



**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 957-5486.

**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 957-5486.

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

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PUBLIC OPINION
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OPINION PUBLIQUE

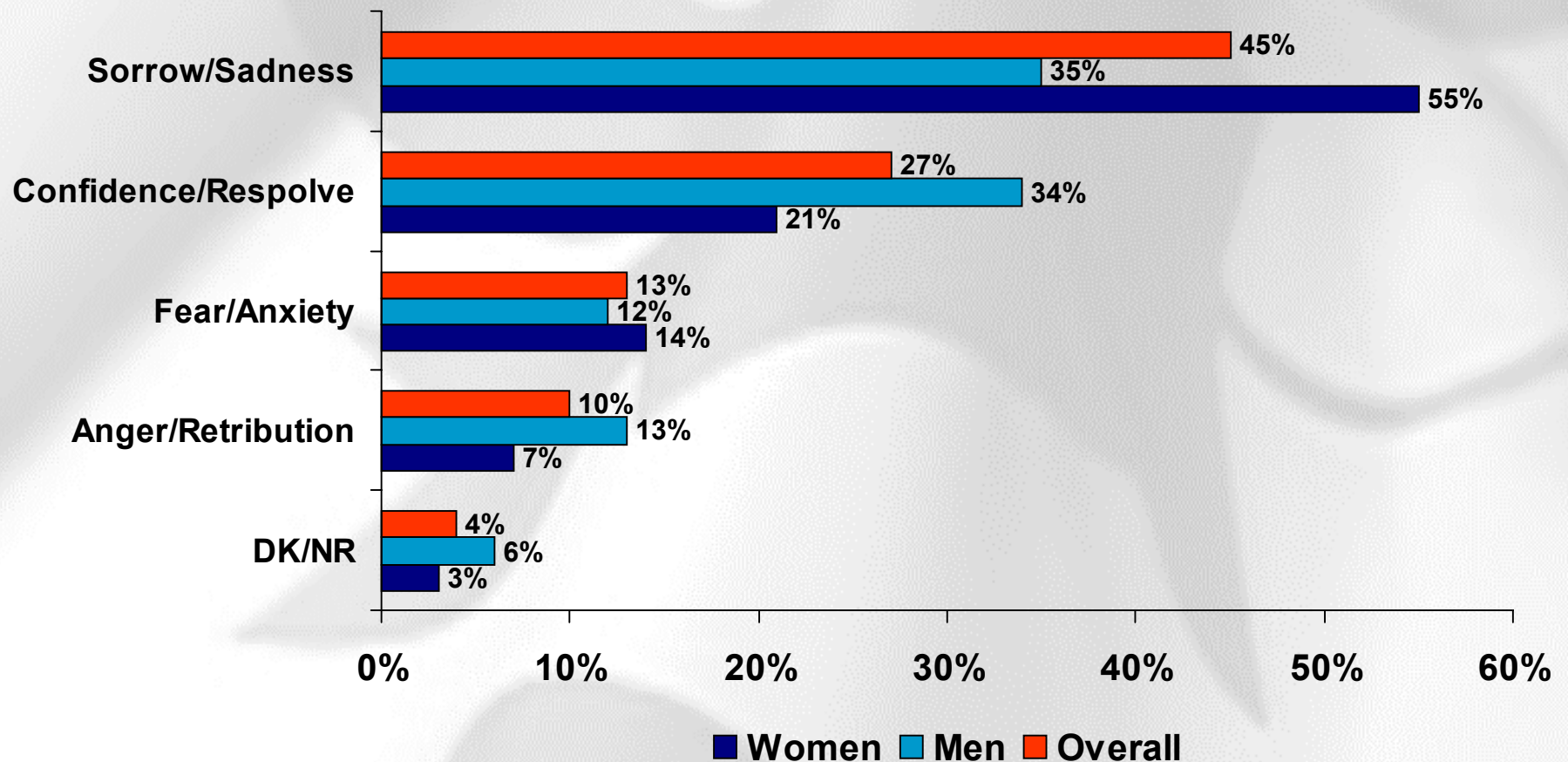
***One-Year Anniversary of
September 11th***

--

***Premier anniversaire du
11 septembre***

Canadians' Outlook

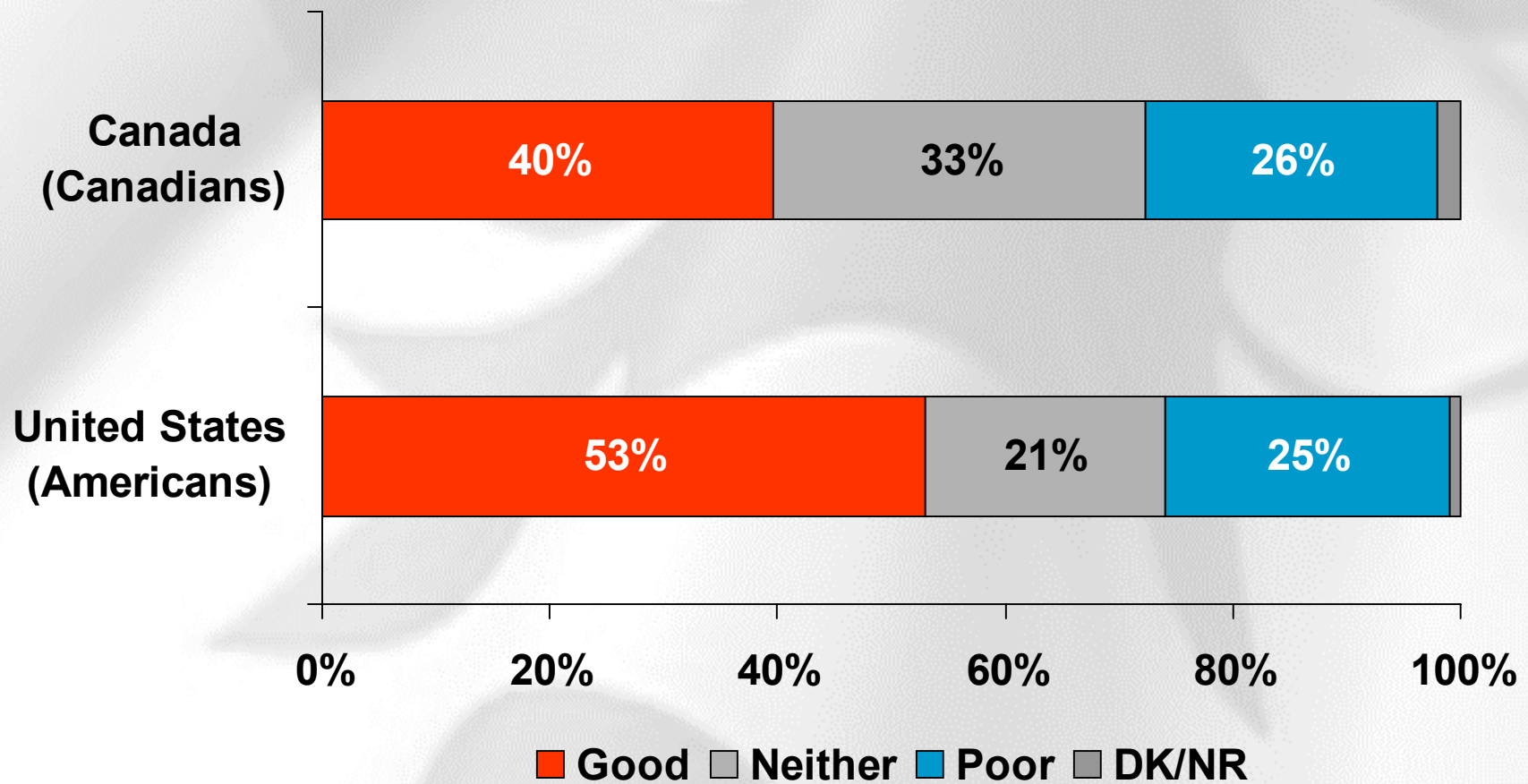
"As we approach the anniversary of September 11th, which of the following words best characterize your overall outlook?"



Source: Ekos Research (August 26-28, 2002)

Response

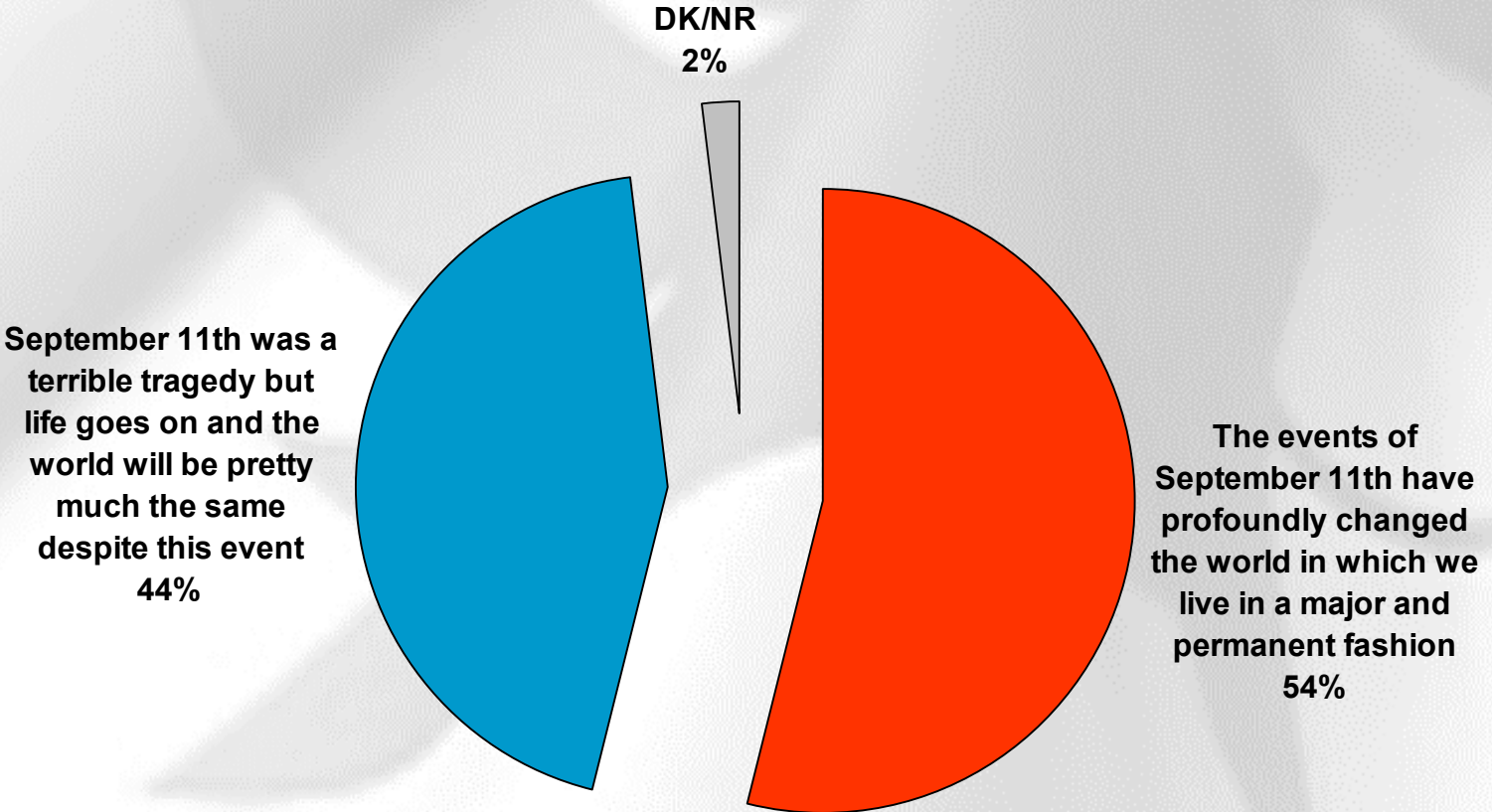
"How would you rate the performance of the Government of [Canada/the US] in dealing with September 11th and its aftermath?"



Source: Ekos Research (August 26-28, 2002)

Long-term effect

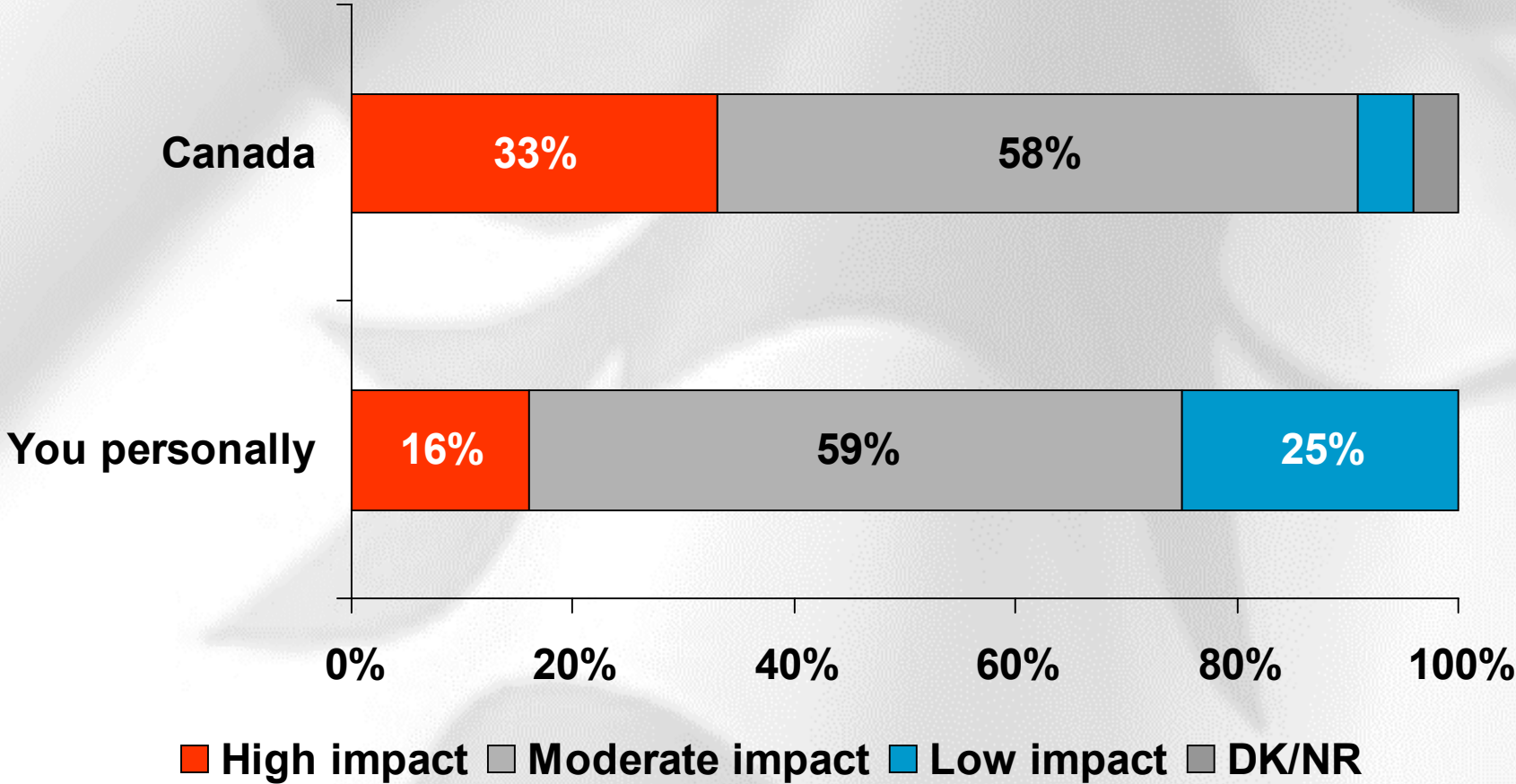
"Which statement comes closest to your point of view?"



Source: Ekos Research (August 26-28, 2002)

Overall Impact

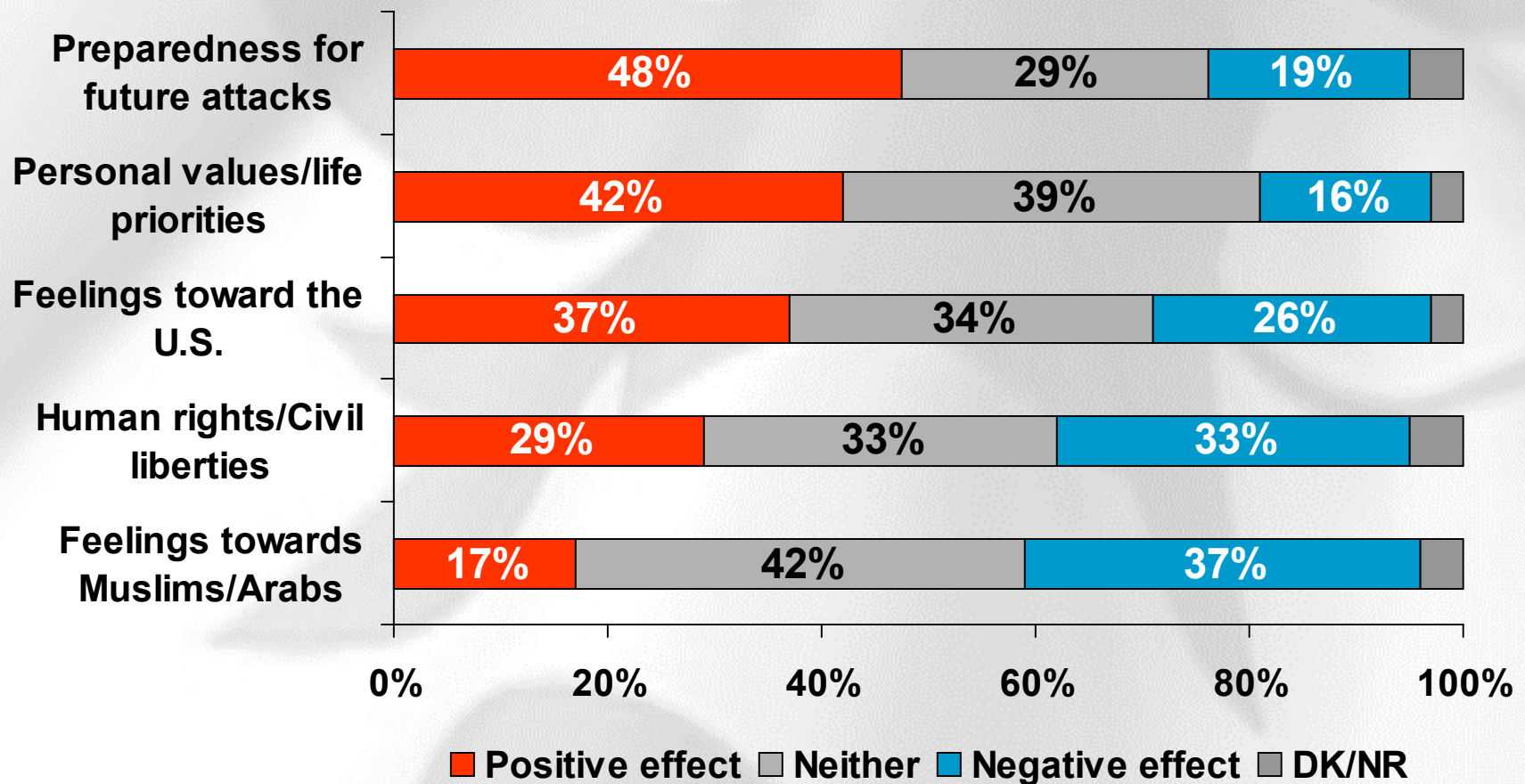
"Overall, how much impact over the last year did the events of September 11th and the fallout from the event have on..."



Source: Ekos Research (August 26-28, 2002)

Other Impacts

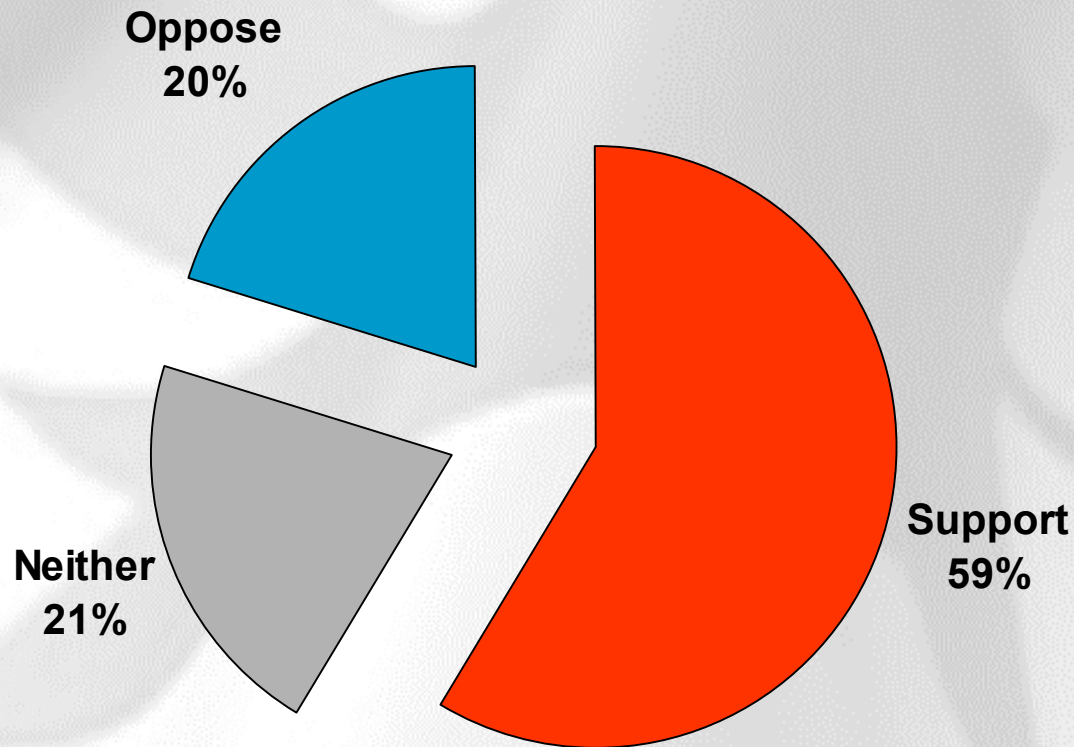
"Nearly one year later, please rate the impact of September 11th on the following areas..."



Source: Ekos Research (August 26-28, 2002)

Canadian Military Participation

"In retrospect, do you support or oppose the Canadian military participation in Afghanistan in the aftermath of September 11th?"

