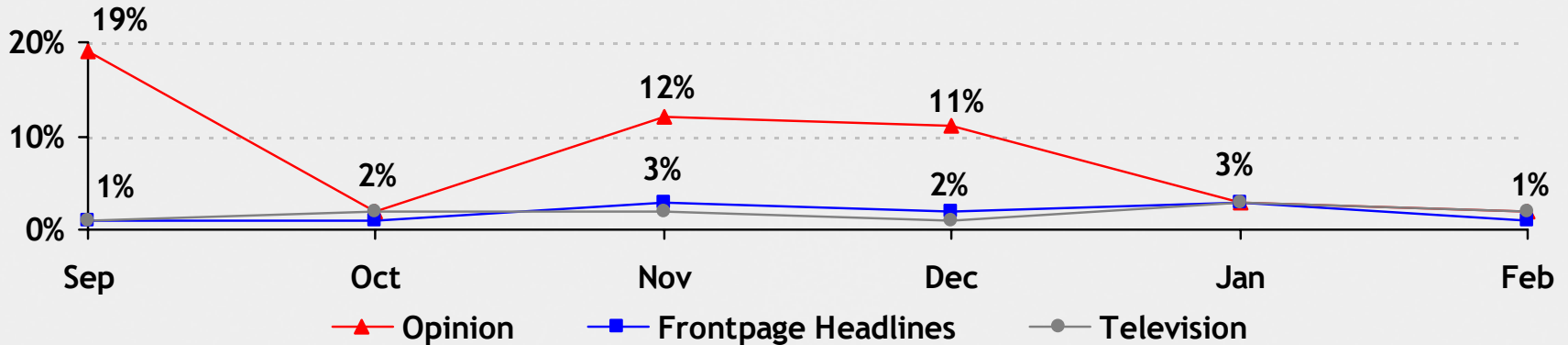
- Jan 7: Child care to receive \$1.5-billion in Budget
- Jan 23: Queen's president says tuition cap must be lifted
- Jan 25: Stats Can - Wave of immigration changes face of Canada
- Jan 29: Groups say Ontario's education system needs extra \$1.8-billion a year to repair damage done by spending cuts
- Feb 22: Vancouver plebiscite yields 61% support for the 2010 Olympic Games bid