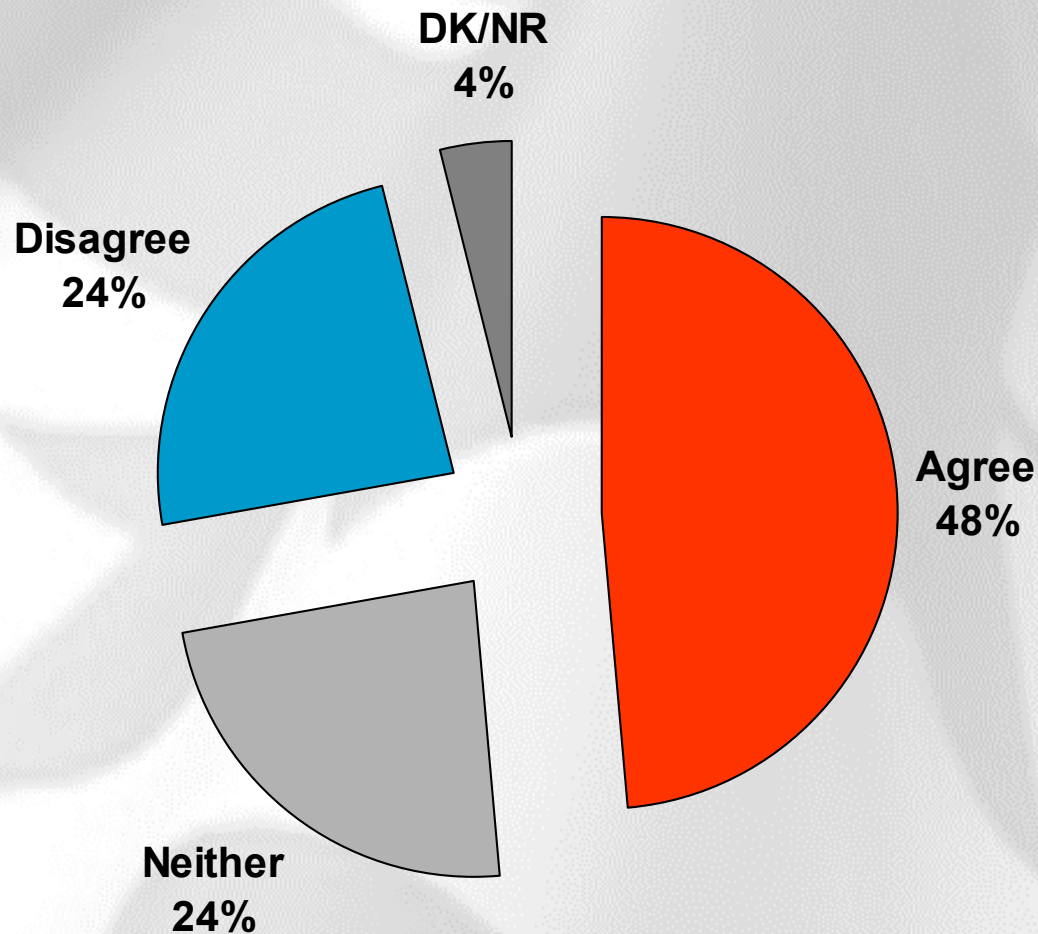


Source: Ekos Research (August 26-28, 2002)

Terrorism and Public Security
--
Terrorisme et sécurité publique

Terrorist Activities in Canada

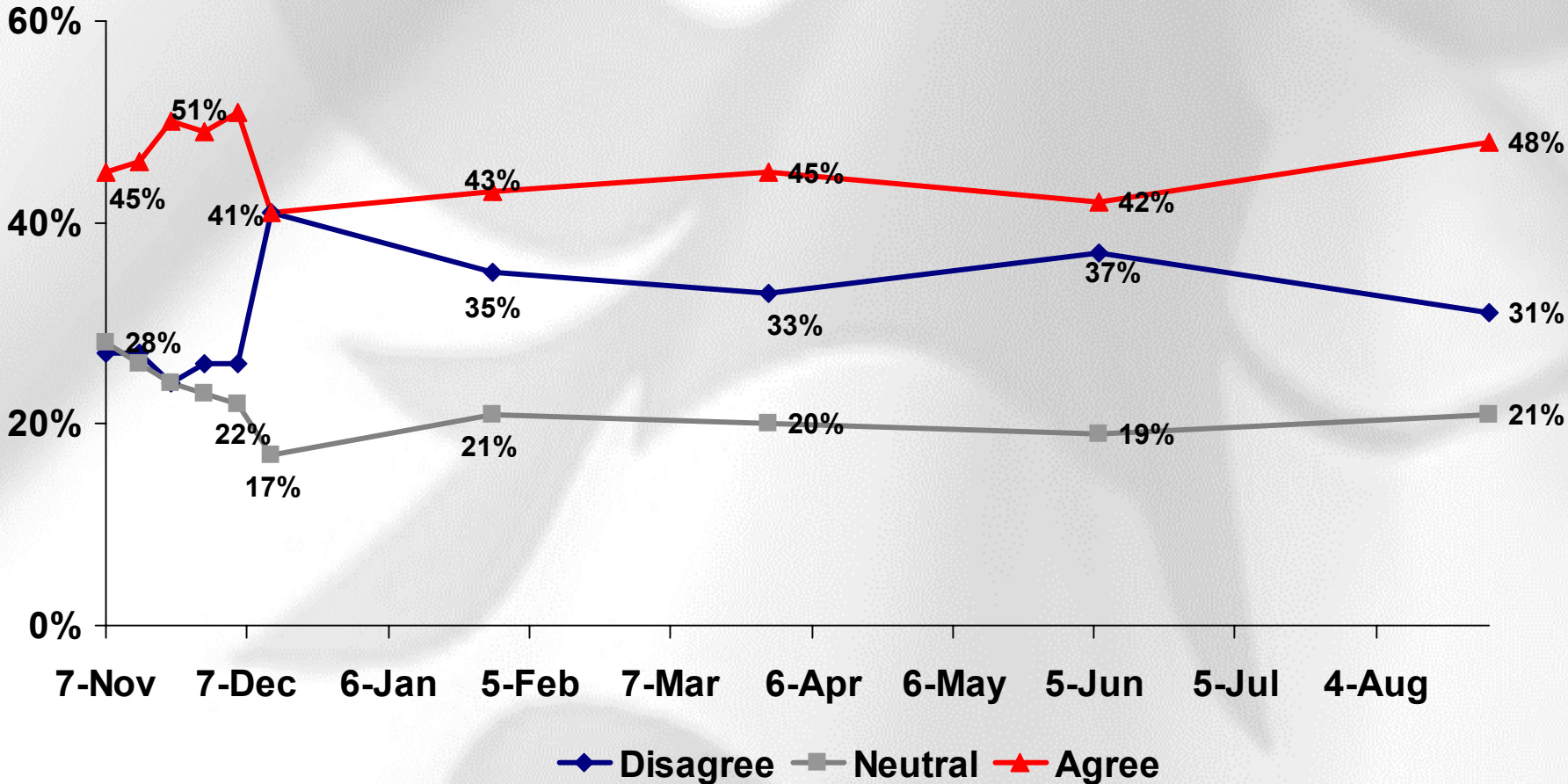
"We have a serious problem with groups supporting terrorist activities in Canada?"



Source: Ekos Research (August 26-28, 2002)

Balancing Security and Liberty

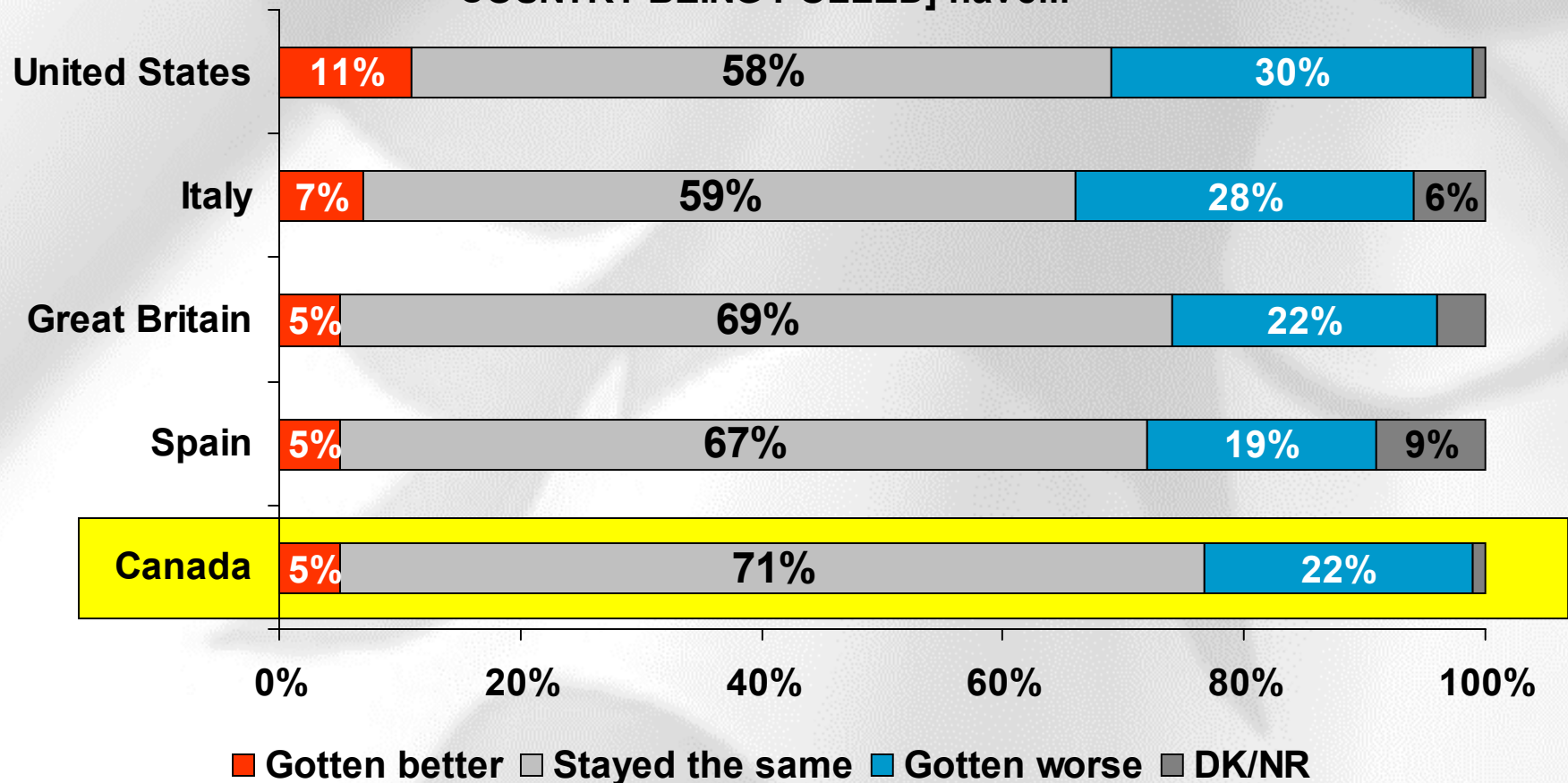
"I can trust the Government of Canada to strike the right balance of security and civil liberties."



Source: Ekos Research (2001-2002)

Individual Rights and Freedoms

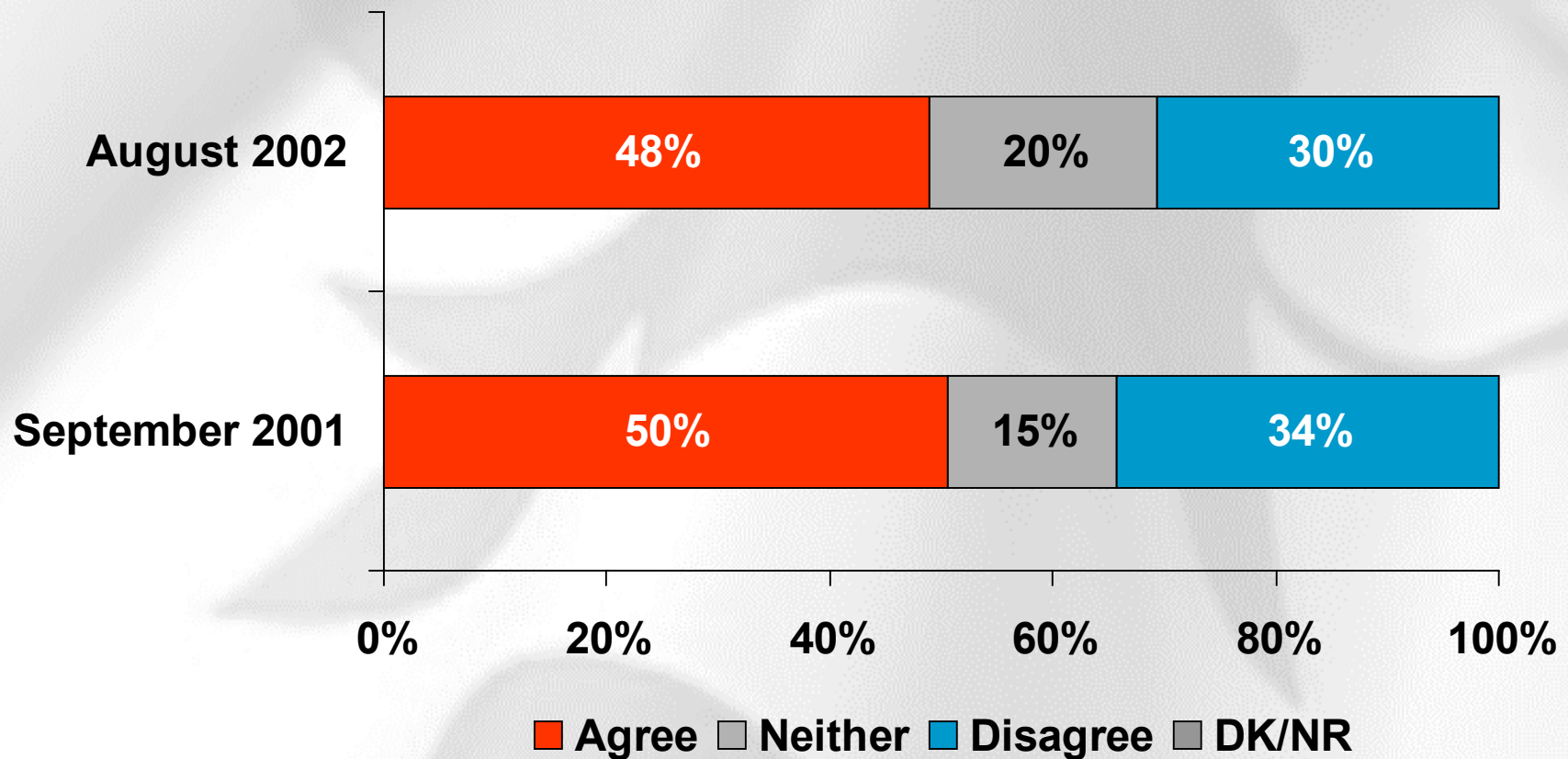
"Since the terrorist attacks in the United States on Sept. 11th last year, do you think that individual rights and freedoms in [INSERT COUNTRY BEING POLLED] have..."



Source: Gallup International (August - September 2002)

Racial Profiling

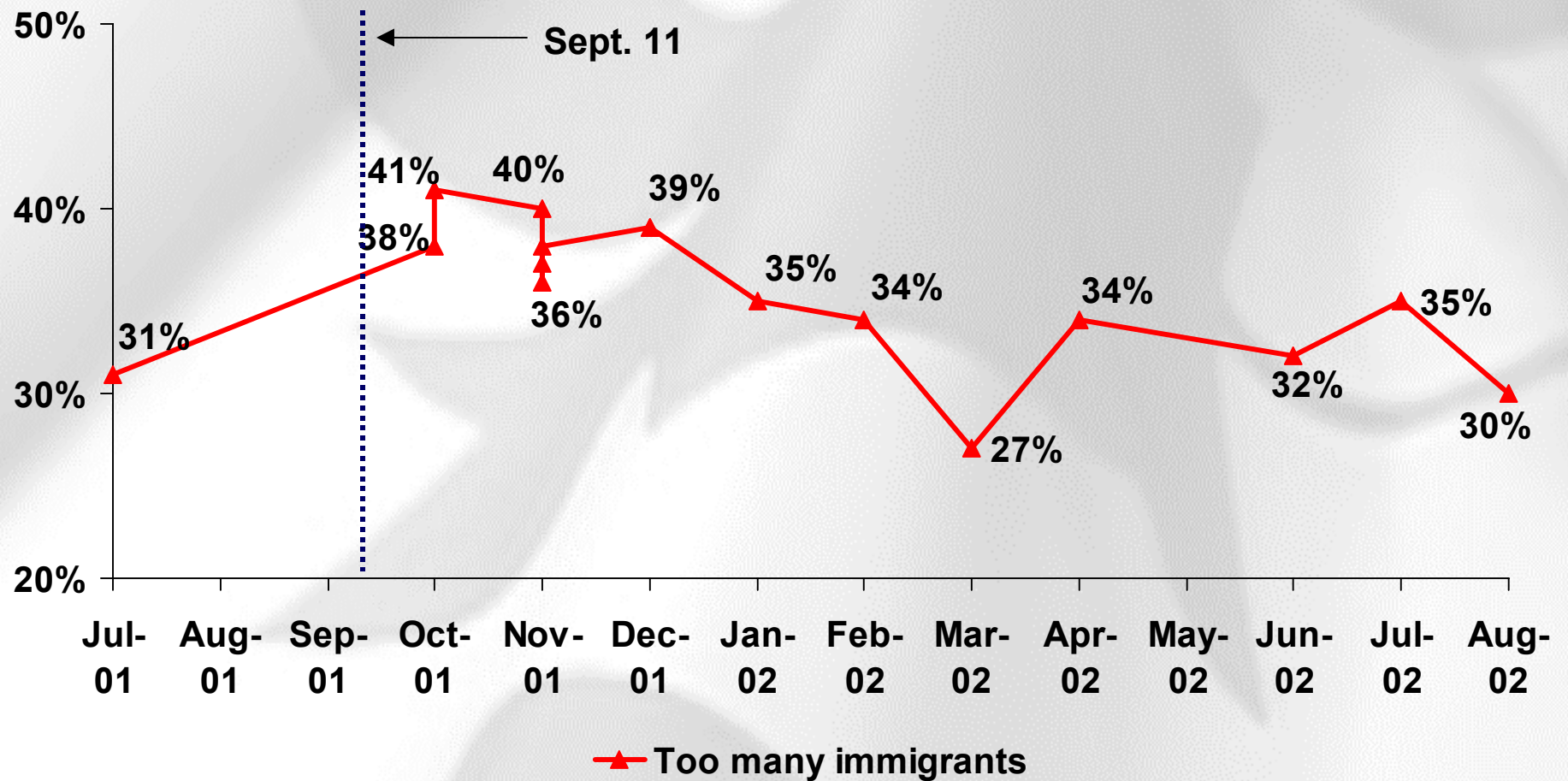
"Given current circumstances, I think that it is acceptable that airline, police and customs officials give special attention to individuals of Arabic origin."



Source: Ekos Research (2001-2002)

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)

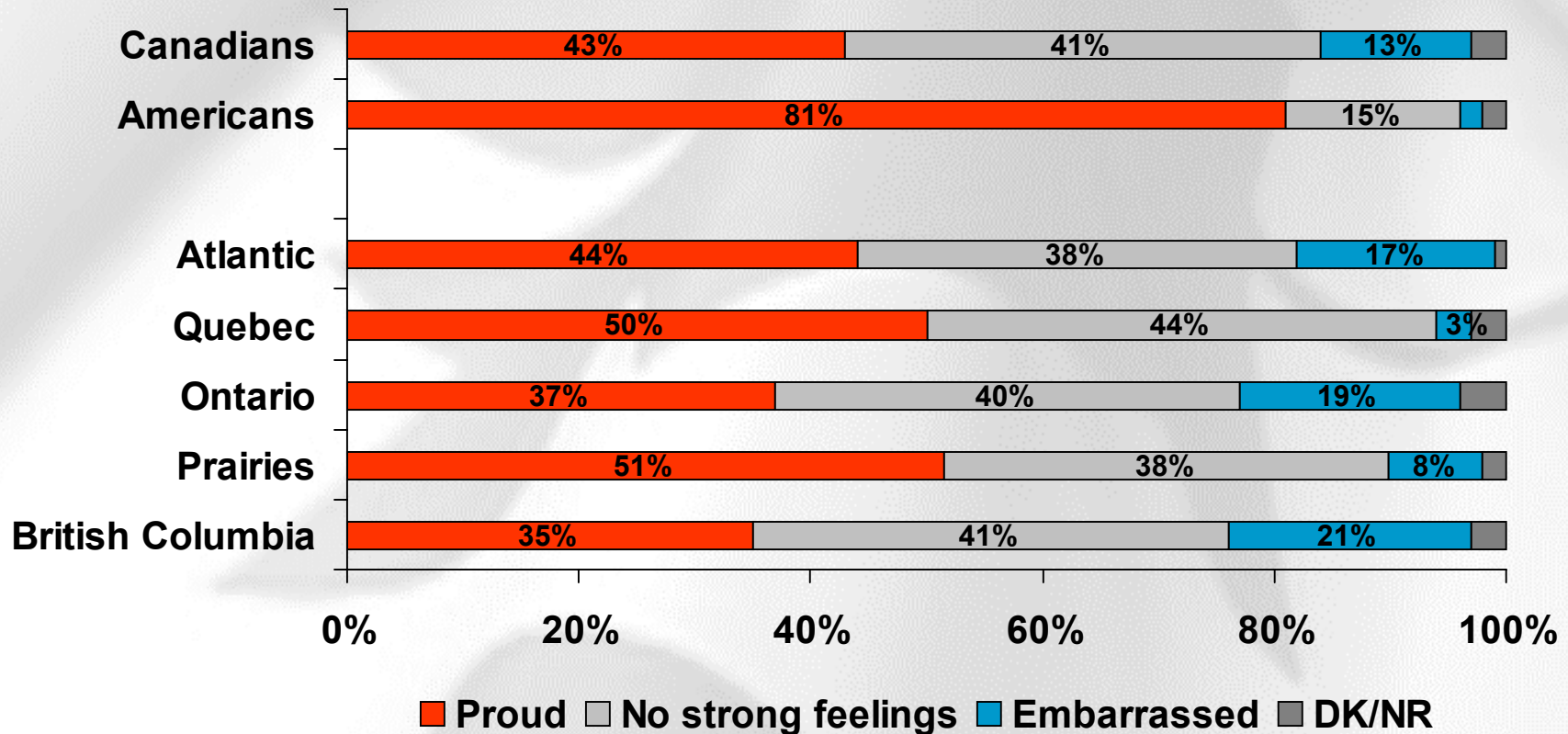
Canada



The Military
--
Les enjeux militaires

Feelings toward the Military

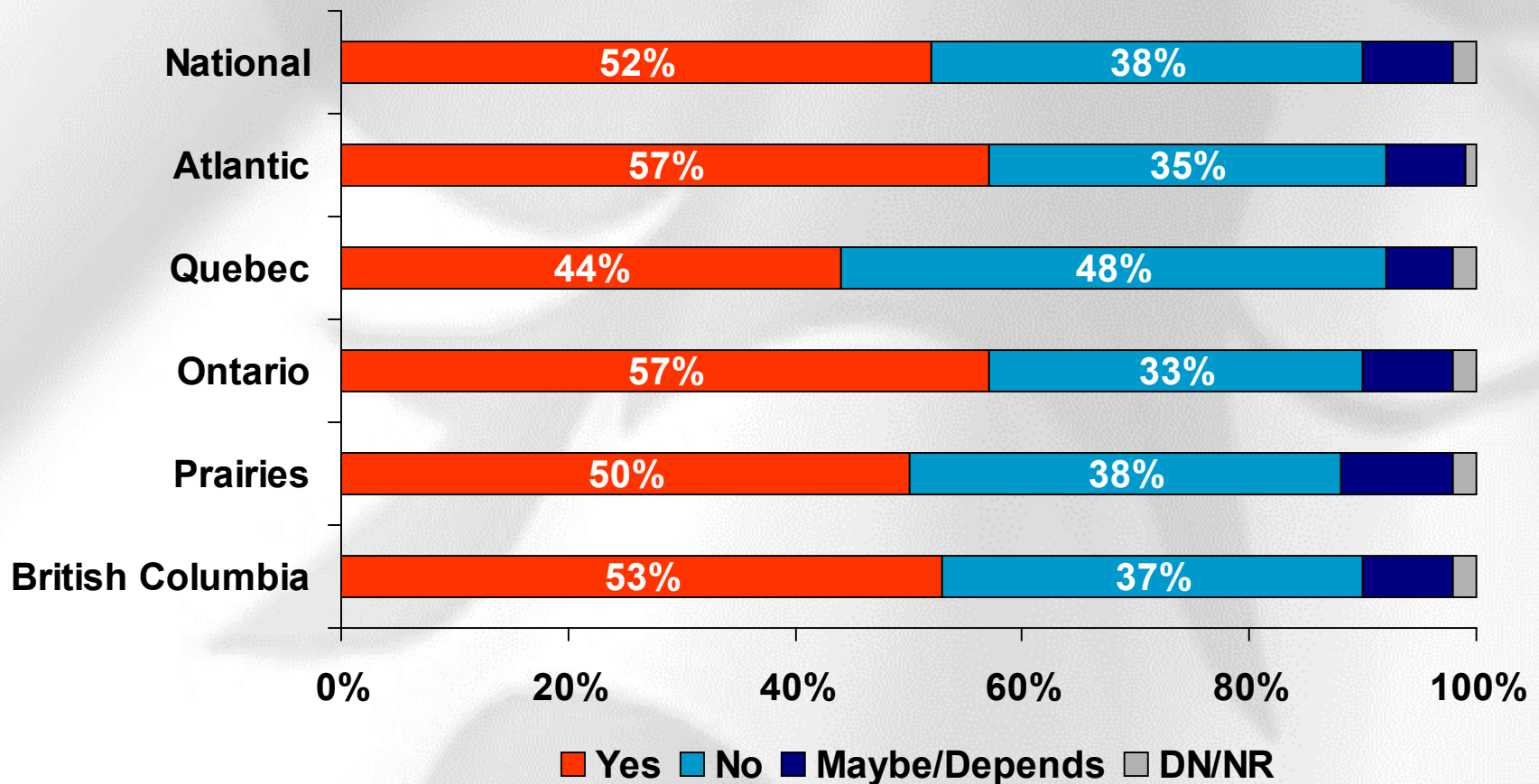
"When you think of [Canada's military/the United States' military], how does it make you feel? Does it make you feel proud, embarrassed, or do you have no strong feelings one way or the other?"



Source: Dominion Institute of Canada/Navigator (August 8-15, 2002)

Military Spending

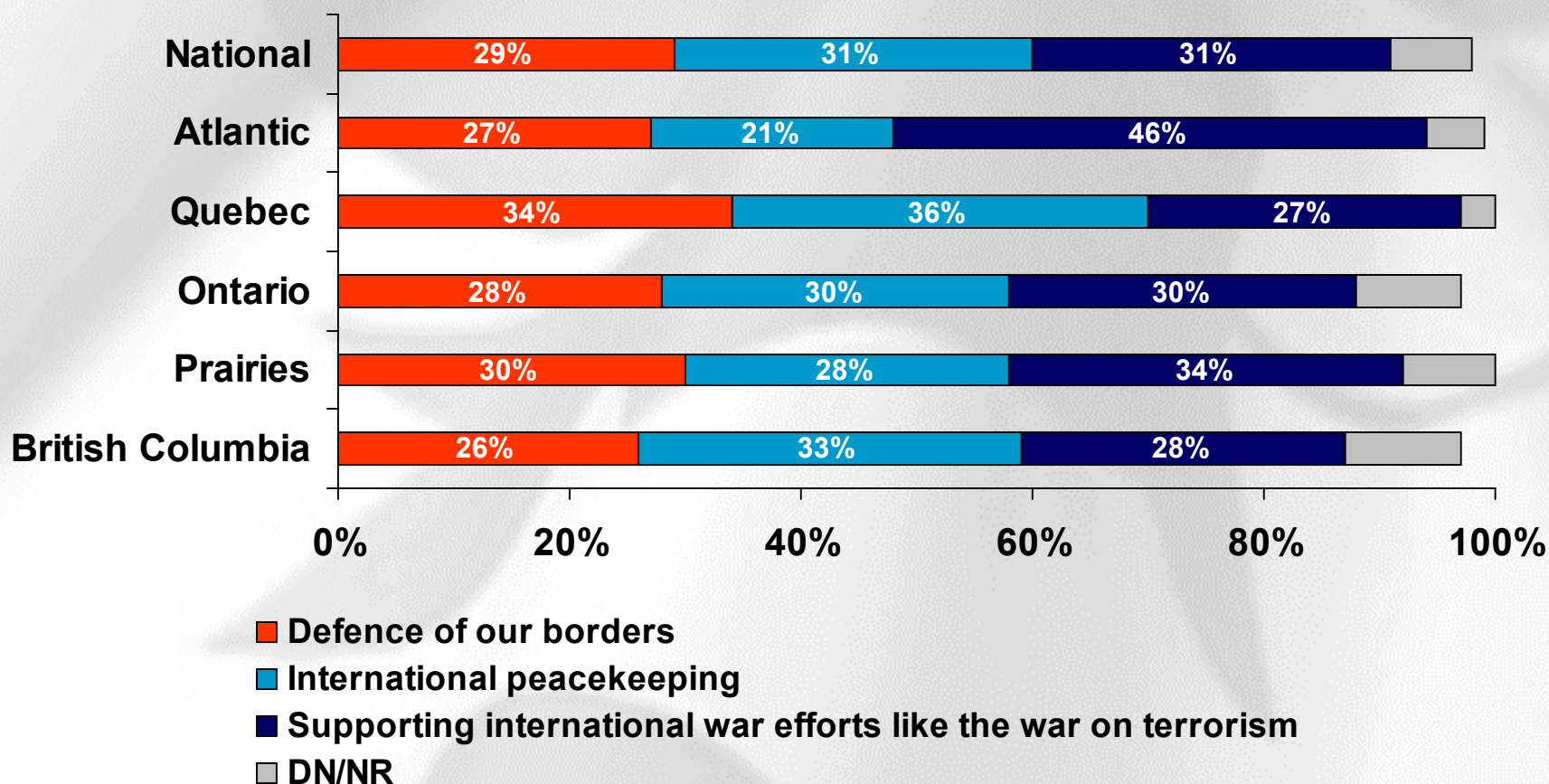
"Would you support the Canadian government spending more on our military if it meant spending less in some other areas?"



Source: Dominion Institute of Canada/Navigator (August 8-15, 2002)

Areas of Emphasis

"Knowing there is limited amount of tax money to spend on Canada's military, what do you think the emphasis ought to be on?"



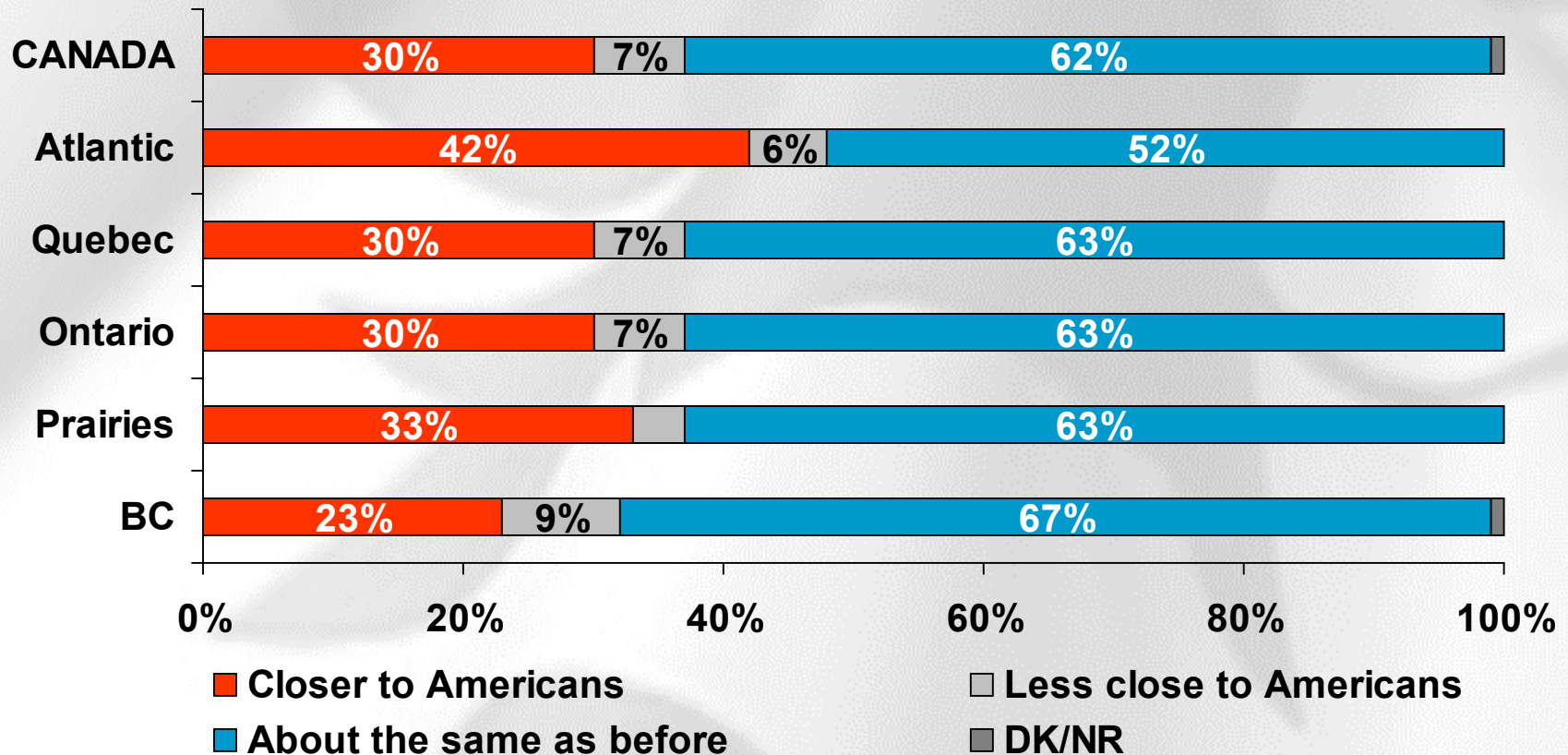
Source: Dominion Institute of Canada/Navigator (August 8-15, 2002)



Canada-US Relations
--
Relations canado-américaines

Feelings towards Americans

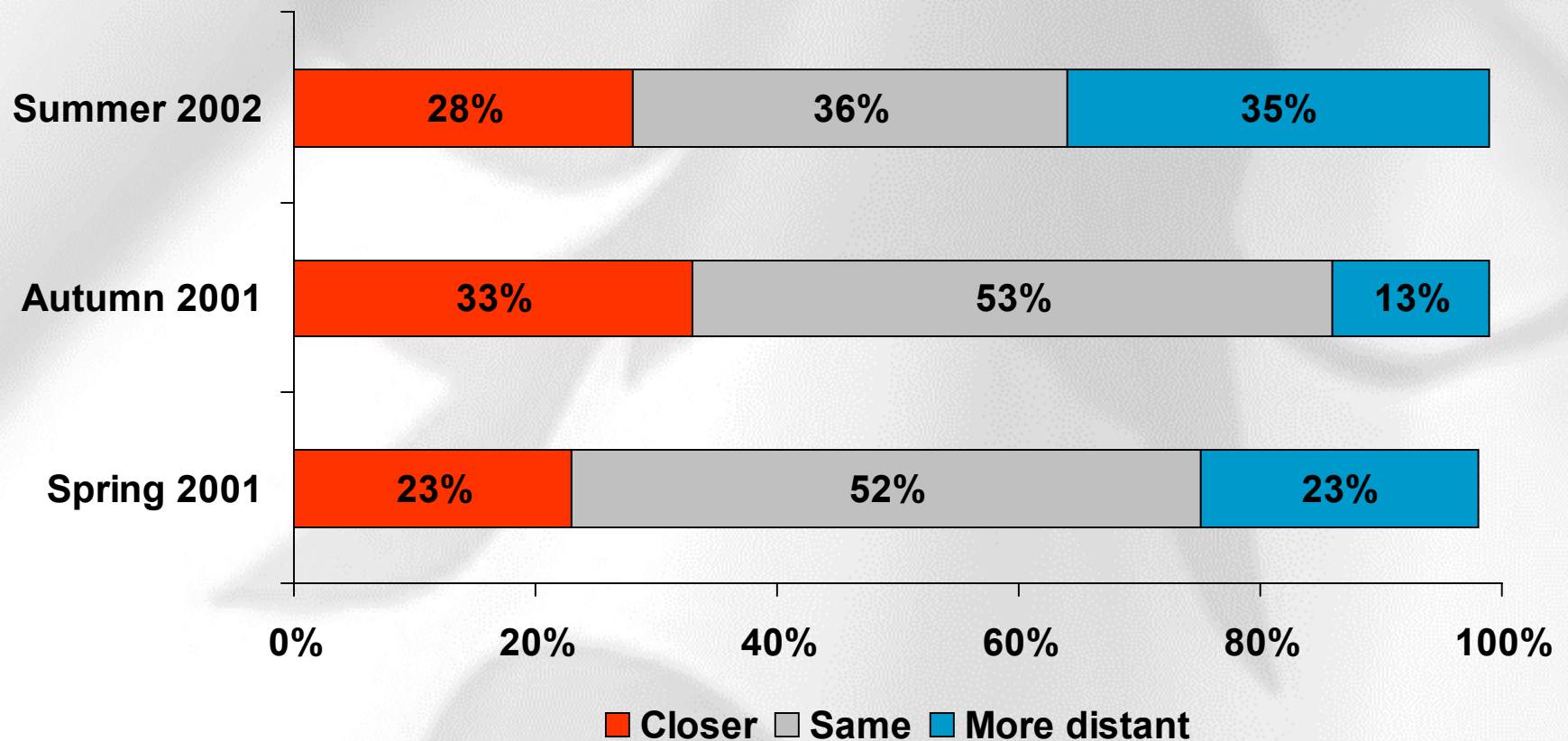
"Since the events of 9/11, which of the following best describes how you feel toward Americans? Would you say you feel..."



Source: Léger Marketing / Canadian Press (March 5-10, 2002)

Ties with U.S.

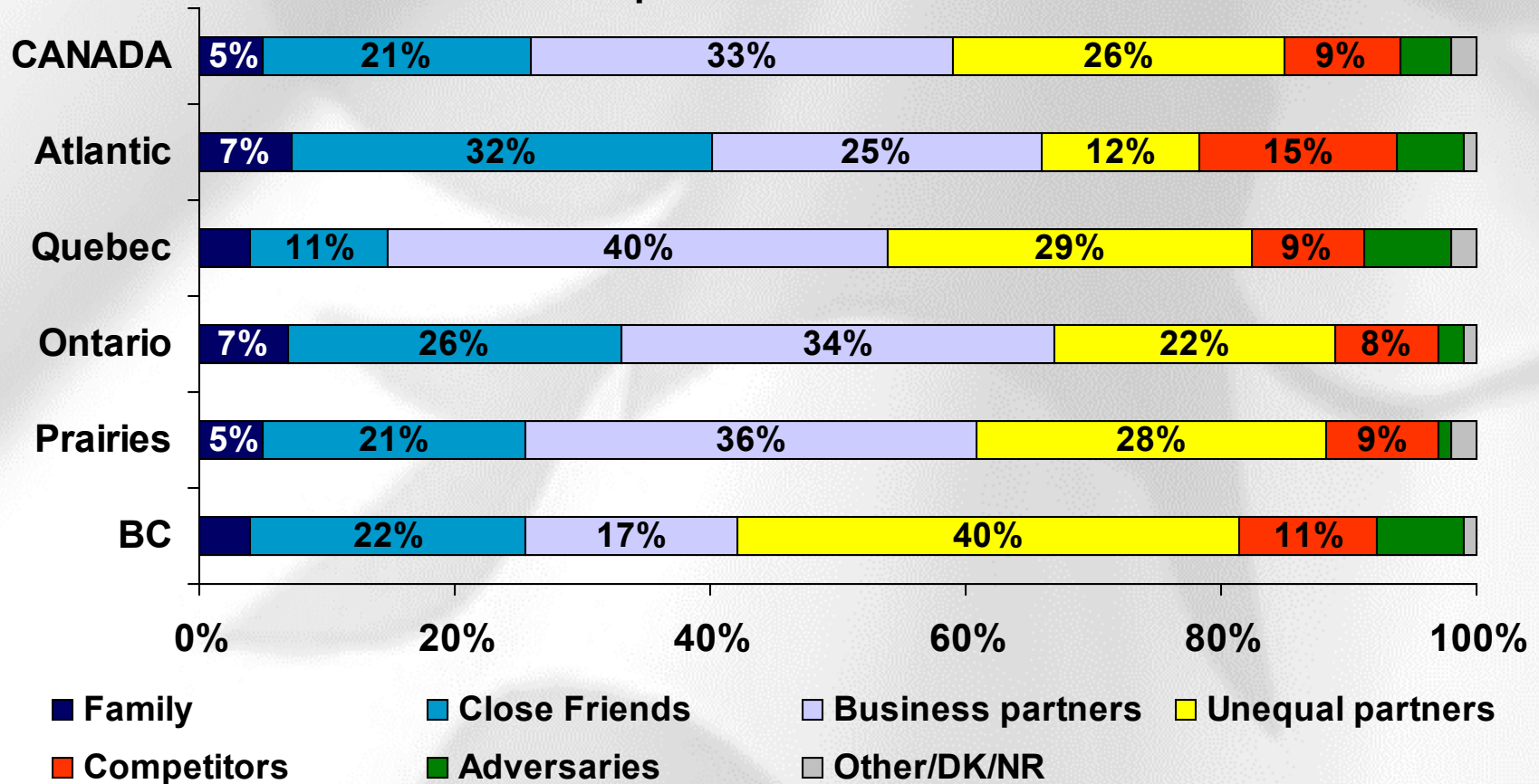
"Do you think Canada should have much closer ties to the US, somewhat closer ties, about the same as now, somewhat more distant or much more distant ties to the US than it has now?"



Source: CRIC (EnviroNics, June 25 - July 16, 2002)

Canadian Relationship with US

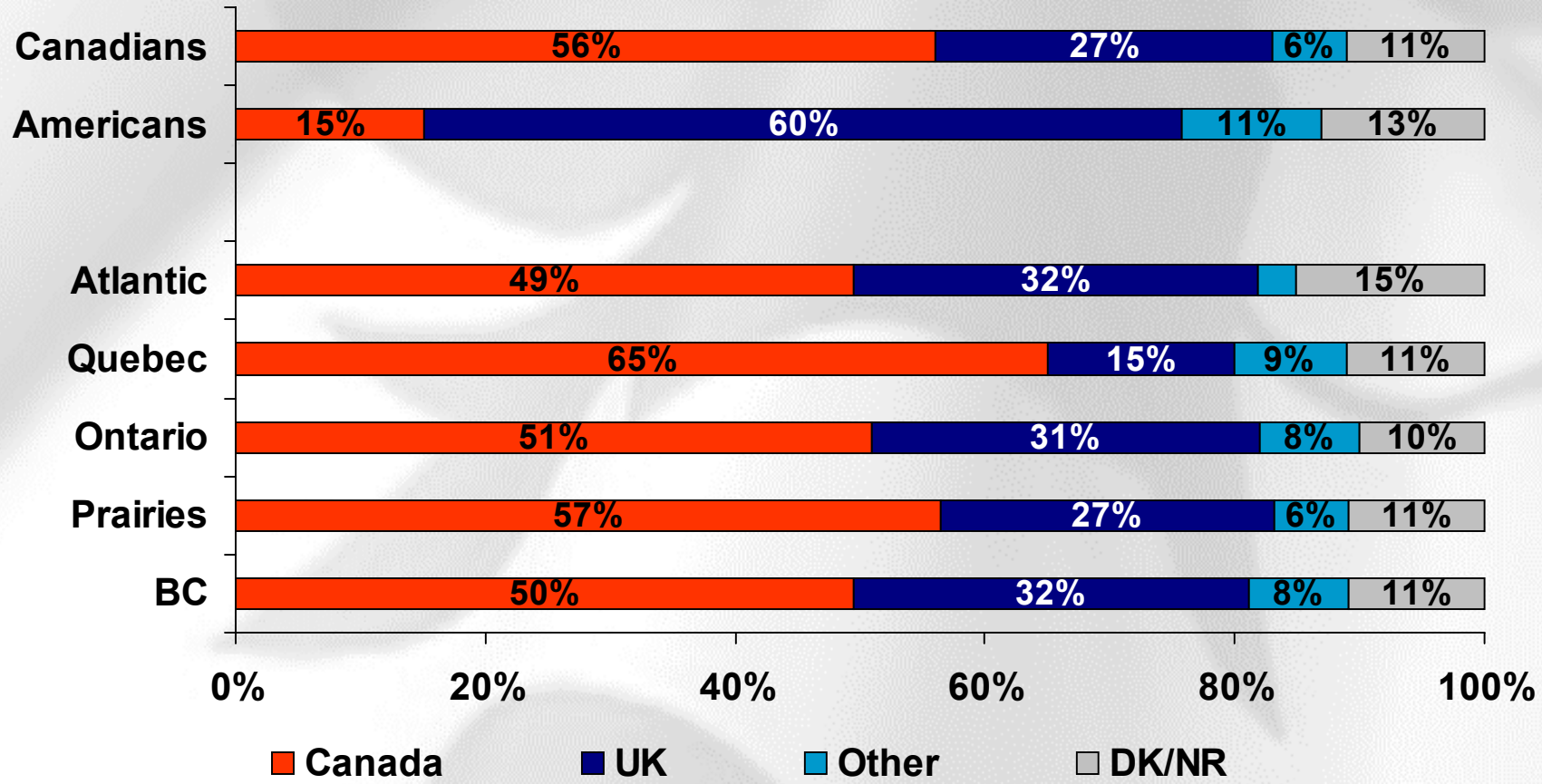
"Which of the following best describes the current relationship between Canada and the United States? Would you say the relationship is best described as...?"



Source: Léger Marketing / Presse canadienne (5-10 mars 2002)

Closest Ally of the US

"What country do you see as the closest ally of the US?"

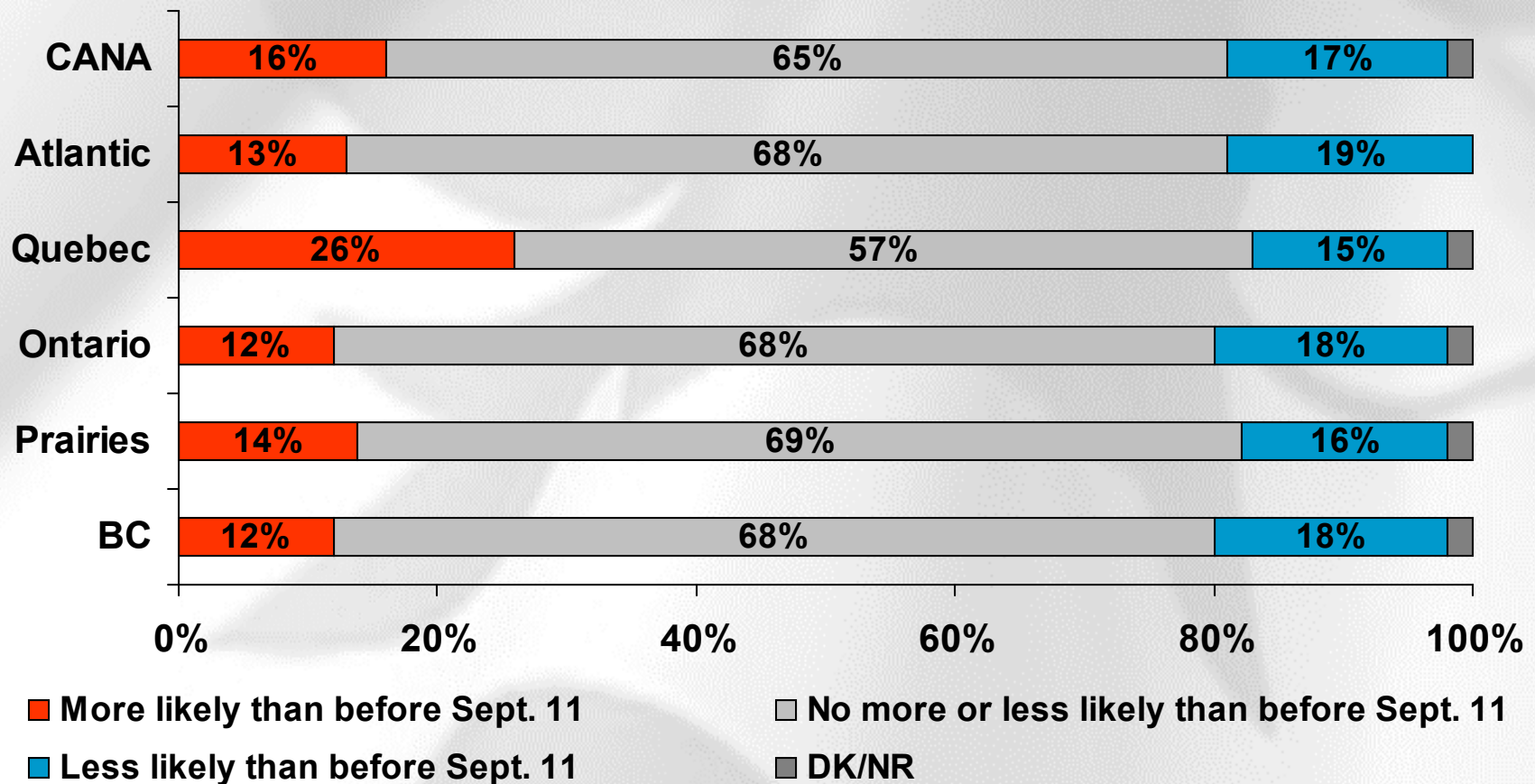


Source: Léger Marketing / Presse canadienne (5-10 mars 2002)