## Year-to-year change (Average %)



# Party Politics

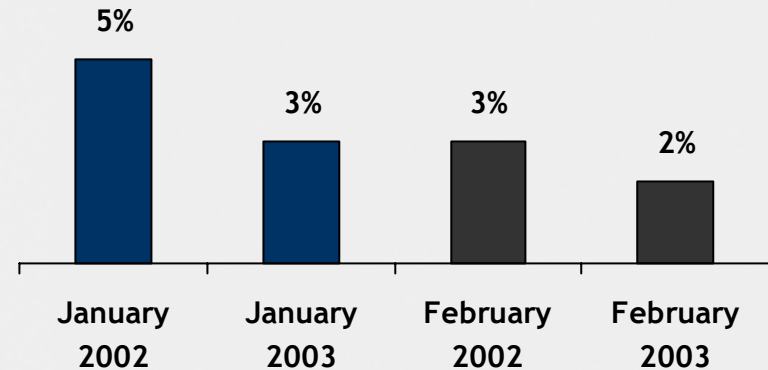
Six-month Trend



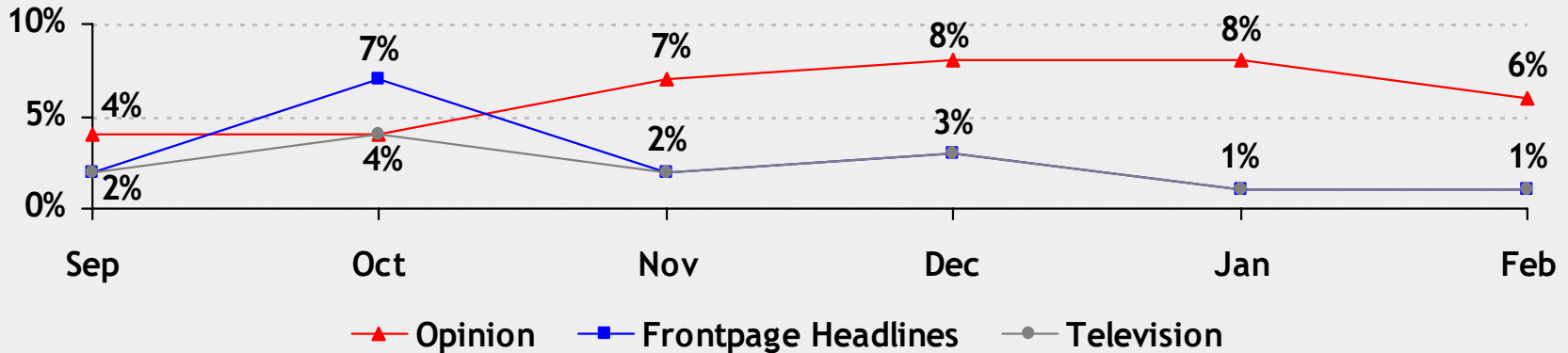
## Highlights

- Jan 15: Rock opts out of Liberal leadership race
- Jan 26: NDP leadership - Layton wins on 1st ballot / Manley says leadership rules will be an issue
- Feb 3: Martin urges increased military spending
- Feb 13: Copps enters Liberal leadership race
- Feb 20: Manley calls for a watchdog on leadership battle
- Feb 26: Copps challenges Martin to 18 leadership debates across the country

Year-to-year change (Average %)



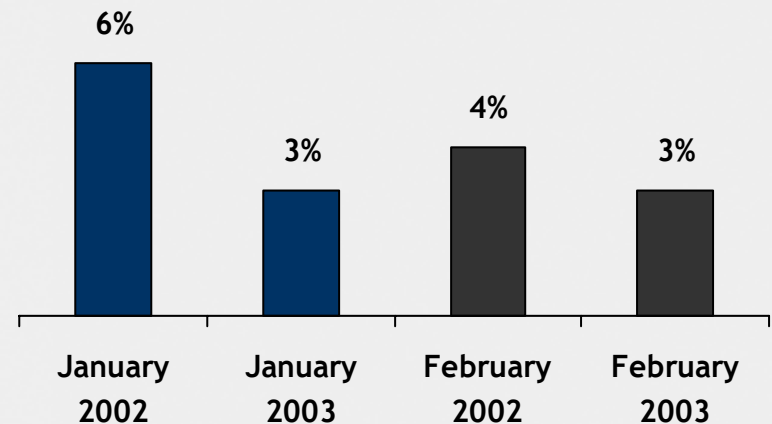
## Six-month Trend



### Highlights

- Jan 3: Manley lobbied bank chief to arrange Senators bailout
- Jan 20: PM says he is «willing to risk Government to push campaign finance reform»
- Jan 24: Copps says donations « obviously» sway policy
- Jan 25: Liberal MPs criticize Minister Copps remarks on party donations
- Jan 29: Political finance legislation tabled in the House
- Jan 30: Reports say campaign finance ban to cost \$110-million
- Jan 31: Draft report on sponsorship finds « breakdown » in ethics
- Feb 13: Ethics counsellor clears Manley on private meetings during pre-budget consultations
- Feb 17: Opposition charges that Martin broke conflict of interest guidelines/Ethics counsellor says Martin followed the rules
- Feb 26: Martin asks Ethics counsellor to set new guidelines/rules out sale of CSL

## Year-to-year change (Average %)



# Frontpage Coverage by Region

January

| <b>Issue</b>                     | <b>Atlantic</b> | <b>Québec</b> | <b>Ontario</b> | <b>Prairies</b> | <b>BC</b> |
|----------------------------------|-----------------|---------------|----------------|-----------------|-----------|
| Aboriginals                      | 1%              | 0%            | 1%             | 2%              | 1%        |
| Economy                          | 11%             | 2%            | 7%             | 8%              | 6%        |
| Foreign Policy                   | 6%              | 1%            | 6%             | 5%              | 7%        |
| Global Security                  | 6%              | 15%           | 15%            | 12%             | 10%       |
| Governance                       | 2%              | 1%            | 2%             | 1%              | 0%        |
| Health                           | 7%              | 3%            | 4%             | 8%              | 5%        |
| International Affairs            | 0%              | 7%            | 1%             | 1%              | 1%        |
| Miscellaneous                    | 28%             | 54%           | 35%            | 32%             | 30%       |
| Natural Resources                | 5%              | 1%            | 3%             | 6%              | 2%        |
| Party Politics                   | 5%              | 4%            | 3%             | 2%              | 1%        |
| Provincial and Municipal Affairs | 13%             | 10%           | 7%             | 6%              | 15%       |
| Public Safety                    | 8%              | 1%            | 10%            | 7%              | 7%        |
| Social Issues                    | 9%              | 2%            | 7%             | 10%             | 15%       |
| Unity                            | 0%              | 0%            | 0%             | 0%              | 0%        |