Canadian Sovereignty

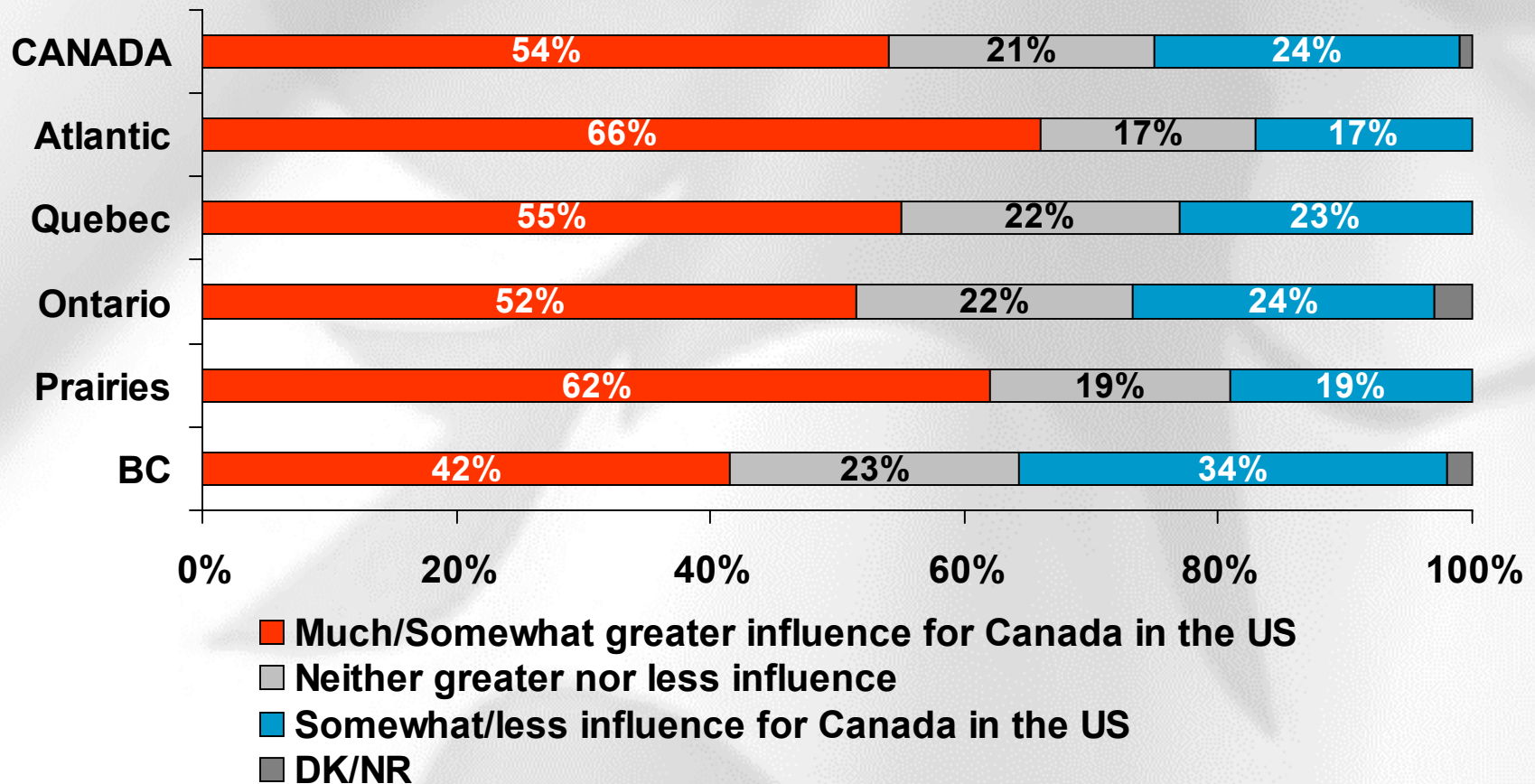
"As a result of September 11, what do you think about the possibility to Canada becoming part of the United States?"



Source: Dominion Institute of Canada/Navigator (August 8-15, 2002)

Results of Military Participation

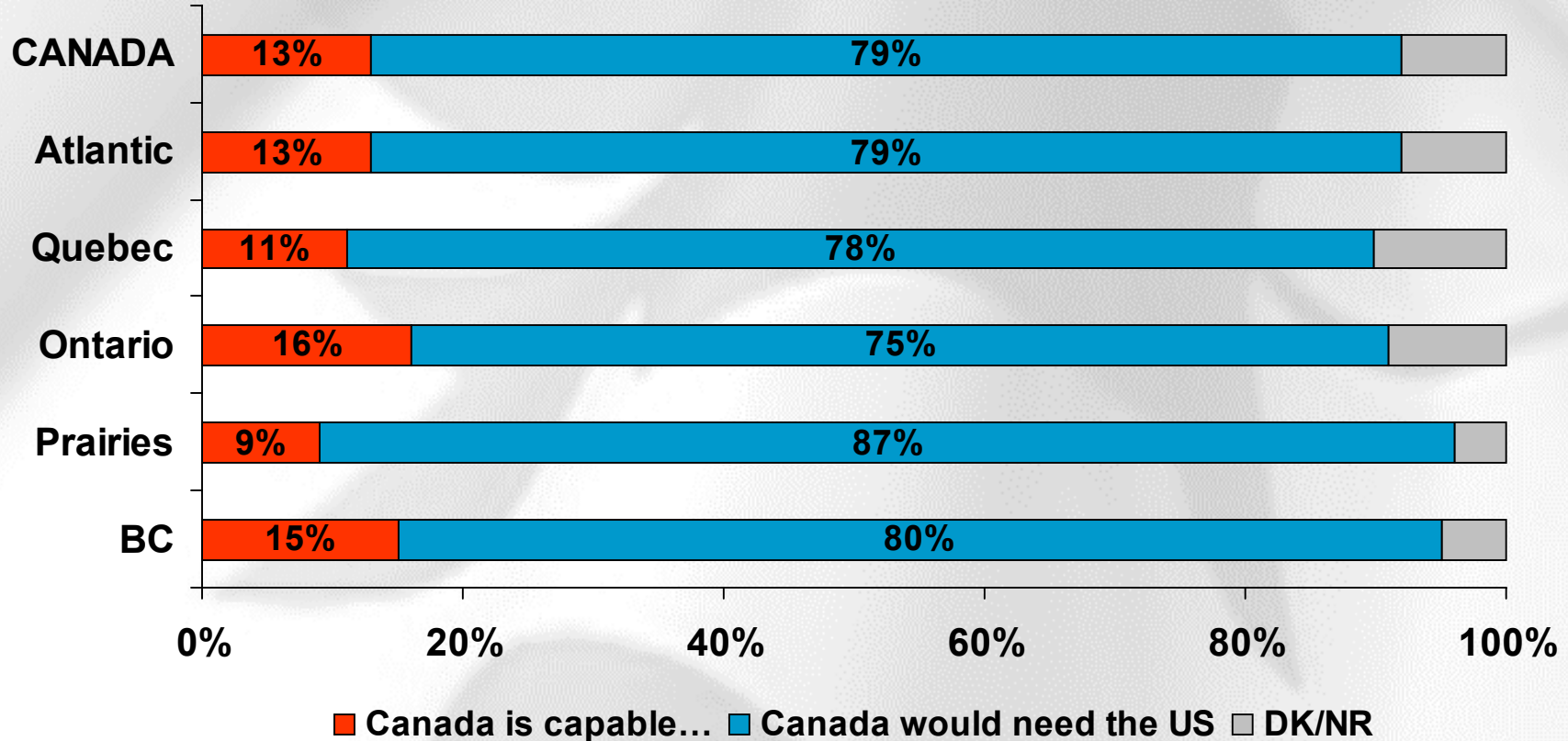
"Would you say Canada's participation in the war on terrorism has translated into..."



Source: Léger Marketing / Presse canadienne (5-10 mars 2002)

Military Sovereignty

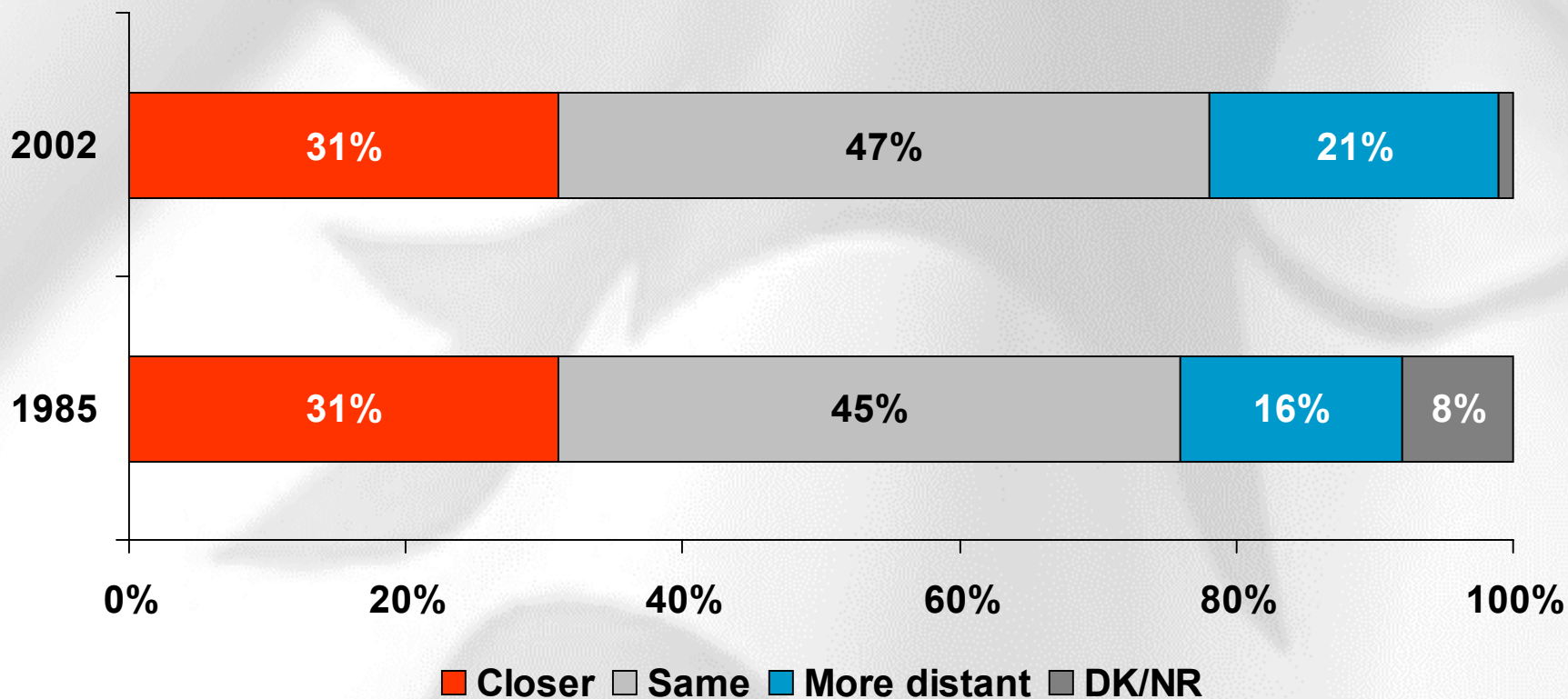
"Do you think Canada's military on its own is capable of defending the country from attack or would Canada need the Americans to protect it?"



Source: Dominion Institute of Canada/Navigator (August 8-15, 2002)

Military Relations with U.S.

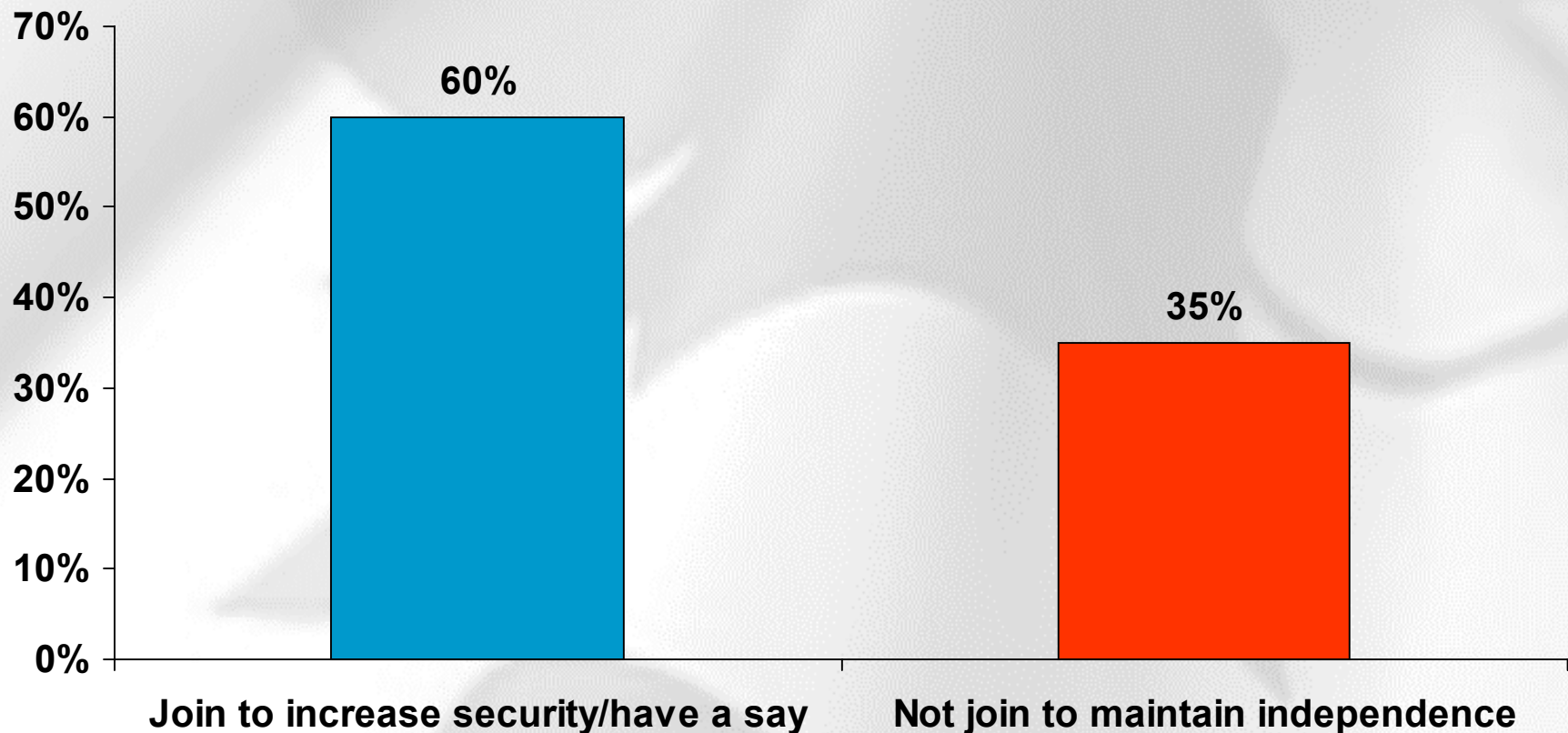
"Considering military relations between Canada and the U.S., which do you think would be best for Canada: closer military relations with the U.S. than we have now, less close military relations, or about the same as now?"



Source: CRIC (EnviroNics, June 25 - July 16, 2002)

Participation in NORTHCOM

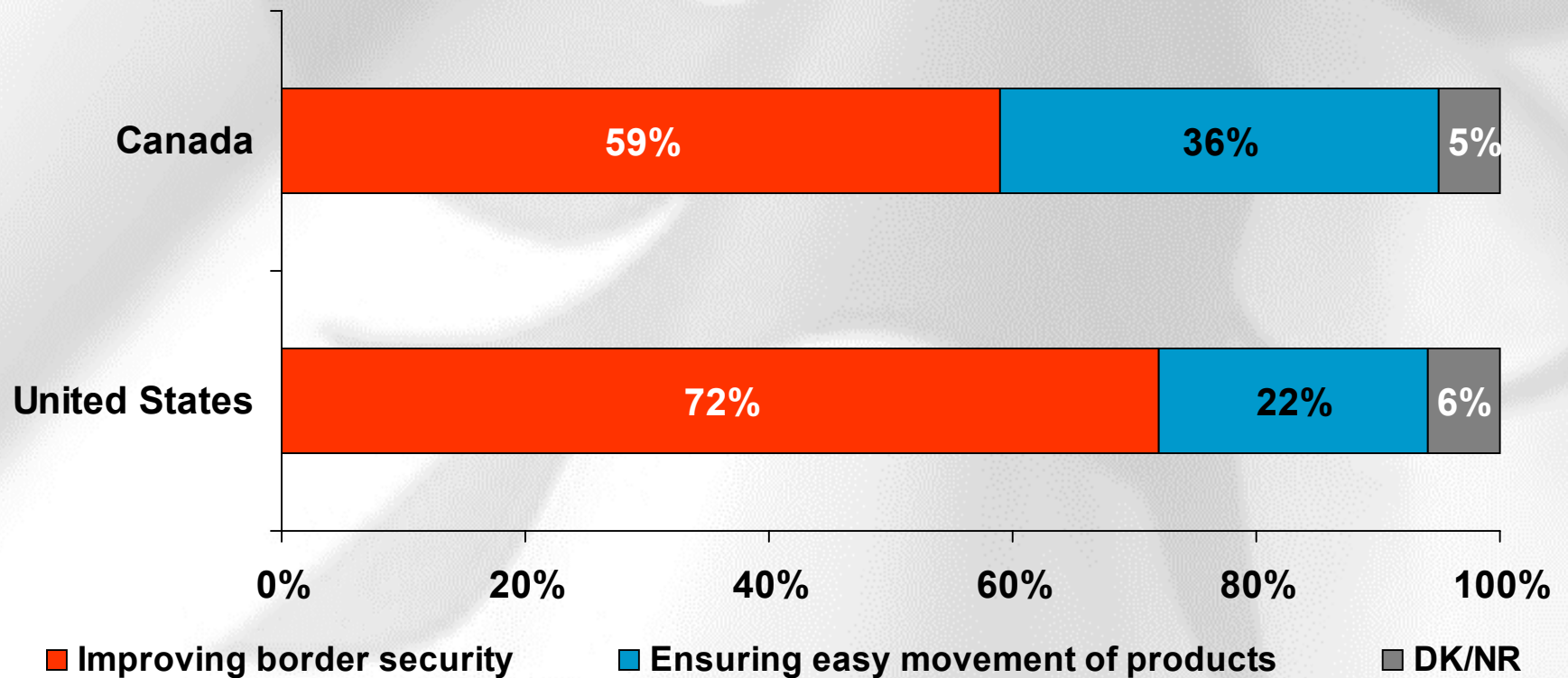
“[...] It is expected that Canada will be asked to join NORTHCOM, which would mean that the Canadian armed forces would work more closely with those of the U.S. Which of the following...is closer to your view?”



Source: CRIC (EnviroNics, June 25 - July 16, 2002)

Border Security and Trade

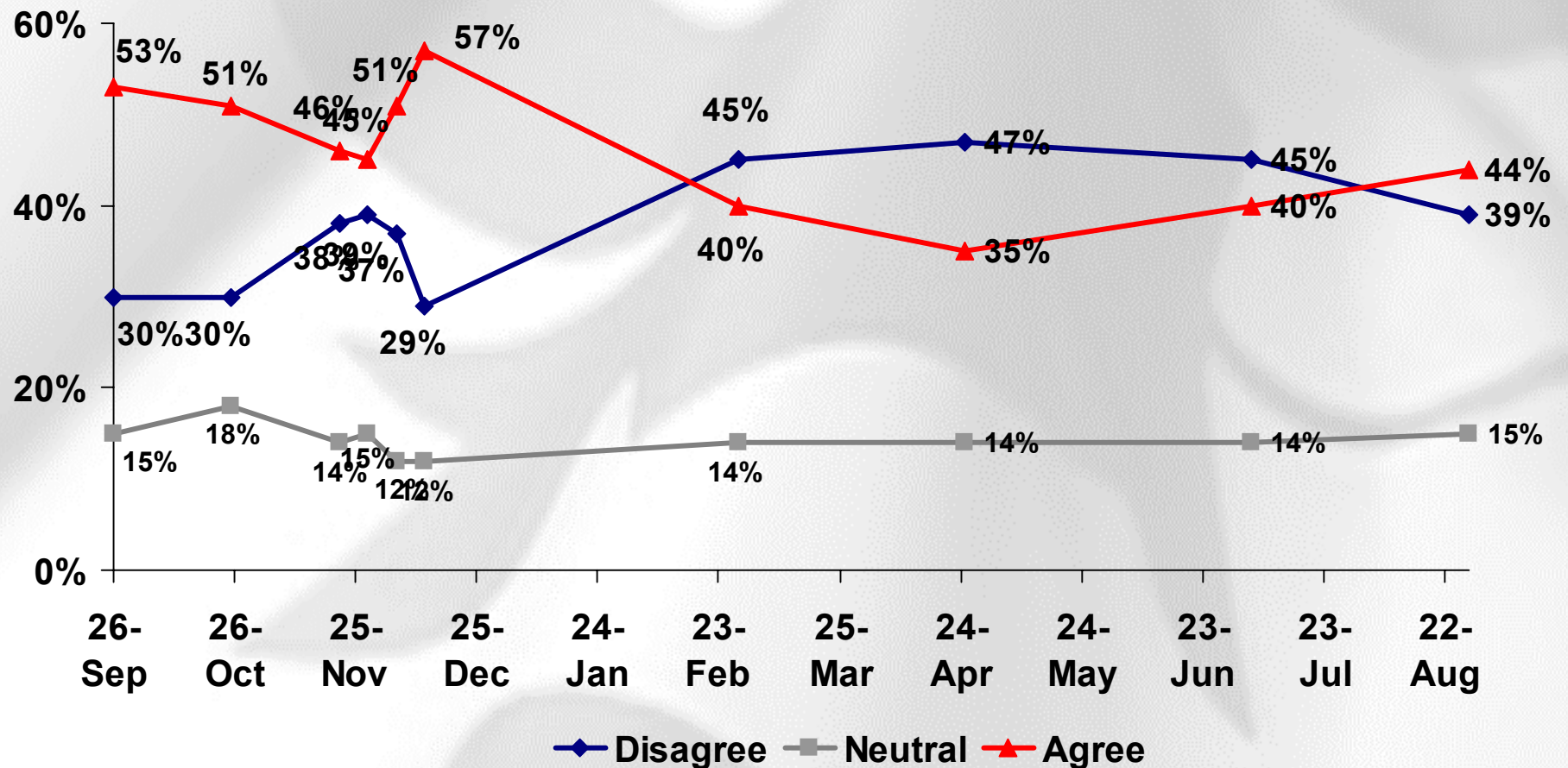
"Which of the following two goals should be the most important for the Canadian and American Governments?"



Source: CRIC (EnviroNics, June 25 - July 16, 2002)

Canada-US Perimeter

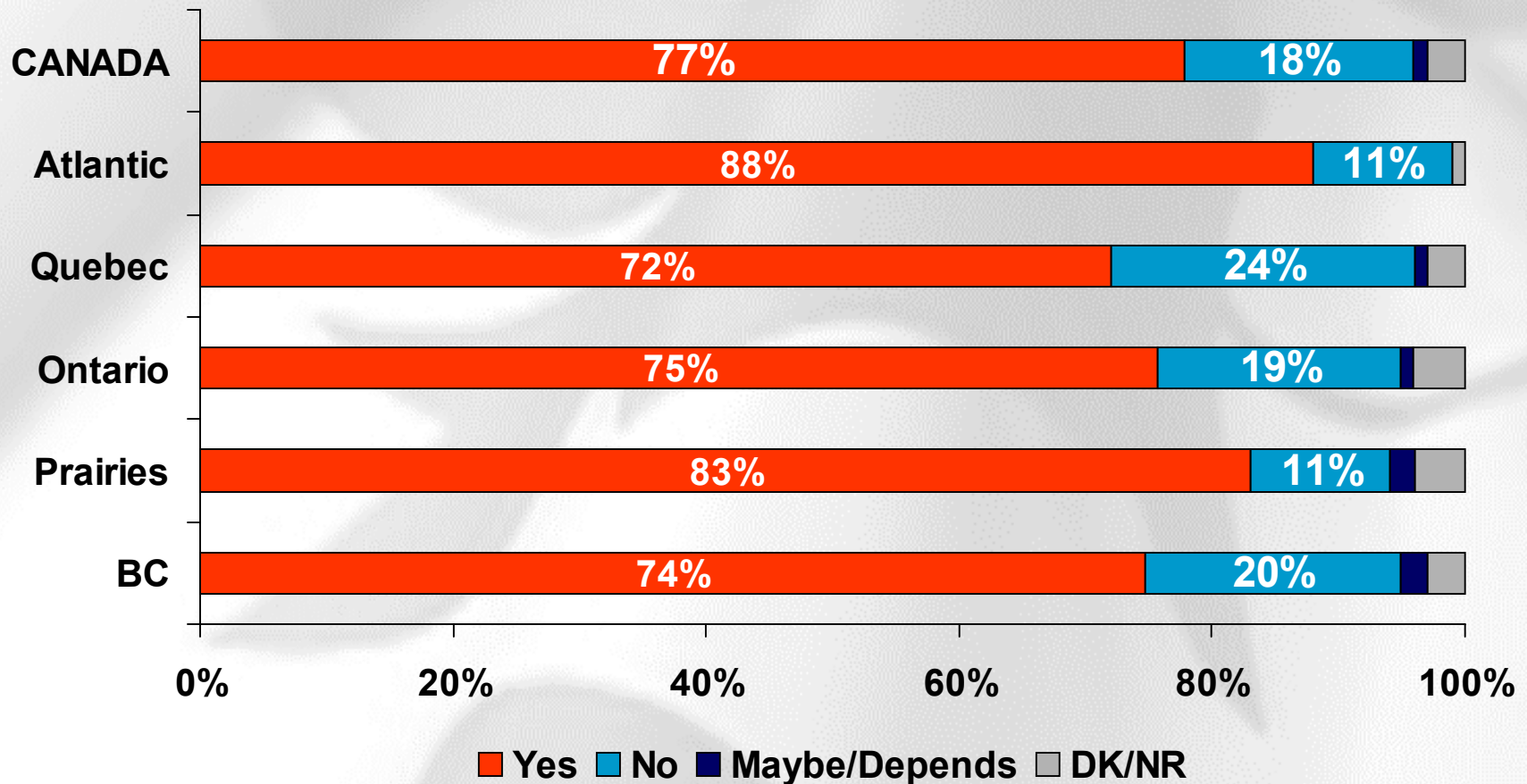
"I support creating a Canada-US security perimeter, even if it means we must effectively accept American security and immigration policies."



Source: Ekos Research (2001-2002)

Common Border Controls

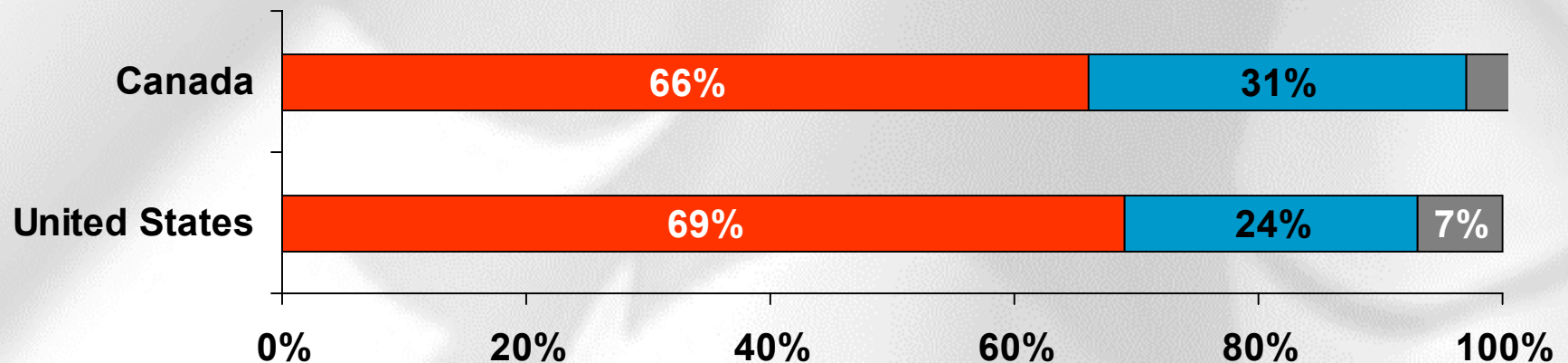
"Do you think Canada should share common border controls with the U.S.?"



Source: Dominion Institute of Canada/Navigator (August 8-15, 2002)

Common Border Policy

"Some people say that the United States and Canada should adopt a common border policy and follow the same set of rules when deciding who can or cannot enter either country. Which is closest to your view?"



■ Good idea, because it will increase security of both countries

■ Bad idea, because [Canada will have to give the US/the US will have to give Canada] some say in our border security policy

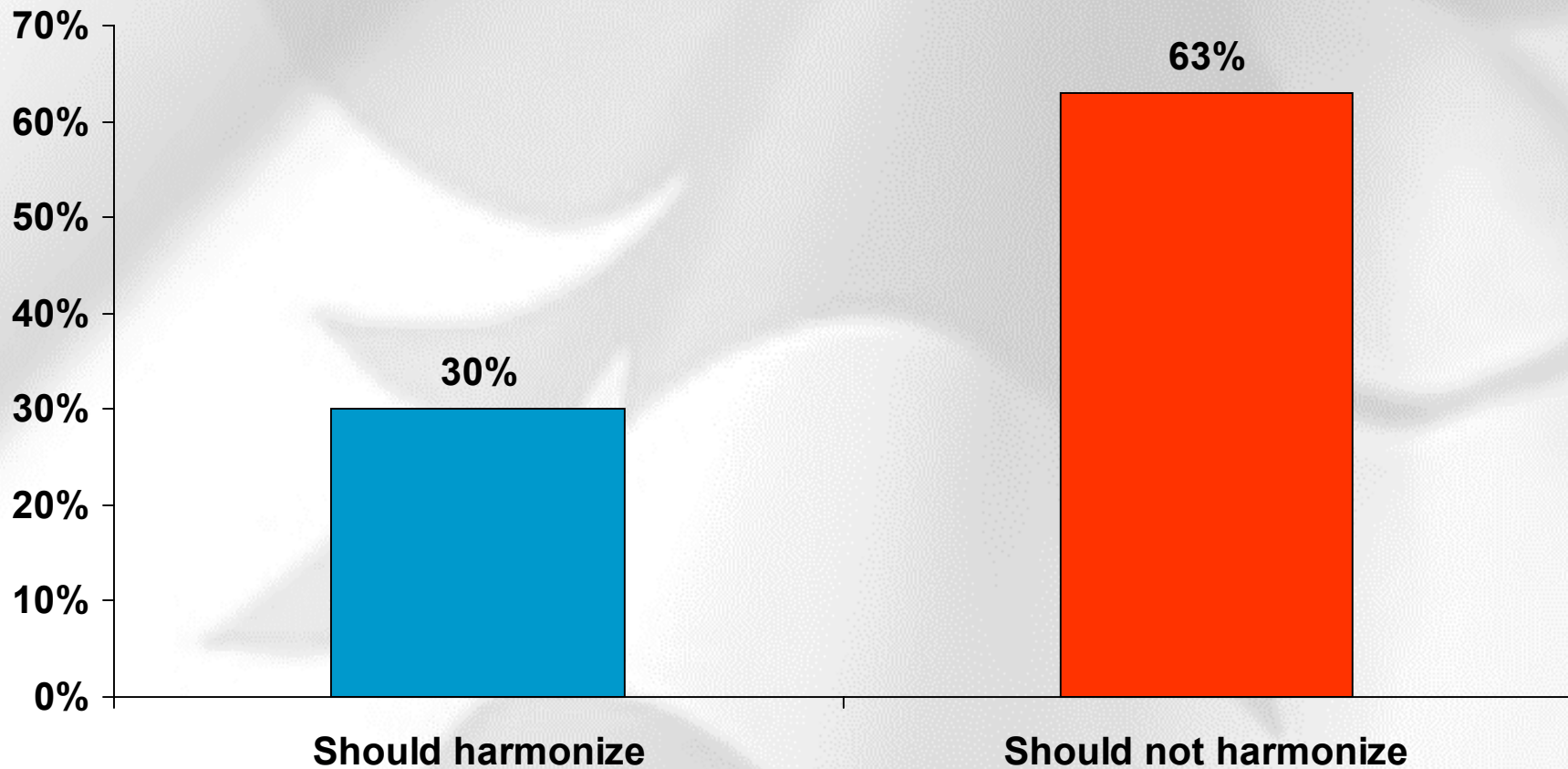
■ DK/NR

Source: CRIC (EnviroNics, June 25 - July 16, 2002)

Canada

Immigration Policies

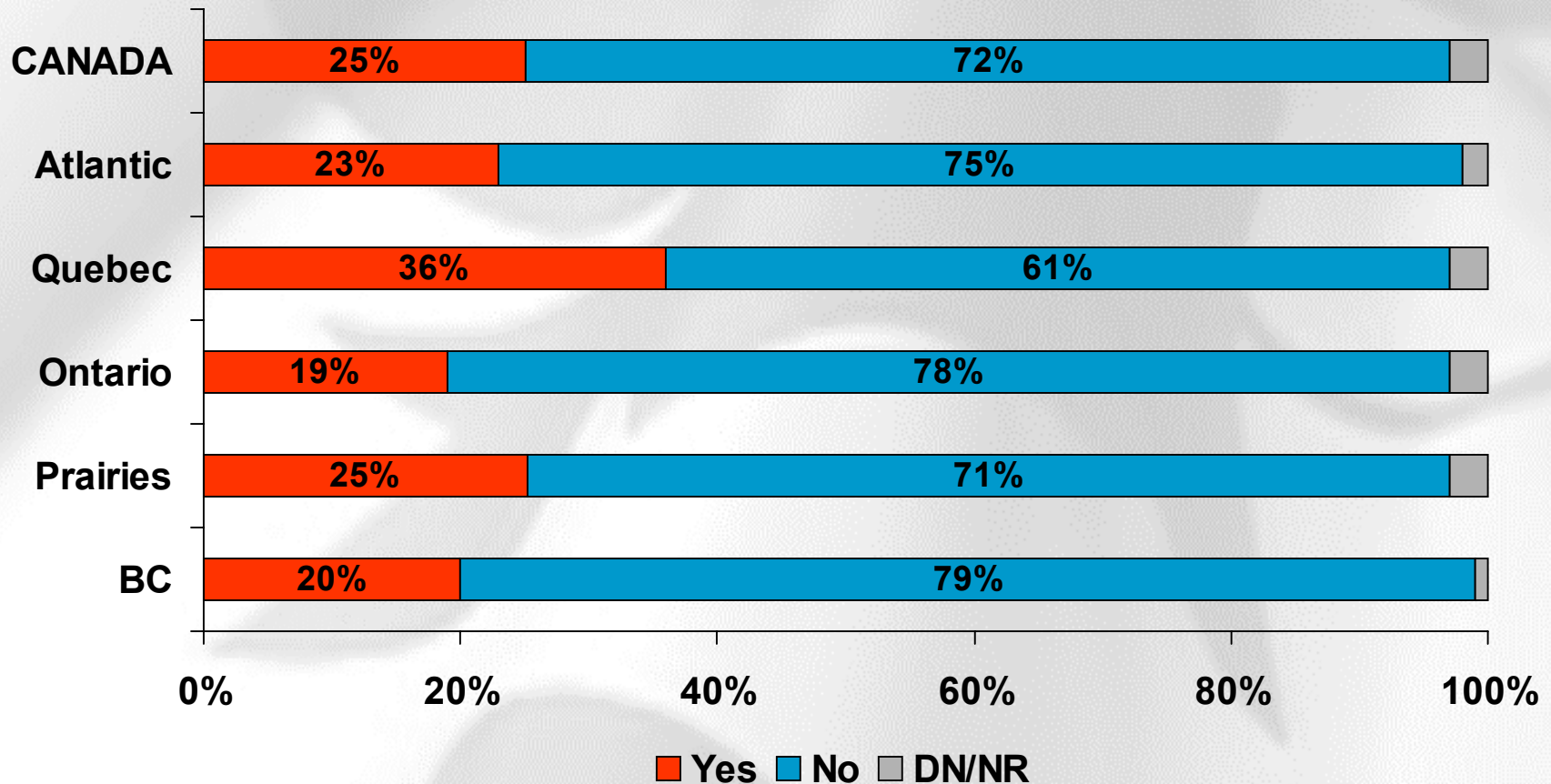
”[...] Do you think Canada should or should not harmonize its [immigration and refugee] policies...?”



Source: CRIC (Environics, June 25 - July 16, 2002)

Canadian Dollar vs. US Dollar

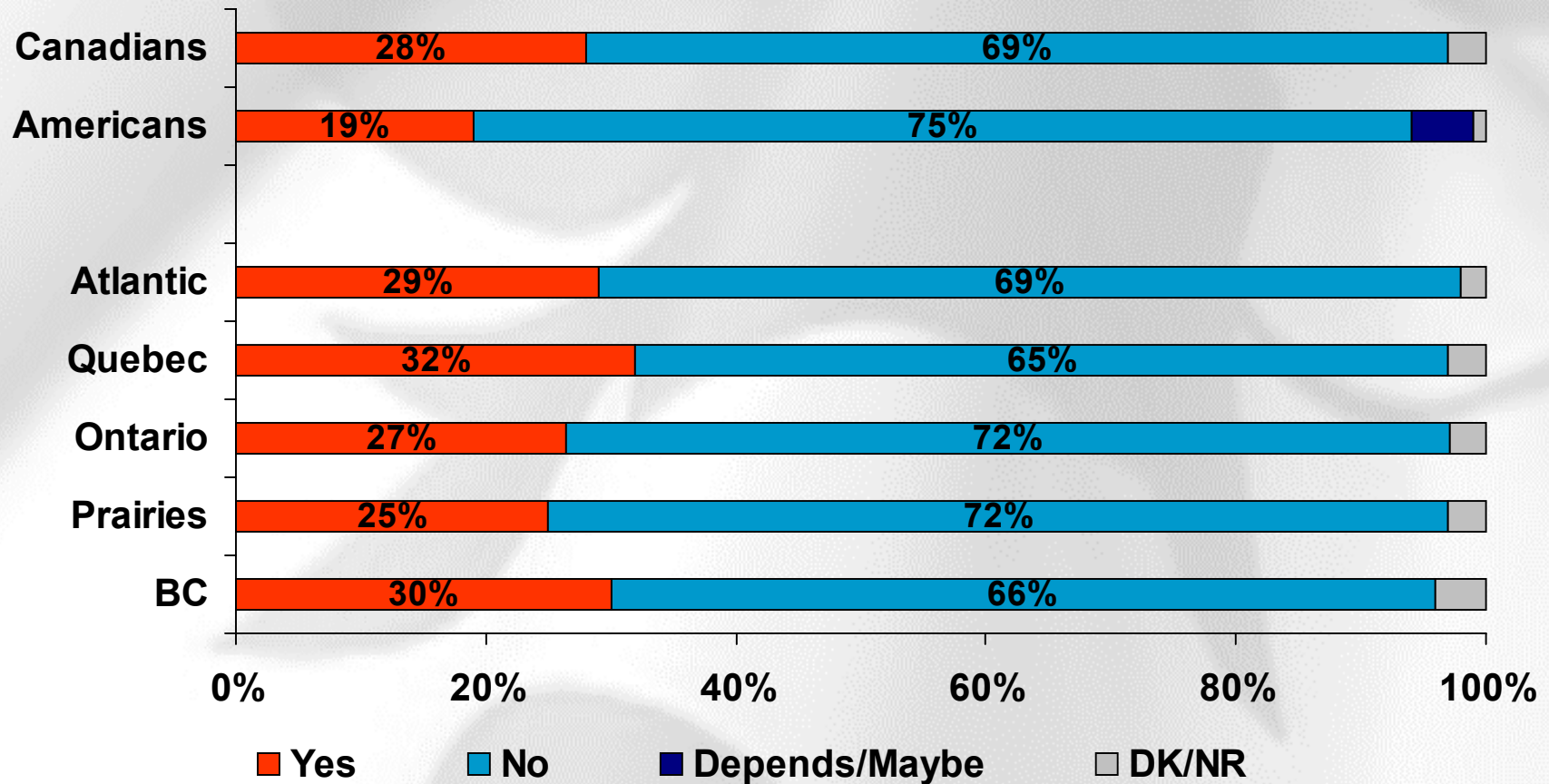
"Do you think Canada should adopt the American dollar?"



Source: Dominion Institute of Canada/Navigator (August 8-15, 2002)

Taking a Job in the US/Canada

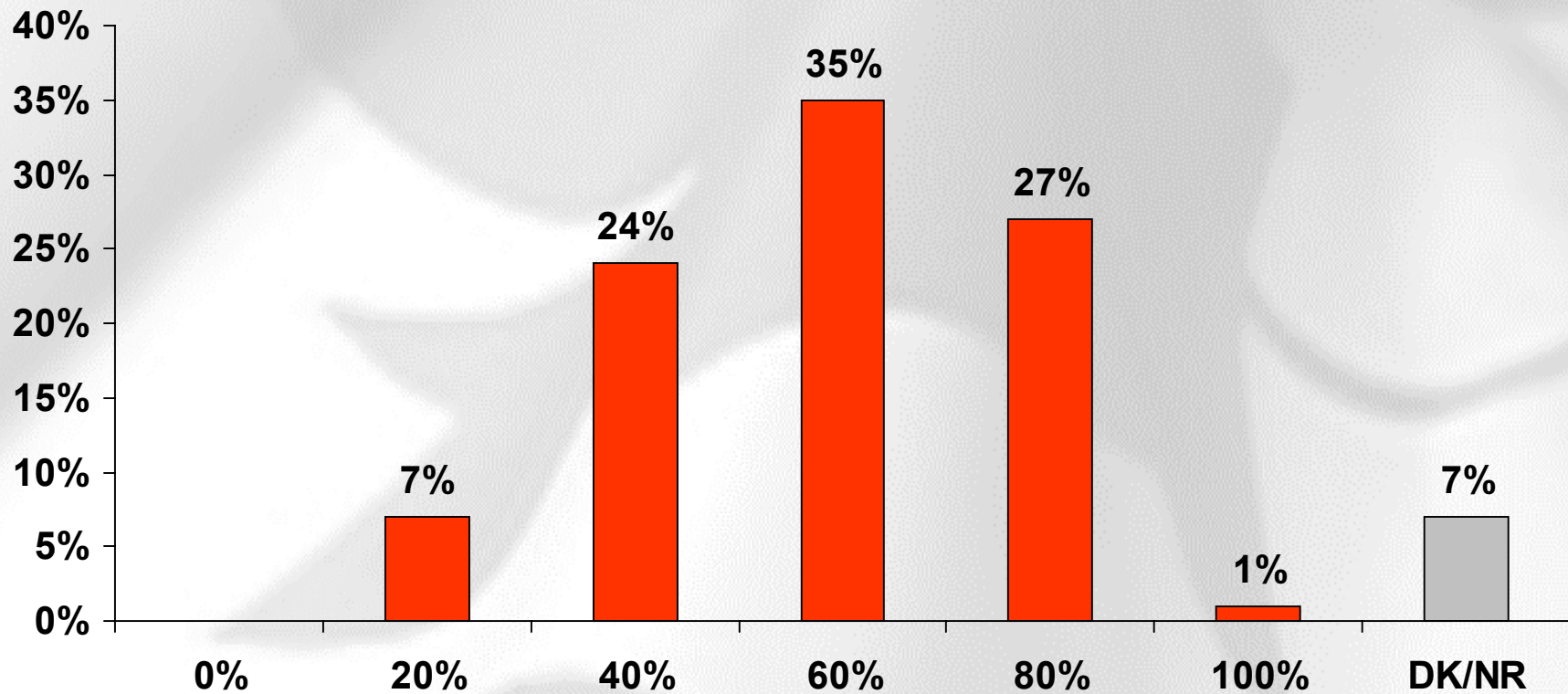
"If you were offered a better paying job in the [United States/Canada], would you take it?"



Source: Dominion Institute of Canada/Navigator (August 8-15, 2002)

Canada-US Trade

"What percentage of total Canadian foreign trade do you think is with the United States? Do you think it is closer to..."

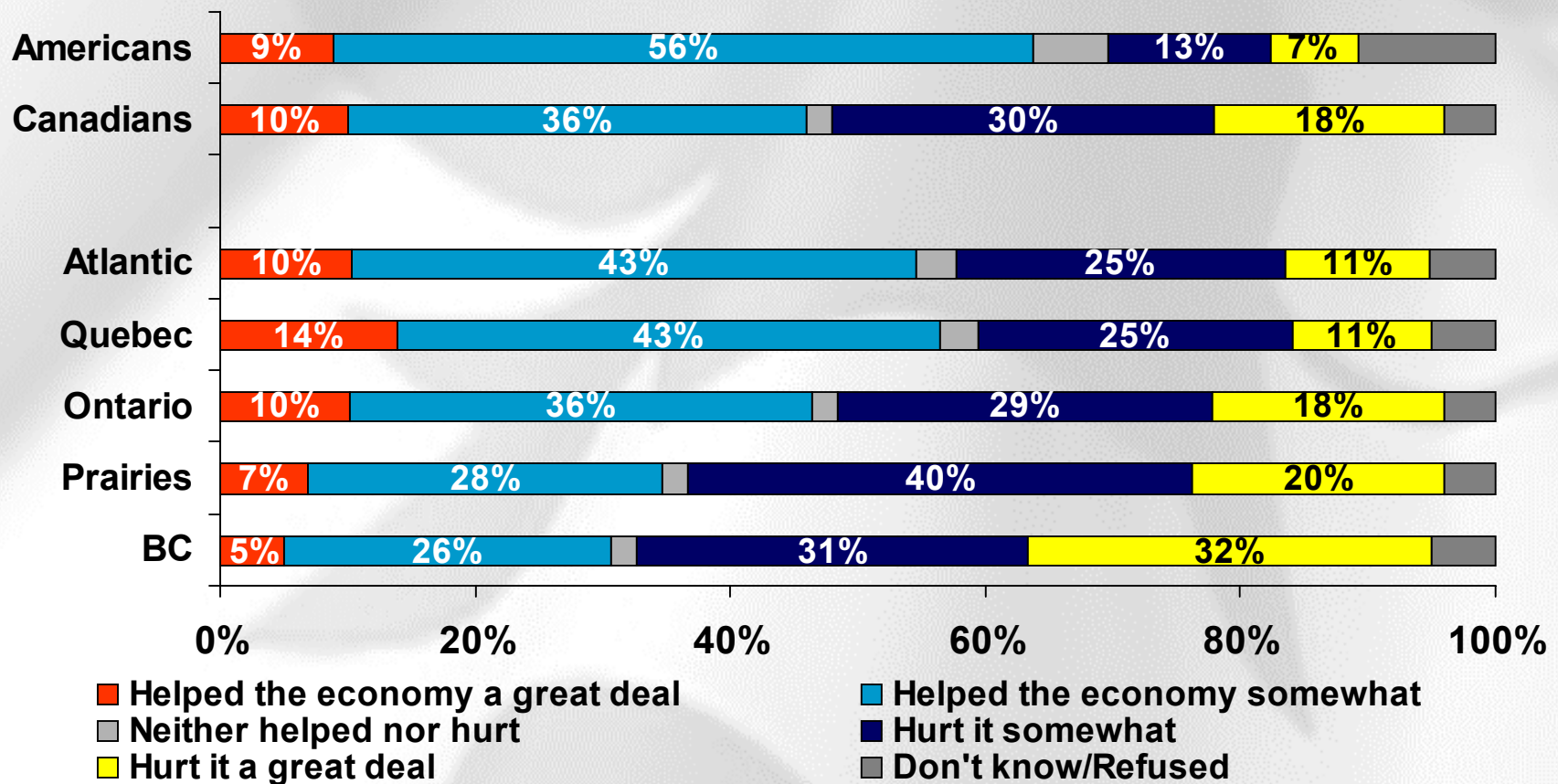


Source: Dominion Institute of Canada/Navigator (August 8-15, 2002)