# Frontpage Coverage by Region

February

| <b>Issue</b>                     | <b>Atlantic</b> | <b>Québec</b> | <b>Ontario</b> | <b>Prairies</b> | <b>BC</b> |
|----------------------------------|-----------------|---------------|----------------|-----------------|-----------|
| Aboriginals                      | 1%              | 0%            | 1%             | 0%              | 0%        |
| Economy                          | 13%             | 5%            | 11%            | 10%             | 8%        |
| Foreign Policy                   | 7%              | 1%            | 12%            | 12%             | 10%       |
| Global Security                  | 4%              | 16%           | 15%            | 9%              | 13%       |
| Governance                       | 2%              | 0%            | 3%             | 0%              | 1%        |
| Health                           | 8%              | 1%            | 6%             | 7%              | 10%       |
| International Affairs            | 3%              | 5%            | 7%             | 4%              | 4%        |
| Miscellaneous                    | 26%             | 61%           | 24%            | 33%             | 16%       |
| Natural Resources                | 2%              | 0%            | 2%             | 1%              | 2%        |
| Party Politics                   | 1%              | 1%            | 1%             | 1%              | 1%        |
| Provincial and Municipal Affairs | 11%             | 9%            | 8%             | 9%              | 10%       |
| Public Safety                    | 6%              | 1%            | 6%             | 5%              | 12%       |
| Social Issues                    | 17%             | 0%            | 5%             | 8%              | 13%       |
| Unity                            | 0%              | 0%            | 0%             | 0%              | 0%        |

# Editorial Coverage by Region

January

| <b>Issue</b>                     | <b>Atlantic</b> | <b>Québec</b> | <b>Ontario</b> | <b>Prairies</b> | <b>BC</b> |
|----------------------------------|-----------------|---------------|----------------|-----------------|-----------|
| Aboriginals                      | 0%              | 1%            | 0%             | 3%              | 1%        |
| Economy                          | 4%              | 5%            | 3%             | 6%              | 6%        |
| Foreign Policy                   | 5%              | 2%            | 5%             | 3%              | 2%        |
| Global Security                  | 10%             | 2%            | 3%             | 1%              | 5%        |
| Governance                       | 6%              | 5%            | 9%             | 14%             | 7%        |
| Health                           | 4%              | 6%            | 2%             | 5%              | 3%        |
| International Affairs            | 5%              | 16%           | 13%            | 12%             | 9%        |
| Miscellaneous                    | 31%             | 15%           | 22%            | 14%             | 13%       |
| Natural Resources                | 6%              | 4%            | 1%             | 5%              | 5%        |
| Party Politics                   | 9%              | 19%           | 14%            | 11%             | 13%       |
| Provincial and Municipal Affairs | 11%             | 12%           | 13%            | 15%             | 20%       |
| Public Safety                    | 2%              | 4%            | 6%             | 5%              | 7%        |
| Social Issues                    | 7%              | 8%            | 8%             | 6%              | 9%        |
| Unity                            | 1%              | 1%            | 1%             | 0%              | 0%        |

# Editorial Coverage by Region

February

| <b>Issue</b>                     | <b>Atlantic</b> | <b>Québec</b> | <b>Ontario</b> | <b>Prairies</b> | <b>BC</b> |
|----------------------------------|-----------------|---------------|----------------|-----------------|-----------|
| Aboriginals                      | 0%              | 0%            | 0%             | 5%              | 2%        |
| Economy                          | 13%             | 7%            | 7%             | 11%             | 10%       |
| Foreign Policy                   | 3%              | 4%            | 8%             | 5%              | 7%        |
| Global Security                  | 10%             | 9%            | 14%            | 19%             | 7%        |
| Governance                       | 9%              | 4%            | 6%             | 4%              | 5%        |
| Health                           | 6%              | 4%            | 4%             | 9%              | 6%        |
| International Affairs            | 1%              | 7%            | 6%             | 3%              | 4%        |
| Miscellaneous                    | 27%             | 13%           | 20%            | 12%             | 13%       |
| Natural Resources                | 4%              | 0%            | 1%             | 2%              | 4%        |
| Party Politics                   | 3%              | 21%           | 9%             | 3%              | 3%        |
| Provincial and Municipal Affairs | 16%             | 18%           | 14%            | 13%             | 20%       |
| Public Safety                    | 1%              | 2%            | 4%             | 3%              | 8%        |
| Social Issues                    | 5%              | 7%            | 5%             | 9%              | 8%        |