Canada

NAFTA

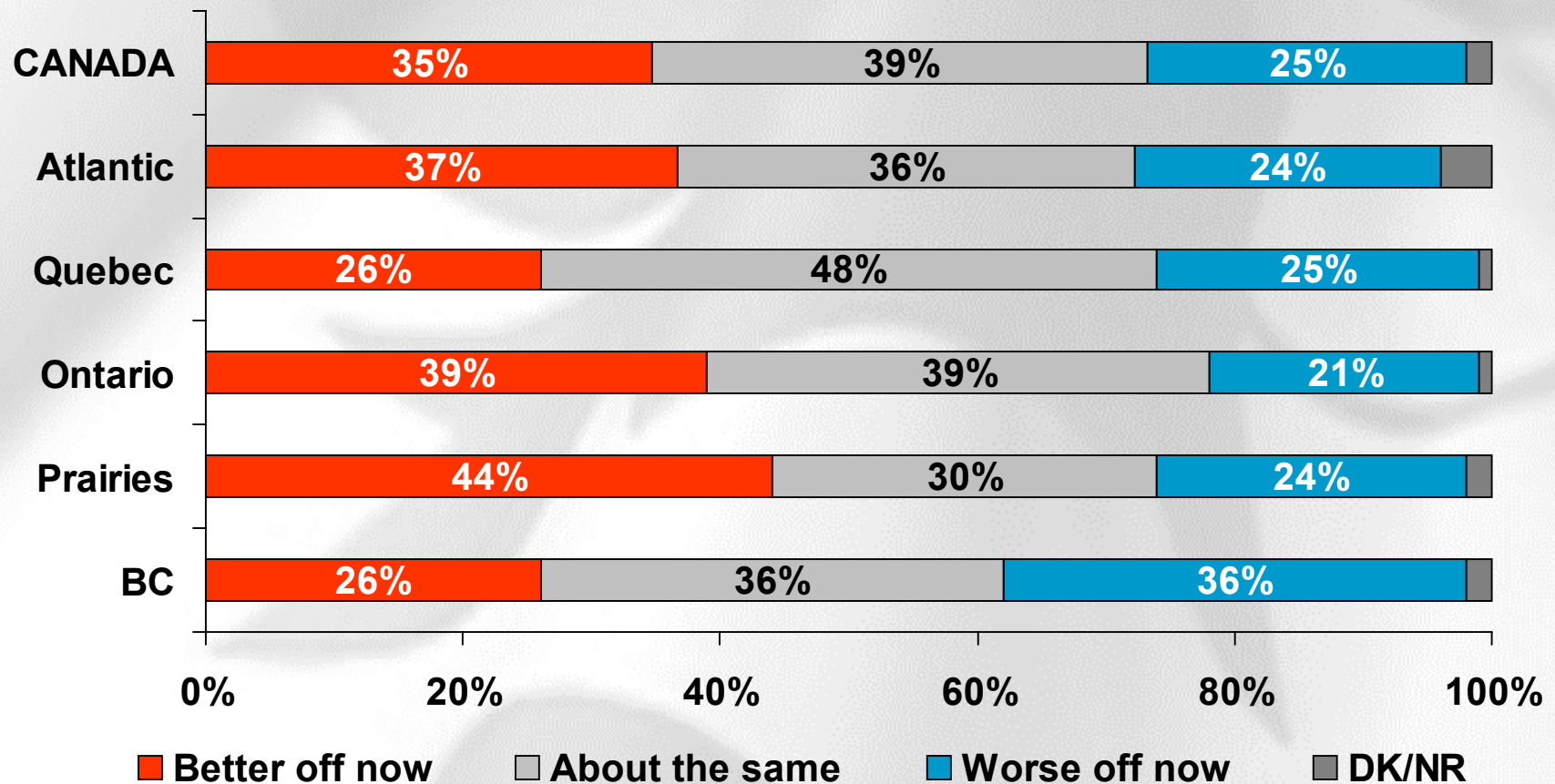
"A free trade deal between the United States and Canada has been in place for a decade. How would you describe the effects of the agreement on the [Canadian/American] economy?"



Source: Dominion Institute of Canada/Navigator (August 8-15, 2002)

Standard of Living

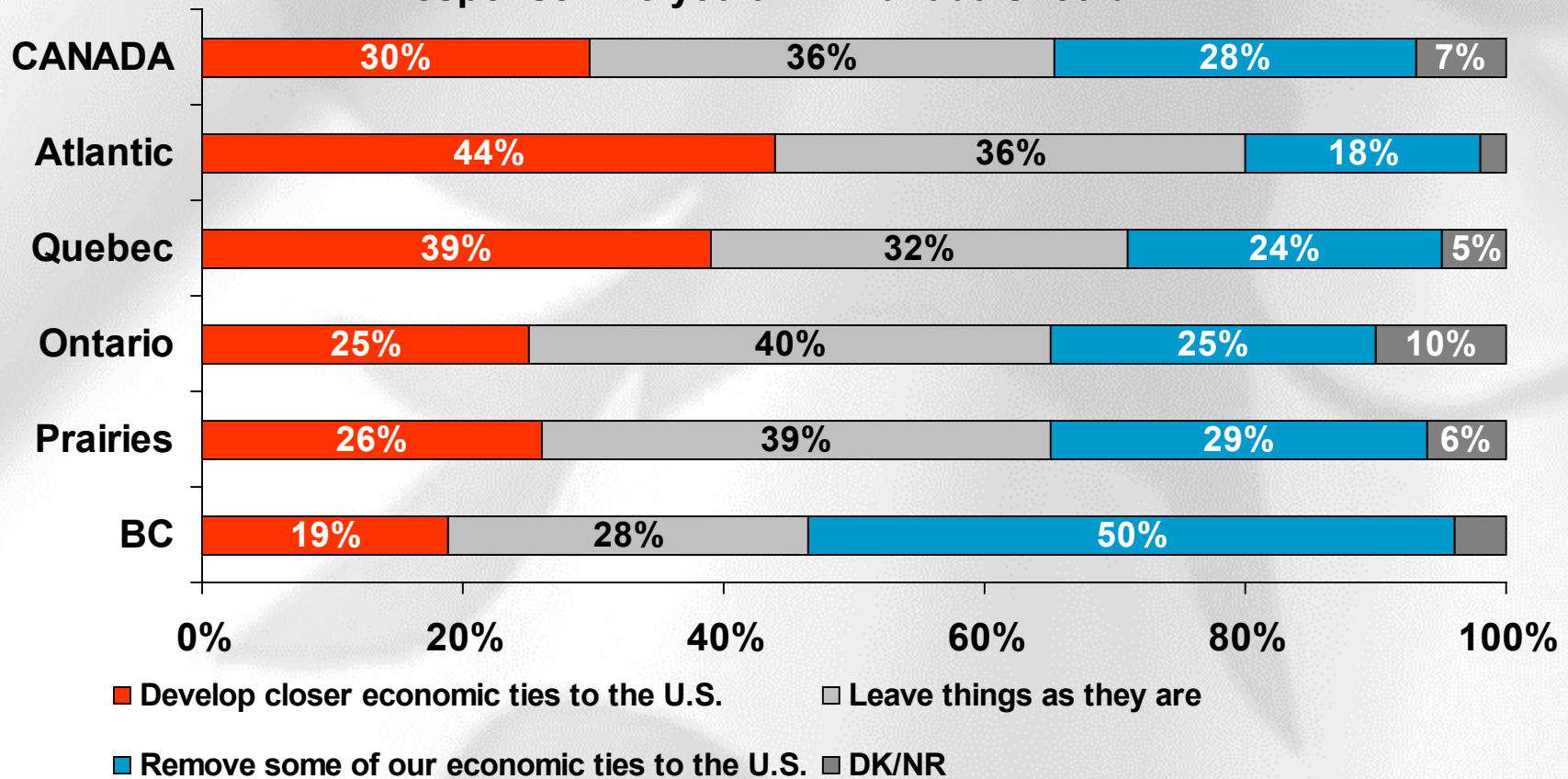
"When you think of the standard of living of you and your family now compared to ten years ago, would you say you are...?"



Source: Dominion Institute of Canada/Navigator (August 8-15, 2002)

Standard of Living

"As Canada's standard of living continues to fall behind that of the U.S., which of the following do you think ought to be Canada's response? Do you think Canada should..."

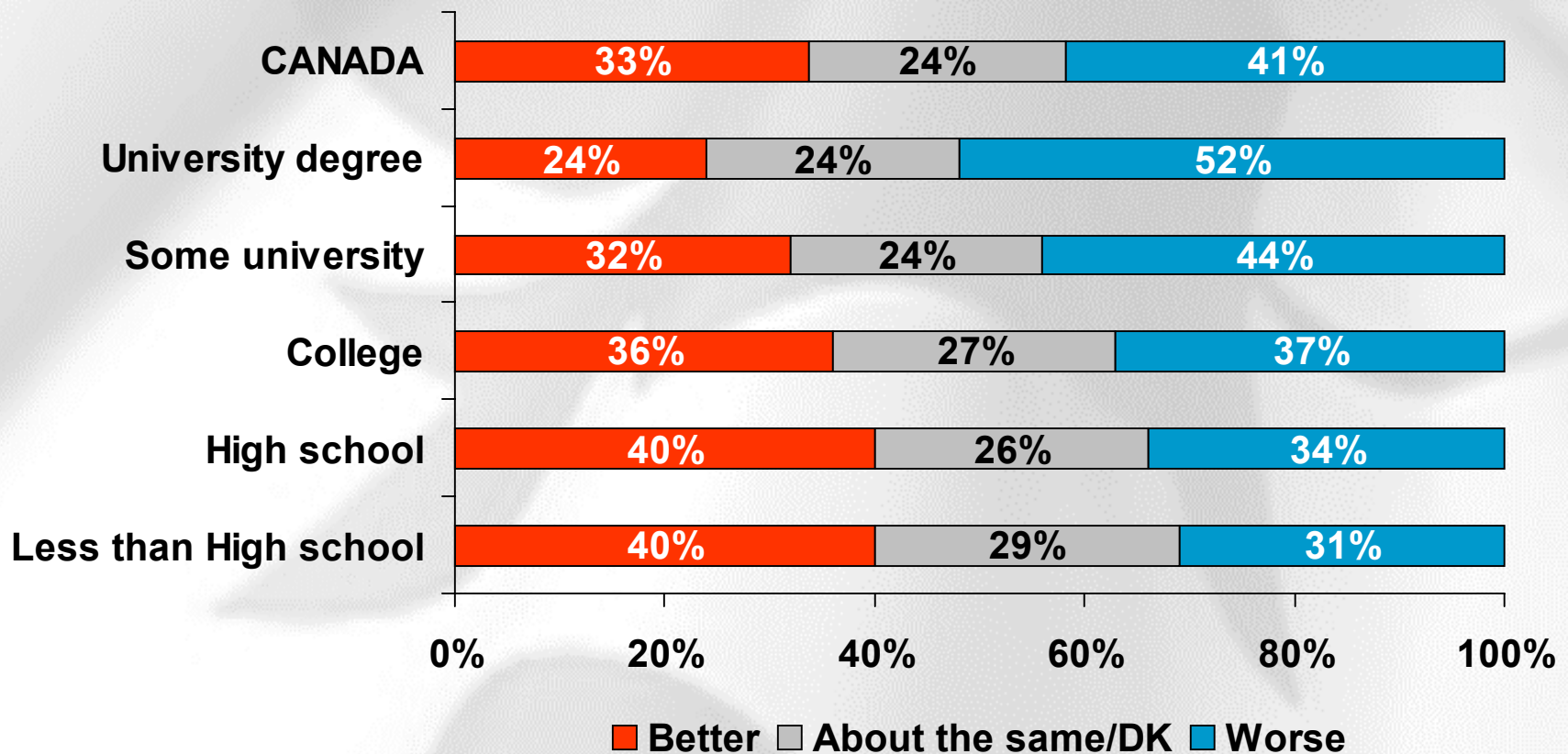


Source: Dominion Institute of Canada/Navigator (August 8-15, 2002)

Job Opportunities

by education

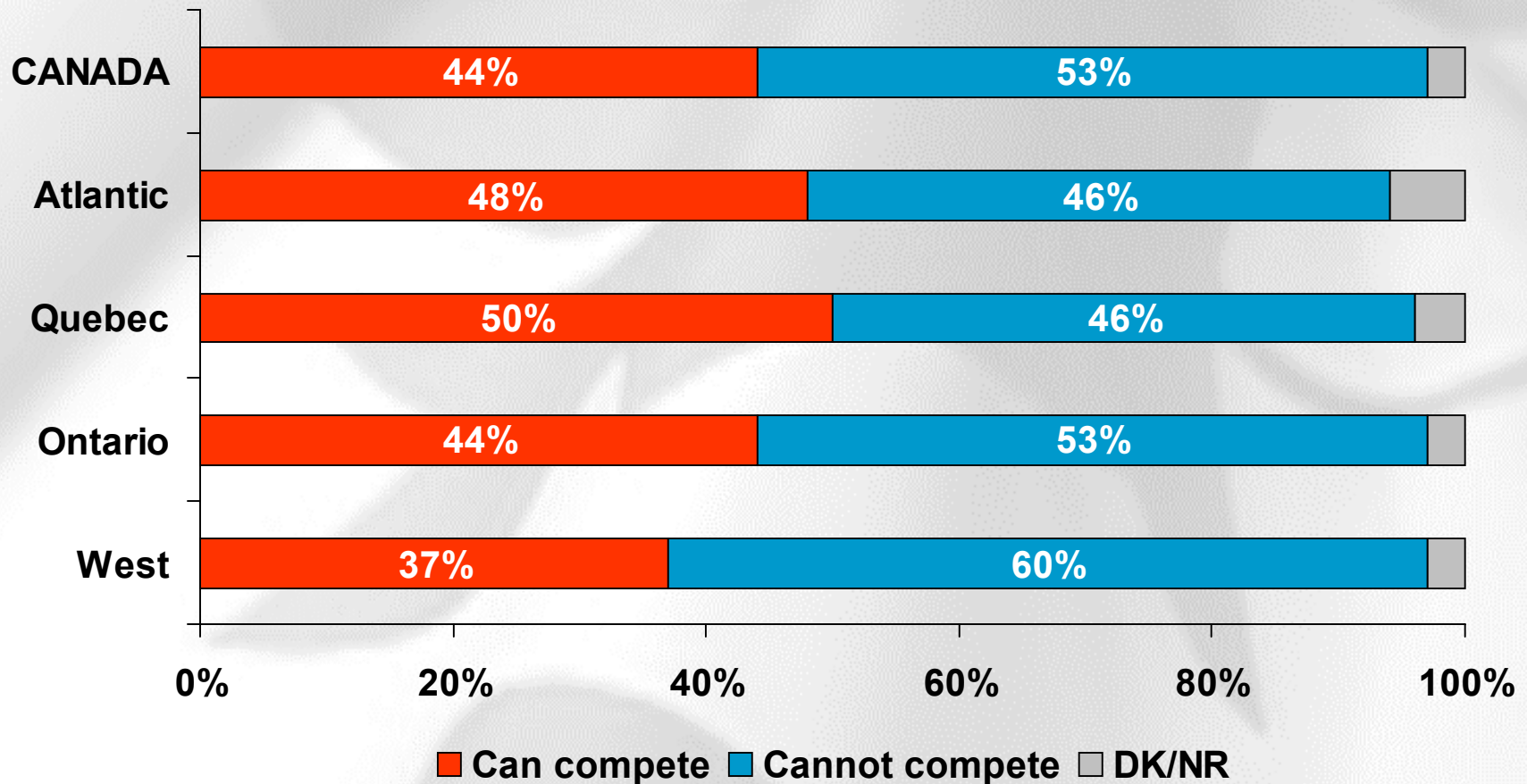
"Would you say that Canada [provides good job opportunities for its best-educated workers] a lot better, somewhat better, about the same, somewhat worse or a lot worse than the United States?"



Source: CRIC (Enviroics, June 25 - July 16, 2002)

Ability to Compete

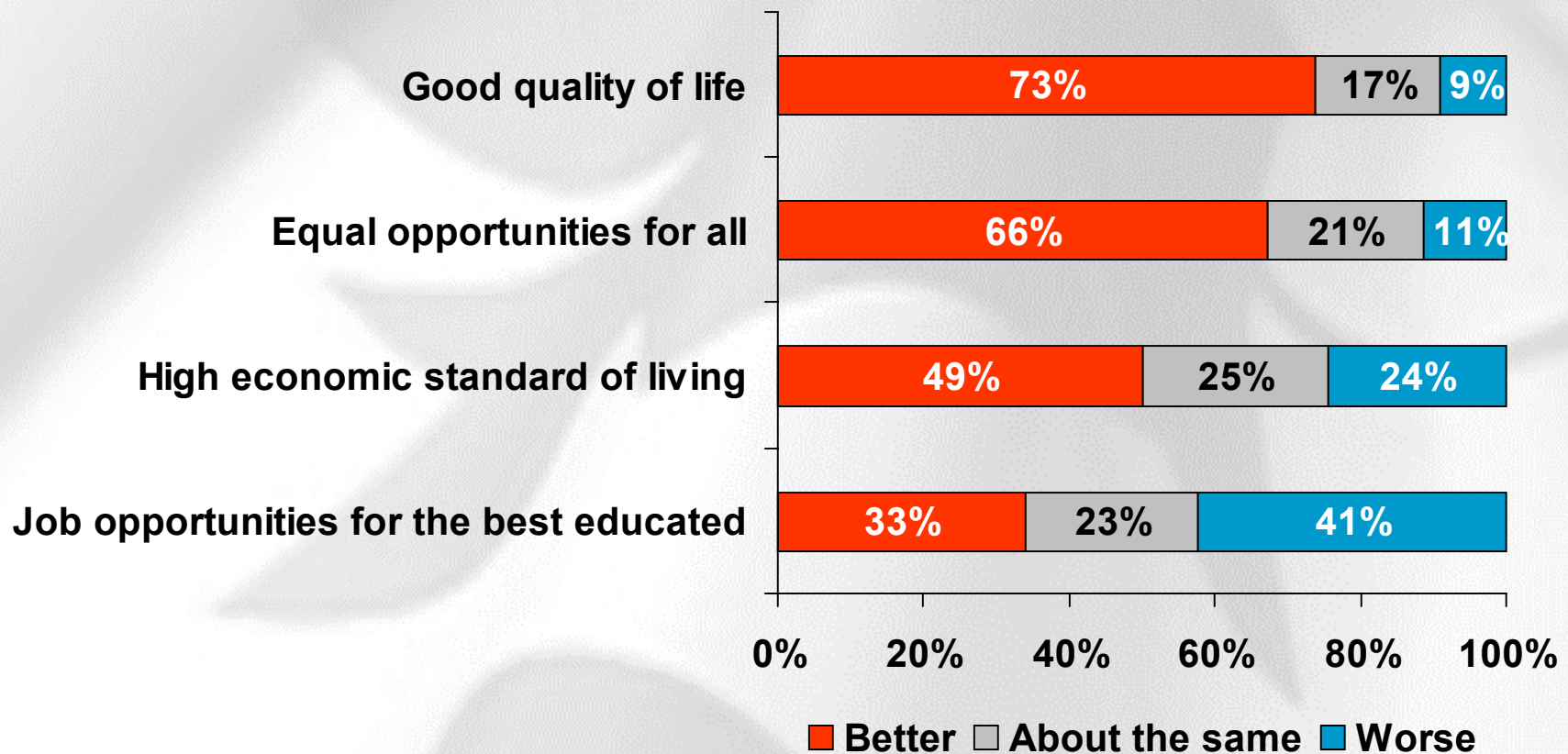
"Do you feel Canadian businesses do or do not have the ability to compete successfully with businesses in the United States."



Source: CRIC (EnviroNics, June 25 - July 16, 2002)

Performance *vis-à-vis* US

"Would you say that Canada does each of the following things a lot better, somewhat better, about the same, somewhat worse or a lot worse than the United States?"

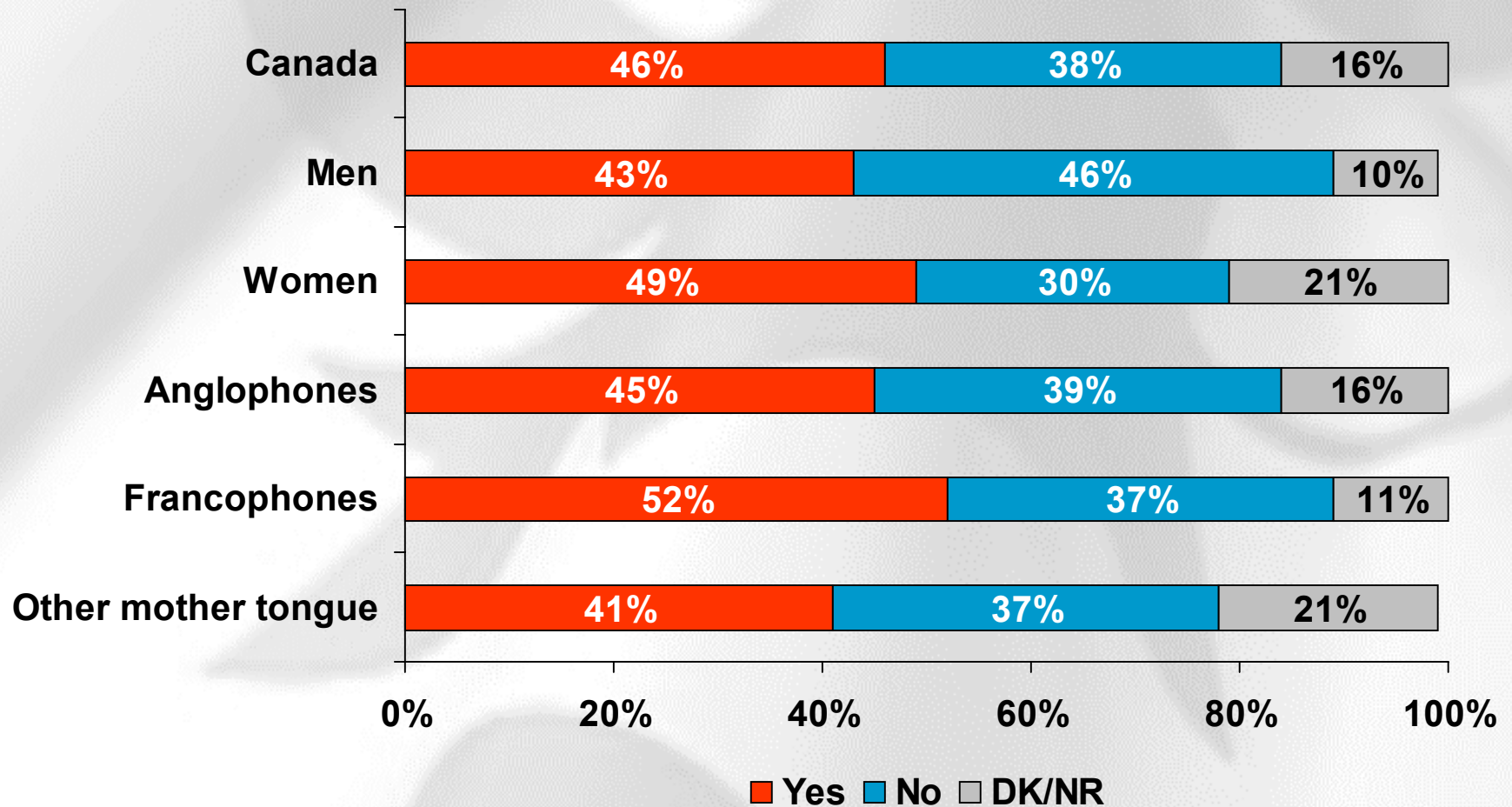


Source: CRIC (Environics, June 25 - July 16, 2002)

Iraq
--
L'Irak

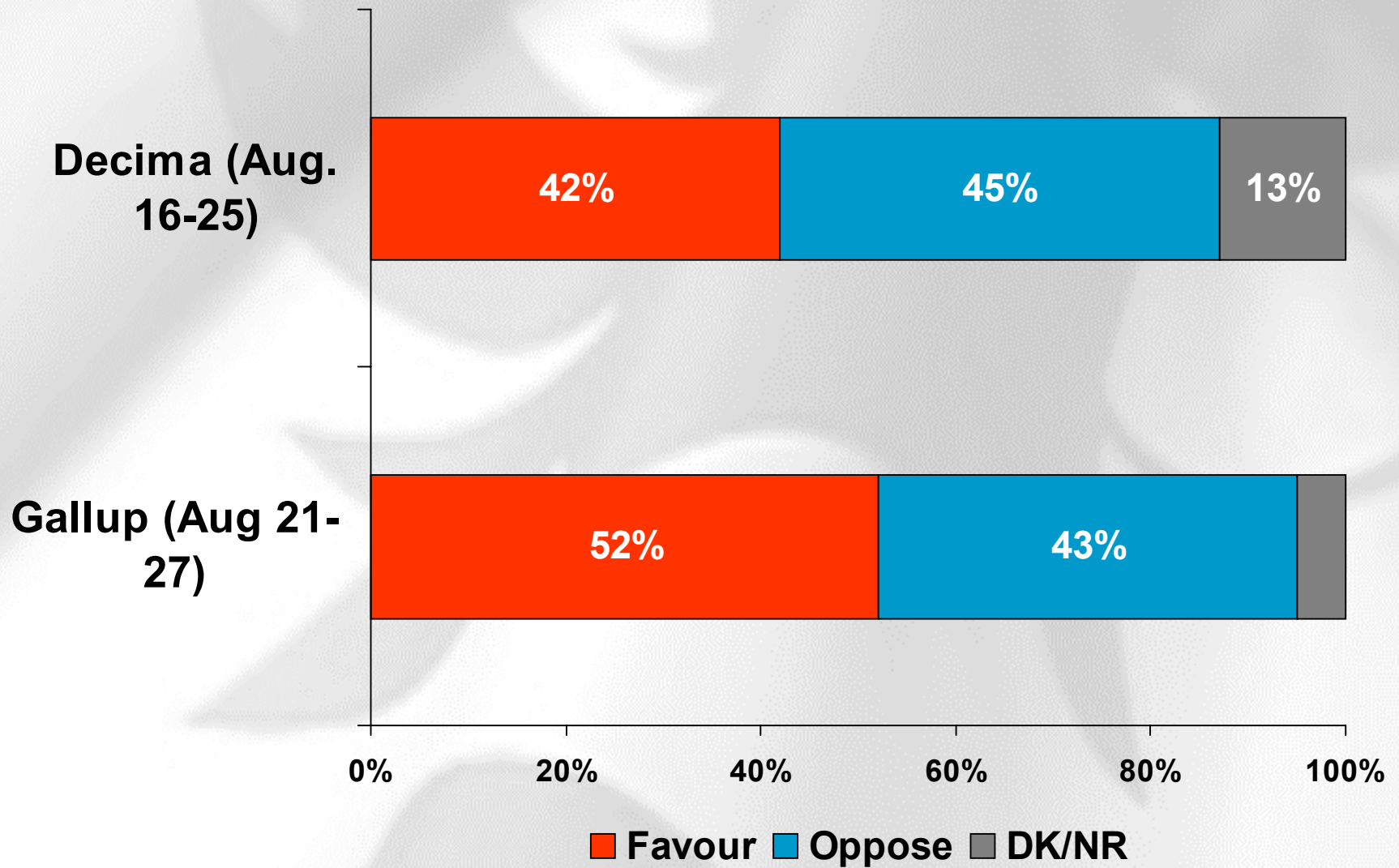
Threat of Iraq to US

"Do you think Iraq poses a real threat to the United States?"

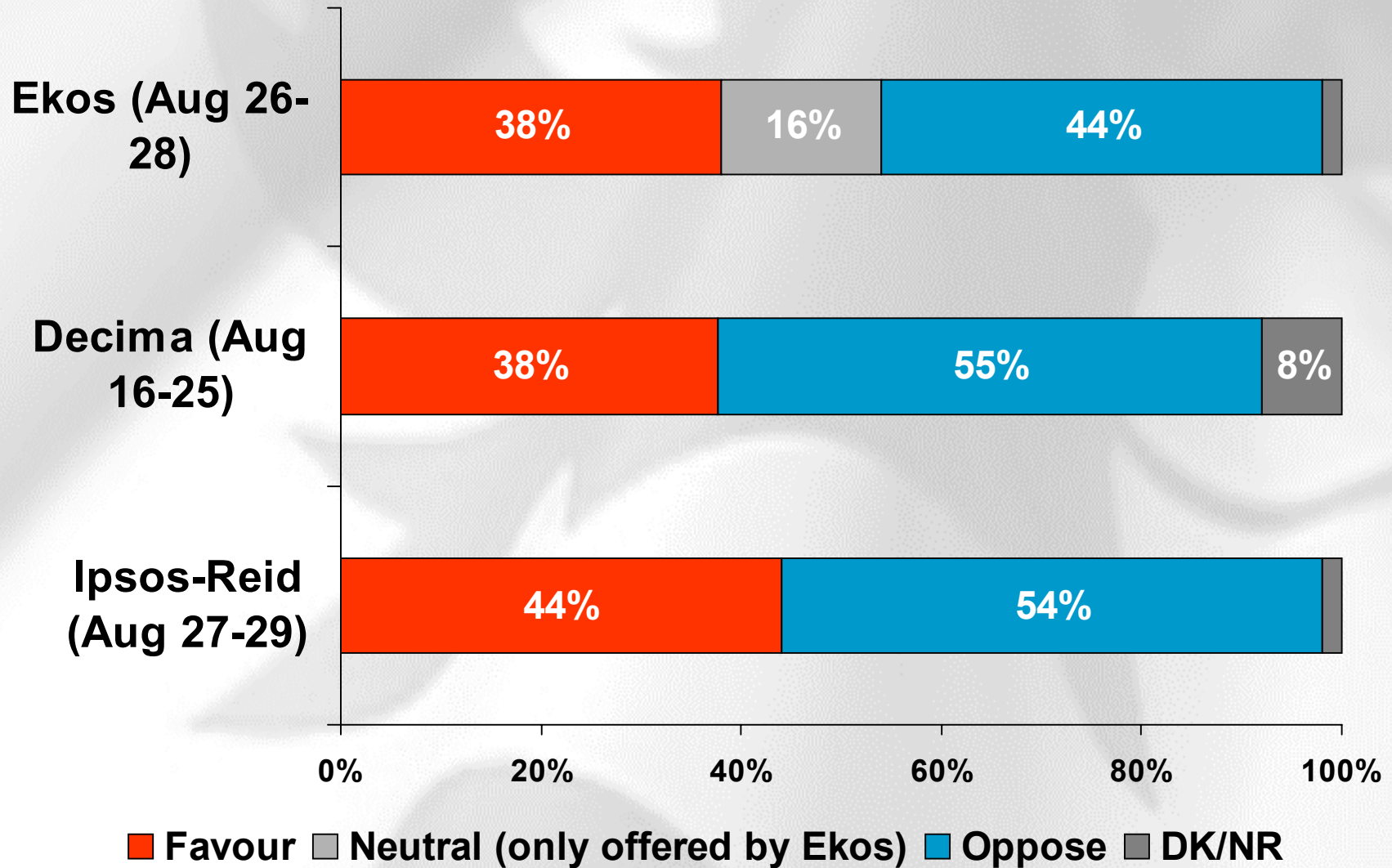


Source: Léger Marketing (August 20-25, 2002)

Support for U.S. Attack on Iraq



Canadian Participation

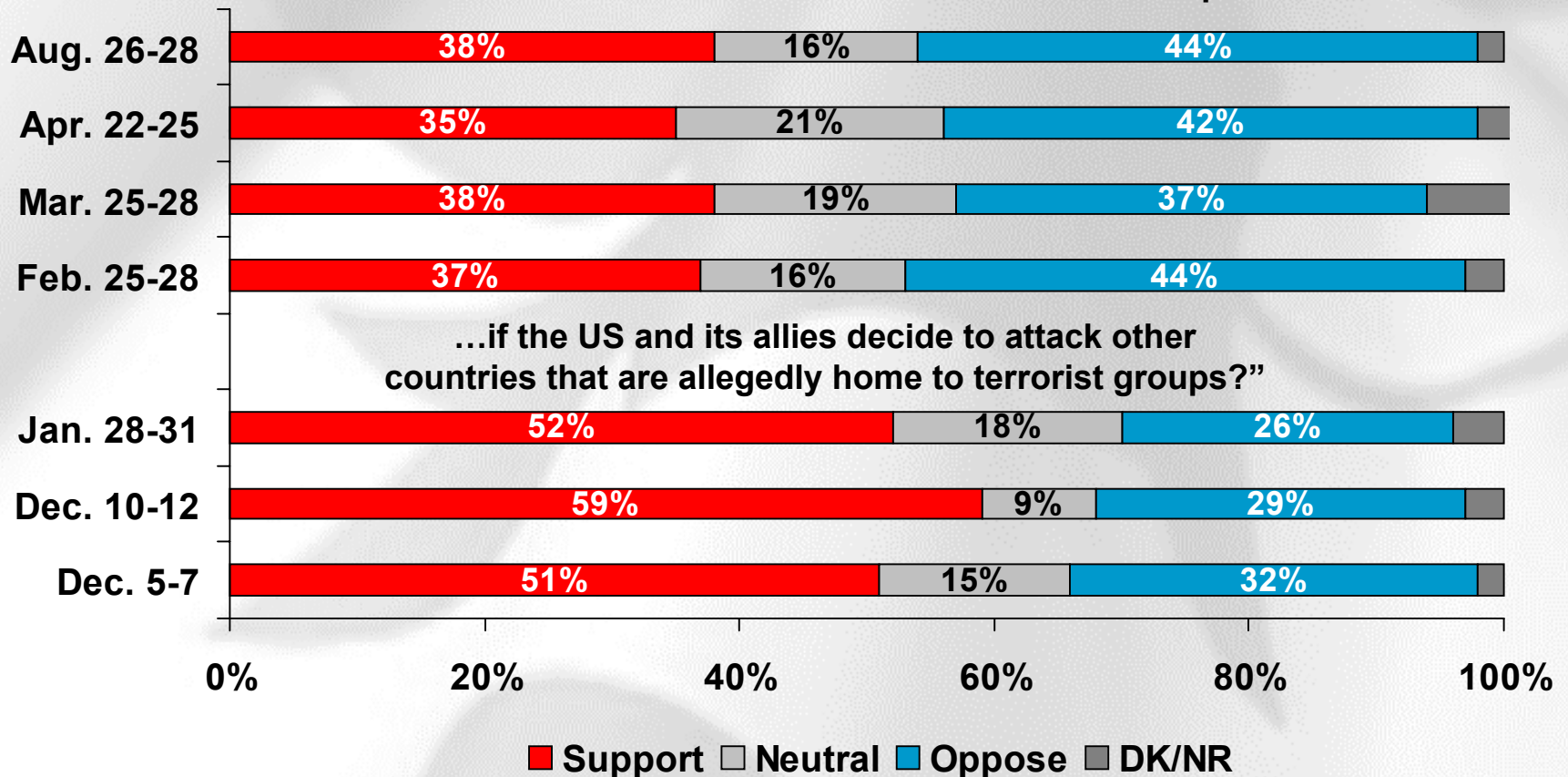


Canadian Participation

Ekos

"Do you support or oppose continued Canadian participation...

...if the US and its allies decide to attack Iraq?"



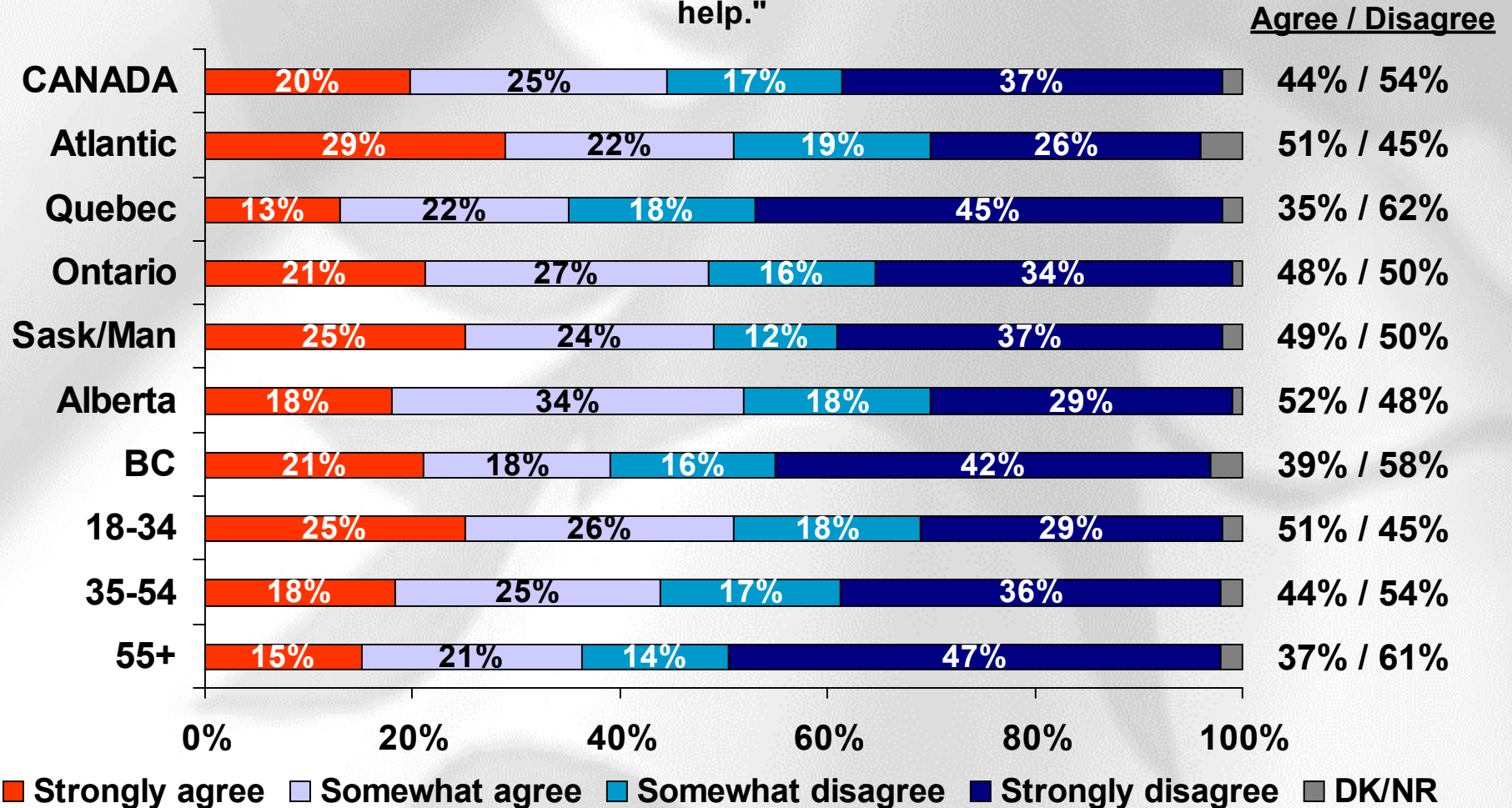
Source: Ekos (2001-2002)

Canada

Canadian Participation

Ipsos-Reid

"If the U.S. takes military action towards Iraq to overthrow Saddam Hussein, we should support them by sending our own armed forces to help."

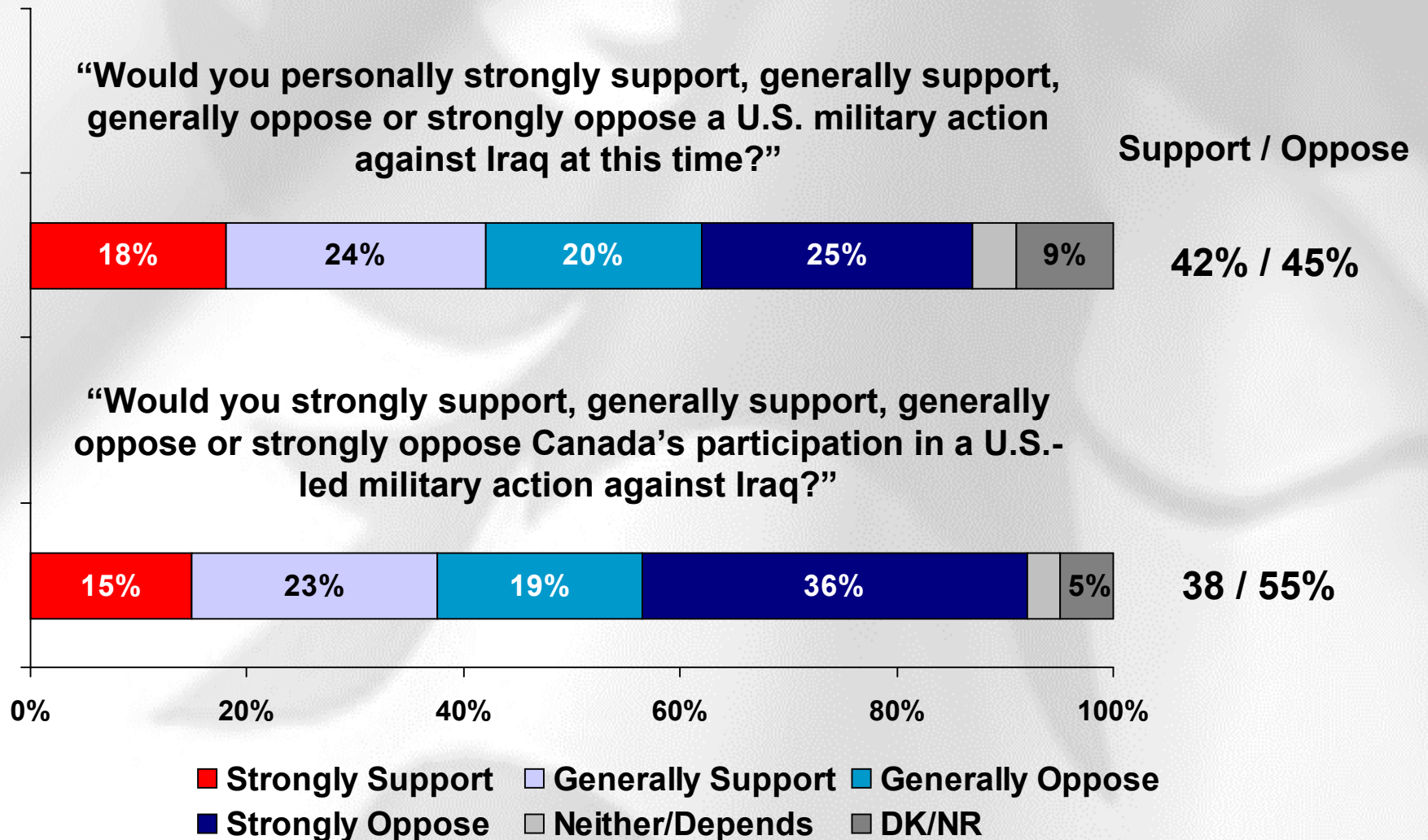


Source: Ipsos Reid (August 27-29, 2002)

Canada

Canadian & U.S. Participation

Decima

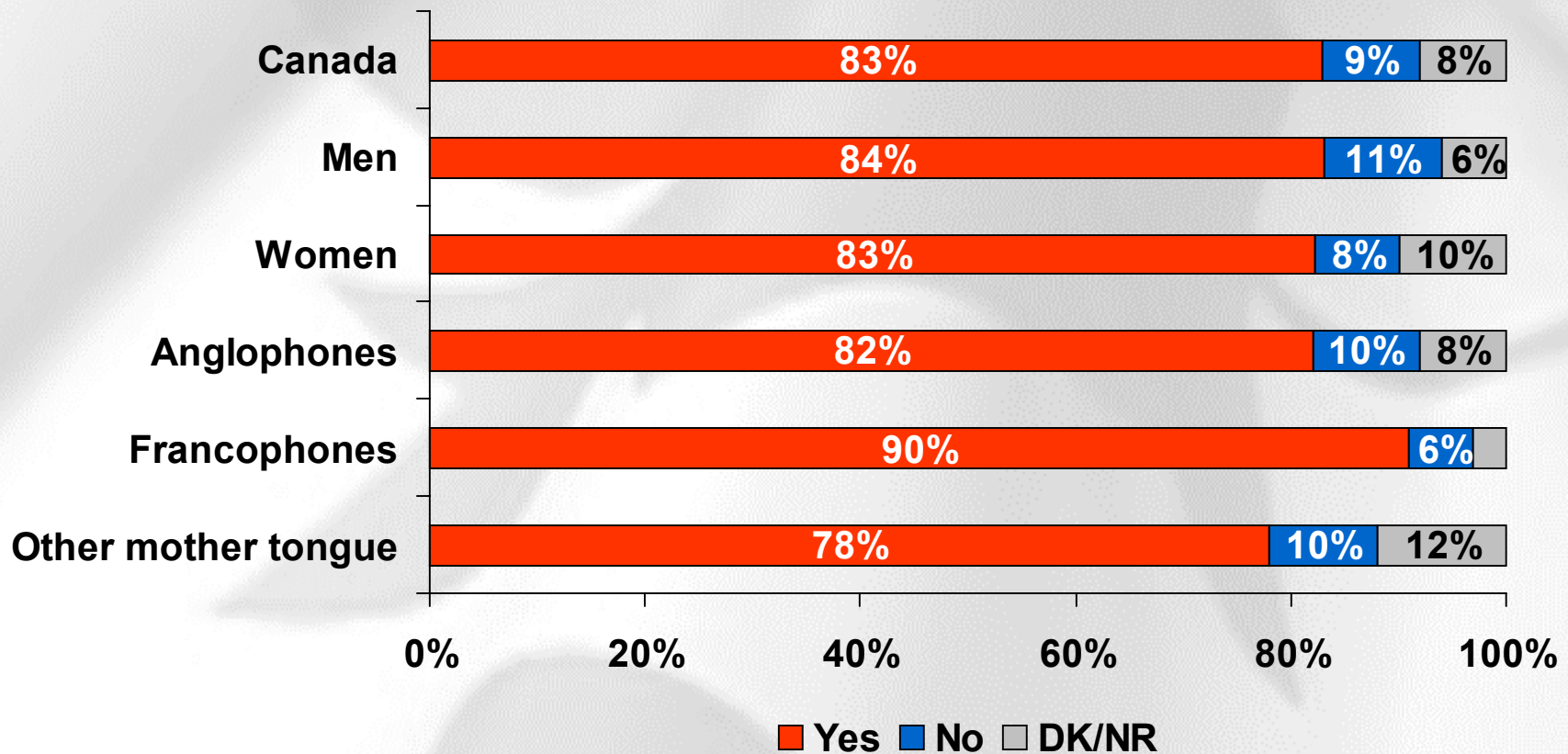


Source: Decima (August 16-25, 2002)

Canada

Need for Americans to Consult

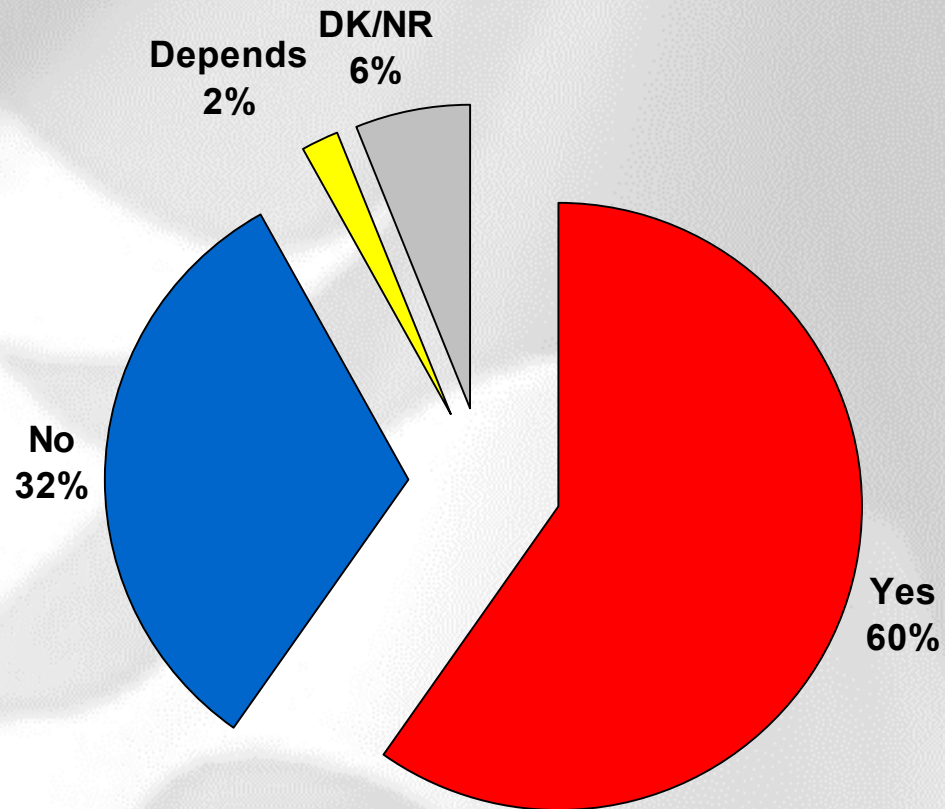
"In general, do you think the Americans should consult the countries that normally support them before launching a military attack on another country?"