# APPENDIX





# Sources and Sample Details

|                                 |                             |                        |
|---------------------------------|-----------------------------|------------------------|
| <b>National</b>                 | <b>Ontario</b>              | <b>Television News</b> |
| Globe and Mail                  | The London Free Press       | CBC News               |
| National Post                   | The Ottawa Citizen          | CTV News               |
|                                 | The Toronto Star            | SRC - Le Téléjournal   |
| <b>Atlantic Canada</b>          | The Toronto Sun             | TVA Réseau             |
| Charlottetown Guardian          |                             |                        |
| Halifax Chronicle Herald        | <b>Prairies</b>             |                        |
| New Brunswick Telegraph Journal | The Calgary Herald          |                        |
| St. John's Telegram             | The Edmonton Journal        |                        |
|                                 | The Regina Leader-Post      |                        |
| <b>Québec</b>                   | The Winnipeg Free Press     |                        |
| 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 |                        |

|                              | January     | February    |
|------------------------------|-------------|-------------|
| <b>Opinion pieces</b>        | <b>2577</b> | <b>2480</b> |
| <b>Frontpage headlines</b>   | <b>2879</b> | <b>2881</b> |
| <b>Television news items</b> | <b>1720</b> | <b>1364</b> |



# **UPCOMING EVENTS**

**March - May, 2003**



| Monday   | Tuesday  | Wednesday  | Thursday  | Friday  | Saturday/Sunday  |
|--|--|--|---|---|--|
| <b>March 2003</b>  |  |  |   |   | 1/2  |
| 3  | 4  | 5  | 6   | 7   | 8/9  |
| 10   | 11   | 12 <ul style="list-style-type: none"> <li>• Release of Action Plan on Official Languages in Ottawa</li> <li>• 55<sup>th</sup> International Atlantic Economic Conference (Mar12-16) in Vienna</li> </ul> | 13  | 14  | 15/16 <ul style="list-style-type: none"> <li>• World Water Forum in Japan (Mar16-23)</li> </ul>  |
| 17 <ul style="list-style-type: none"> <li>• U.N. Commission on Human Rights session (Mar17-Apr25) in Geneva, Switzerland</li> </ul>  | 18   | 19   | 20 <ul style="list-style-type: none"> <li>• FPT Min. responsible for Culture and Heritage (Mar20-21) in Ottawa</li> <li>• Journée internationale de la Francophonie</li> </ul>                                    | 21 <ul style="list-style-type: none"> <li>• Anti-Racism Day</li> <li>• "Immigration and Diversity in the era of Globalization" conf. (Mar21-25) in Edm</li> </ul> | 22/23  |
| 24 <ul style="list-style-type: none"> <li>• Regional Aboriginal Business Summit (Mar24-26) - Sask.</li> <li>• World Tuberculosis Day</li> <li>• IADB Meeting (Mar24-26) in Milan, Italy</li> </ul> | 25 <ul style="list-style-type: none"> <li>• "Value Change and Governance in Canada" conf. in Ottawa</li> </ul> | 26   | 27 <ul style="list-style-type: none"> <li>• FPT Min. of Agriculture (Apr27-28)</li> <li>• Reports on Plans and Priorities</li> <li>• Conf. sur "L'intégration nord-américaine" (27-28 mars) à Montréal</li> </ul> | 28 <ul style="list-style-type: none"> <li>• National Aboriginal Achievement Awards in Ottawa</li> </ul>   | 29/30 <ul style="list-style-type: none"> <li>• 7<sup>th</sup> International Symposium on Mining in the Arctic (Mar30-Apr 01) in Iqaluit</li> </ul> |
| 31 <ul style="list-style-type: none"> <li>• Conférence sur "L'émergence de nouvelles formes de fédéralisme" à Bruxelles</li> </ul>   |  |  |   |   |  |

| Monday   | Tuesday  | Wednesday  | Thursday  | Friday  | Saturday/Sunday  |
|--|--|--|---|---|--|
| <b>April 2003</b>  |  |  |   |   |  |
|  | 1 <ul style="list-style-type: none"> <li>FPT Min. responsible for Financial Assistance to Students (Ap1-2) in London</li> </ul>                      | 2  | 3   | 4 <ul style="list-style-type: none"> <li>Labour force survey for March 2003</li> <li>2<sup>nd</sup> Africa-Europe Summit (4-5) in Lisbon, Portugal</li> </ul>                     | 5/6 <ul style="list-style-type: none"> <li>16<sup>th</sup> Industrial Minerals International Congress (April 6-9) in Montreal</li> <li>CAJ seminar on ATI in Ottawa</li> </ul>         |
| 7  | 8 <ul style="list-style-type: none"> <li>Auditor General's Report (Vol. 1)</li> </ul>  | 9  | 10  | 11 <ul style="list-style-type: none"> <li>G7, IMF and WB meetings (Ap11-13) in Washington</li> <li>"Canada/U.S. Security and the Economy" conf. (Ap11-13) in Cleveland</li> </ul> | 12/13  |
| 14 <ul style="list-style-type: none"> <li>Élections générales au Québec</li> <li>FPT Rural Development Min. (Ap14-15) in Kananaskis</li> </ul>               | 15 <ul style="list-style-type: none"> <li>Bank of Canada decision on interest rates</li> </ul>   | 16 <ul style="list-style-type: none"> <li>FPT Min. of Housing in Winnipeg</li> </ul> | 17  | 18  | 19/20  |
| 21 <ul style="list-style-type: none"> <li>Pacific Energy Association conf. (Ap21-23) in Vancouver</li> </ul>   | 22 <ul style="list-style-type: none"> <li>Minister's Forum on Cultural Diversity and Culture (Ap22-23) in Gatineau, Qc</li> <li>Earth Day</li> </ul> | 23 <ul style="list-style-type: none"> <li>Canada Book Day</li> </ul>                 | 24 <ul style="list-style-type: none"> <li>WIPO Summit on Intellectual Property and the Knowledge Economy (Ap24-26) in Beijing, China</li> </ul> | 25  | 26/27 <ul style="list-style-type: none"> <li>Paraguay: Presidential and Legislative Elections</li> <li>CATA annual convention (27-29) in Toronto</li> <li>Volunteerism Week</li> </ul> |
| 28 <ul style="list-style-type: none"> <li>Health Policy Summit 2003 in Toronto</li> <li>11<sup>th</sup> session of the UN Commission on SD in NYC</li> </ul> | 29 <ul style="list-style-type: none"> <li>Smart City Summit 2003 (Ap29-30) in Ottawa</li> <li>OECD ministerial meeting (Ap29-30) in Paris</li> </ul> | 30   |   |   |  |



| Monday  | Tuesday  | Wednesday   | Thursday  | Friday  | Saturday/Sunday   |
|---|--|---|---|---|---|
| <b>May 2003</b>   |  |   |   |   |   |
|   |  |   | 1<br>• 9 <sup>th</sup> National Forest Congress (May1-2) in Ottawa  | 2<br>• Press Freedom Day<br>• Nat'l Rural Youth conf. (May2-4) in Orillia<br>• IOC report on the candidate cities for the 2010 Olympics | 3/4<br>• National Forest Week (4-10)  |
| 5<br>• President George Bush visits Ottawa  | 6  | 7<br>• "Between Citizens and Government: Finding Our Digital Voice" conf. (May7-8) in Vancouver | 8   | 9<br>• "The State of the Federation 2004: F/P/M Relations" conf. (9-10) in Kingston   | 10/11<br>• World Congress on Child and Youth Health in Vanc (May11-14)<br>• Aboriginal Youth Leadership conf. in Edm (May11-14) |
| 12<br>• Sts Can: Economic Conf. 2003 (May12-13) in Ottawa<br>• "Meet the North, Share the Vision" conf. (May12-14) in Edm<br>• Canada Health Day<br>• Mining Week | 13   | 14  | 15<br>• Northern Mines Min. conf. in Dawson City<br>• Canadian IT Security Symposium in Ottawa            | 16  | 17/18<br>• International Museums Day  |
| 19<br>• World Health Assembly (May19-28) in Geneva<br>• Aboriginal Awareness Week (May19-23)  | 20<br>• SoS Knutson leads a trade mission to Eastern Europe (May20-30) | 21<br>• The Environment and Energy conf. in Toronto (May21-23)                                  | 22  | 23<br>• FPT Min. of Tourism (May23-24) in Vanc.   | 24/25<br>• International Anti-corruption conf. (May25-28) in Seoul, Korea<br>• Lac Carling VII (25-27)                          |
| 26  | 27<br>• Canada-EU Summit in Greece (May27-29)                          | 28  | 29<br>• PC Leadership Conv. (May29-30) in Toronto<br>• Annual Meeting of the CEA (May29-Jun 01) in Ottawa | 30<br>• FCM annual conf. in Winnipeg (May30-Jun02)  | 31/01<br>• G8 Summit (Jun01-02) in Evian-les-Bains, France<br>• Canadian Urban Transit Assn conf. in Winnipeg (May31-Jun04)     |