Source: Léger Marketing (August 20-25, 2002)

Support for Coalition Attack

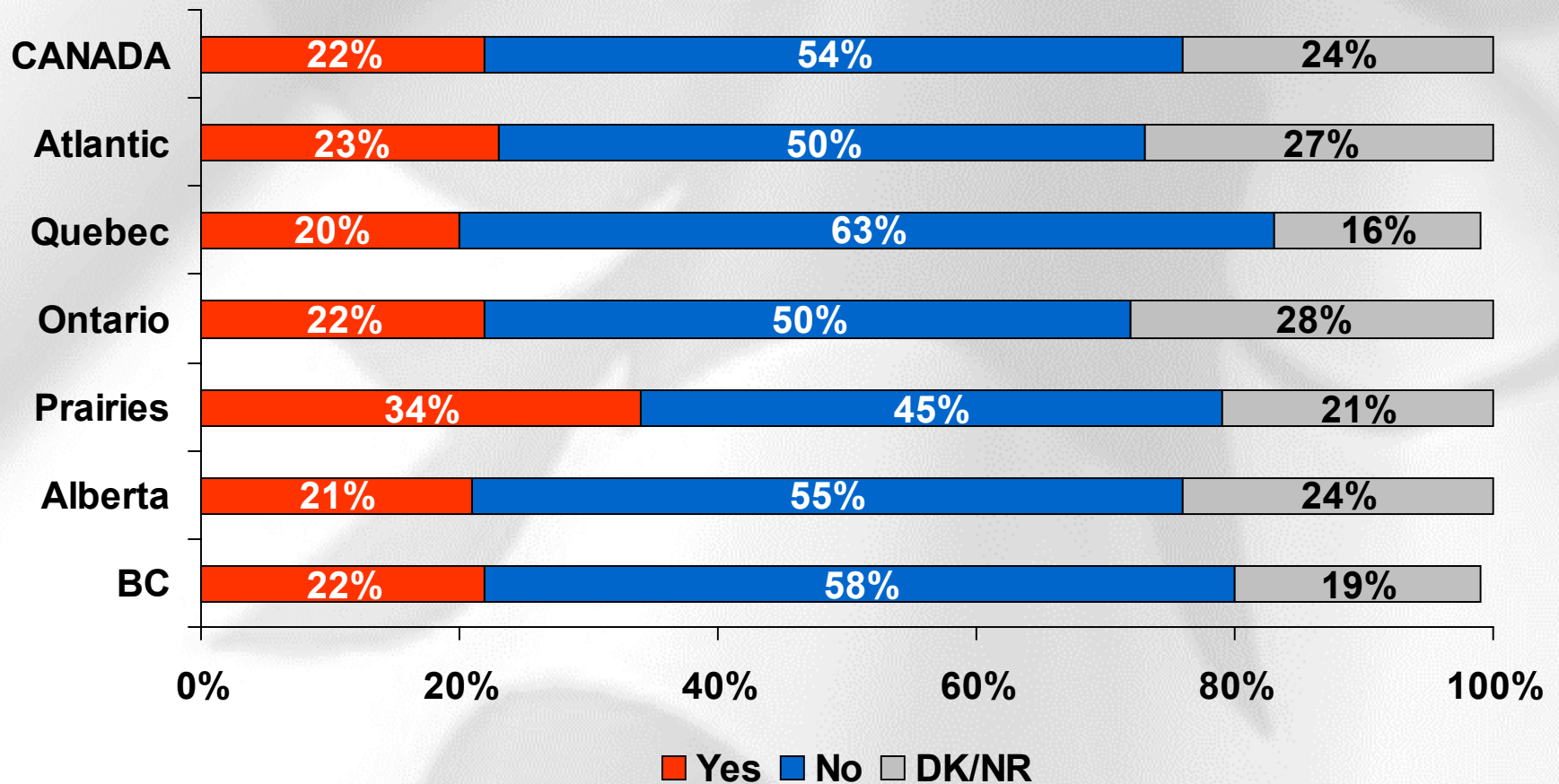
"Would you be likely to support a military strike against Iraq if it was carried out by a number of countries, not just the U.S.?"



Source: Decima (August 16-25, 2002)

President Bush's Justification

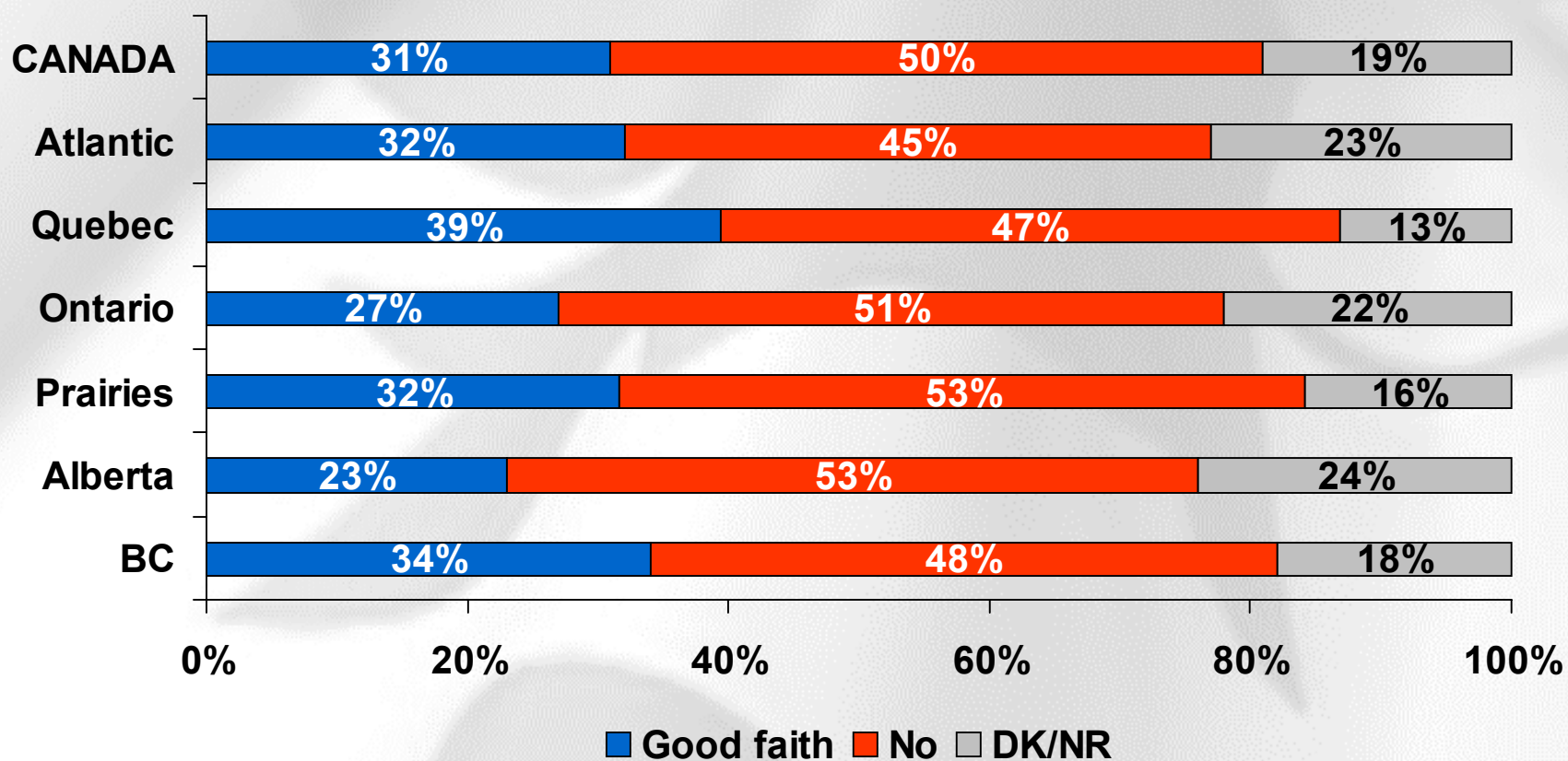
"Do you think George W. Bush's arguments provide enough justification for the United States to attack Iraq?"




Source: Léger Marketing (August 20-25, 2002)

Iraq's Openness

"Given that Saddam Hussein has given the U.N. the right to inspect Iraq's installations [...], do you think Iraq is showing good faith or not?"



Source: Léger Marketing (August 20-25, 2002)



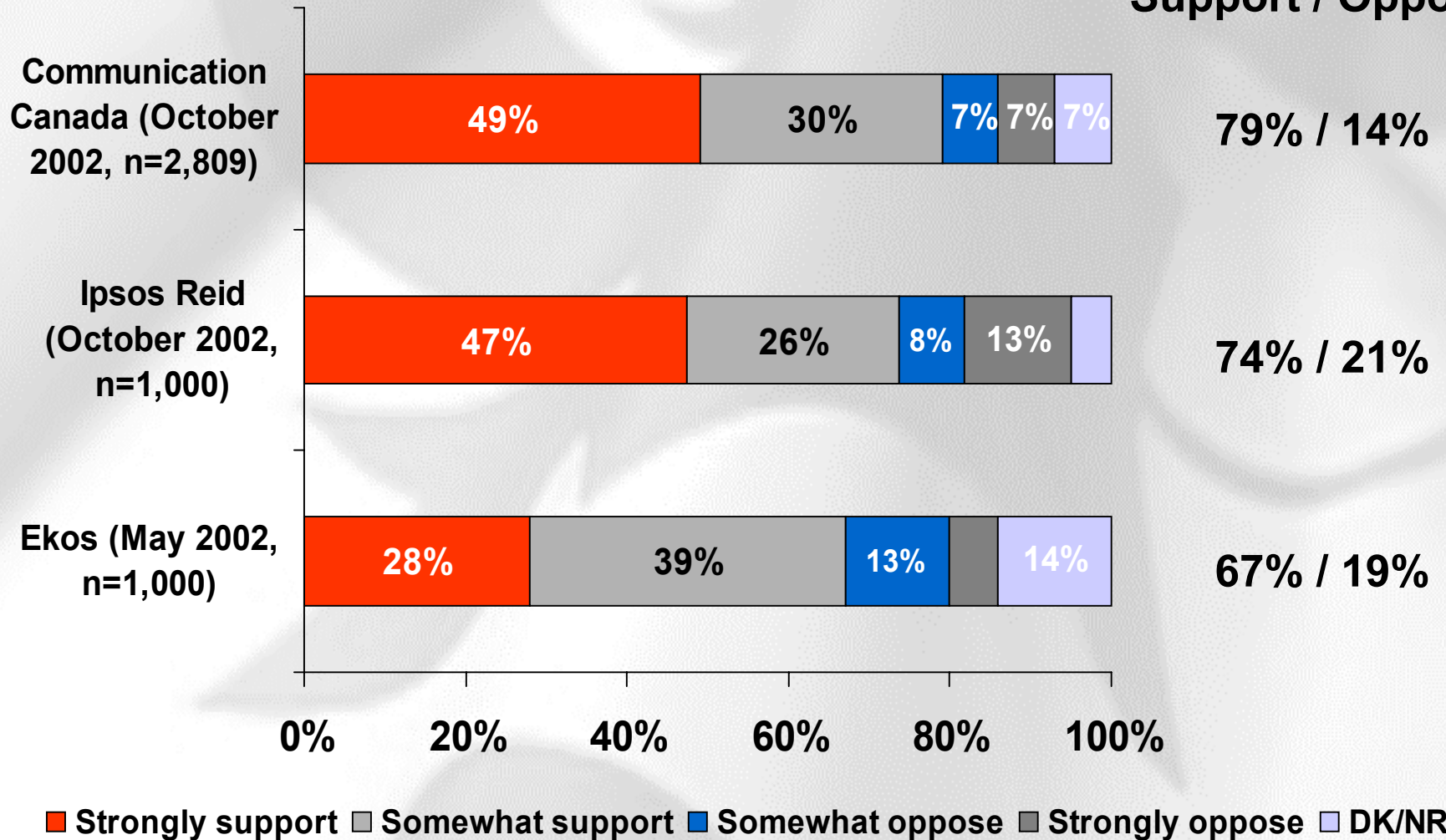
***The Environment and
Climate Change***

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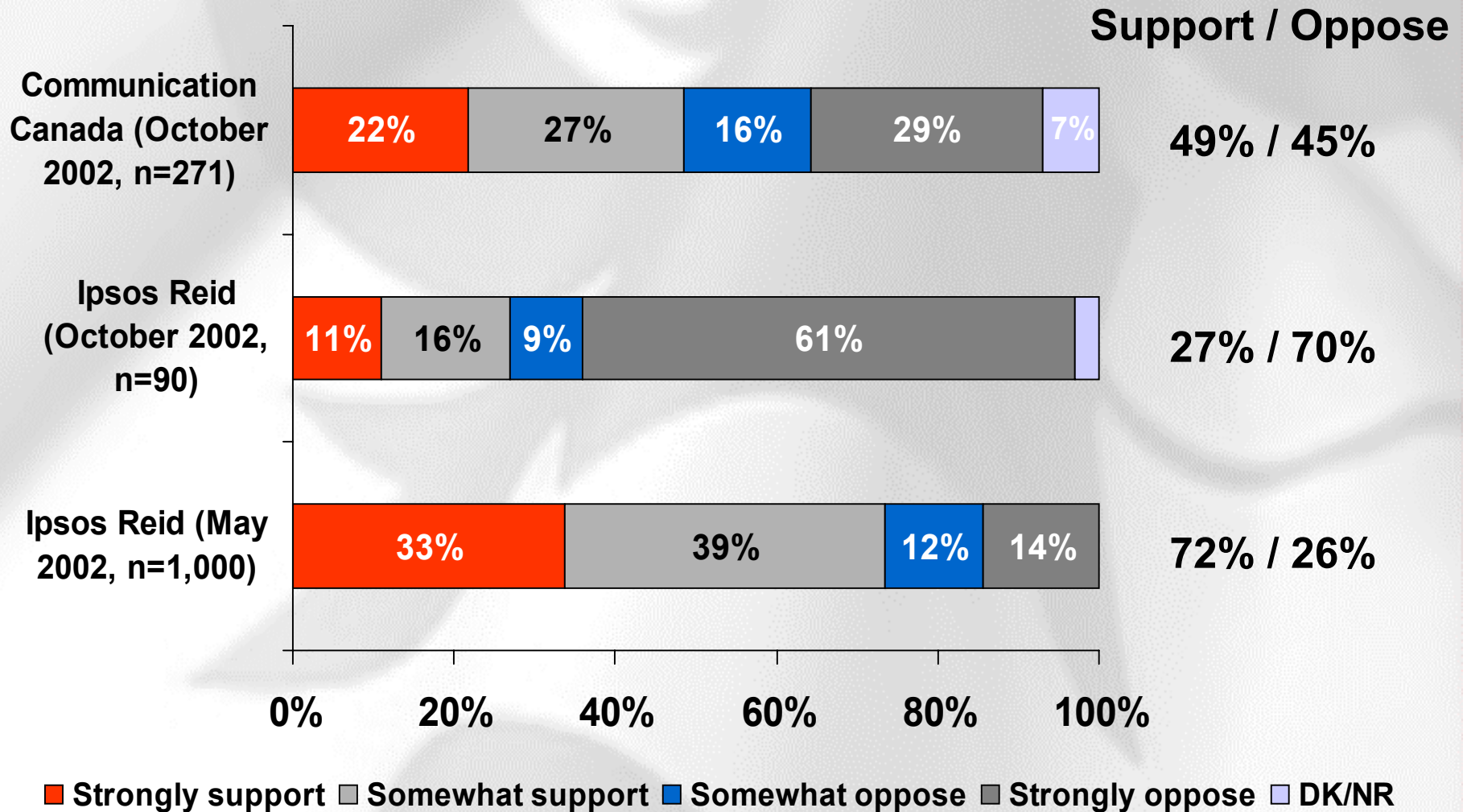
***L'environnement et les
changements climatiques***

Ratification

Support / Oppose

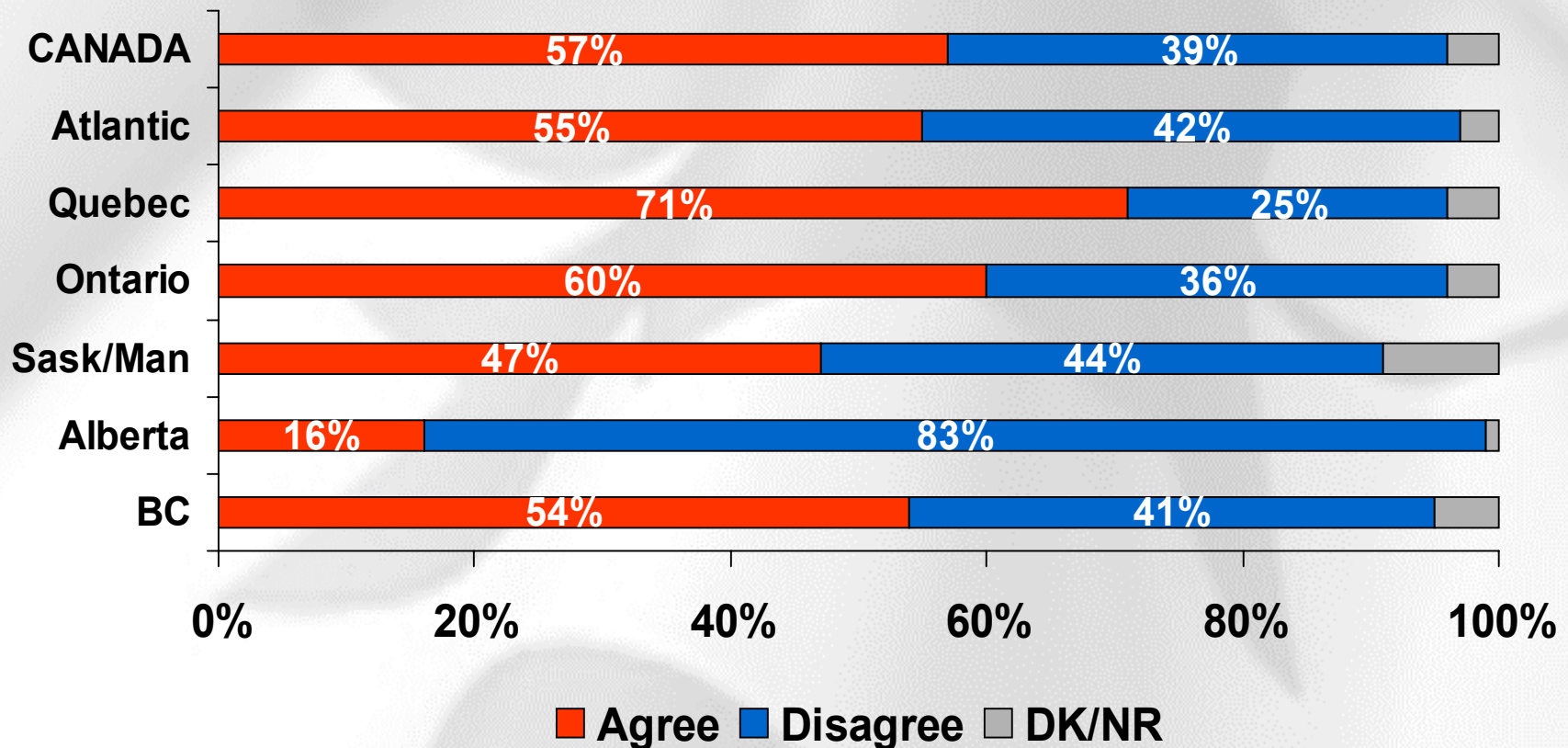


Ratification - Alberta



Loss to Economy

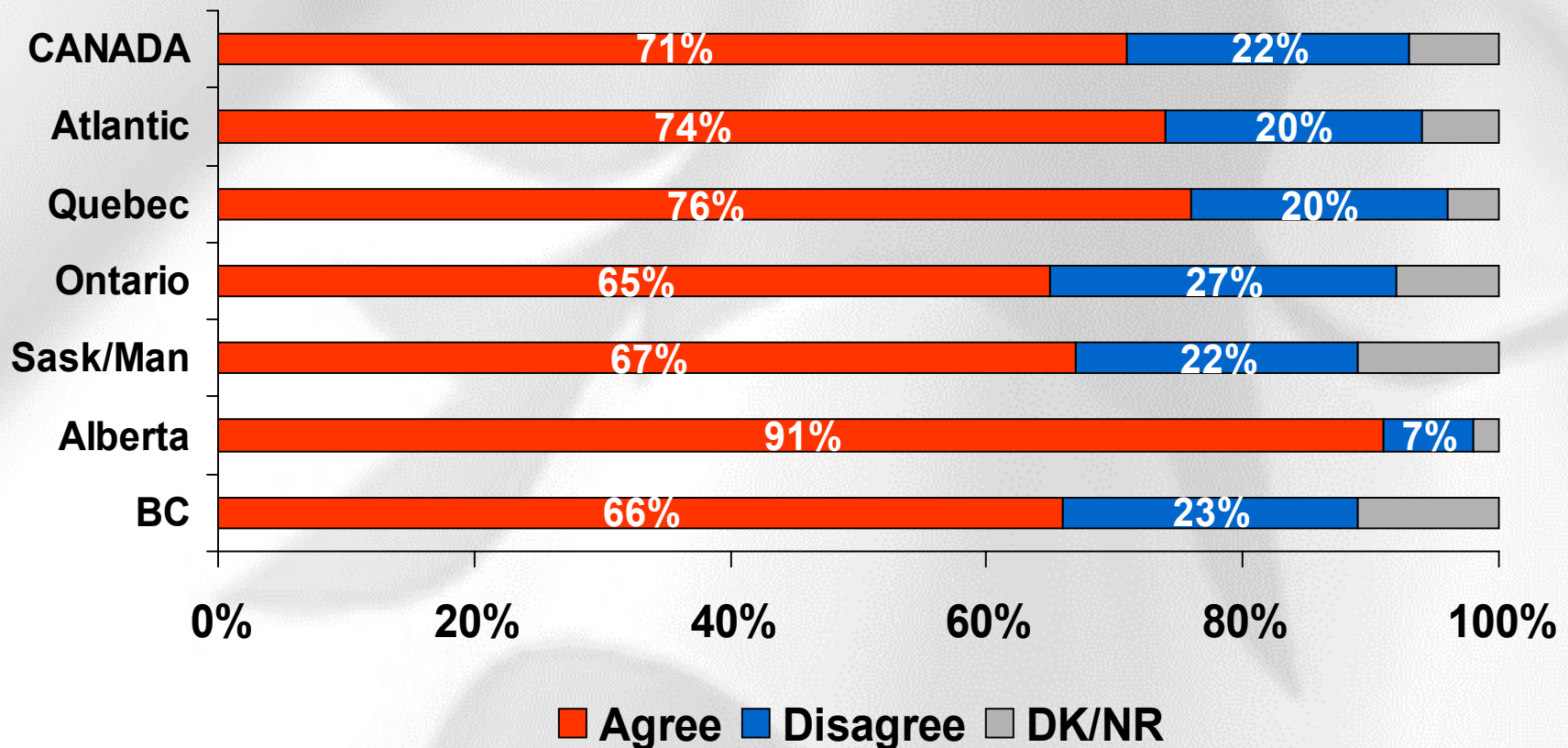
"The Government of Canada should ratify the Kyoto Accord and implement it, even if it means significant costs to the economy and changes to the lifestyles of Canadians."



Source: Ipsos-Reid (October 2002)

Alternative Plan

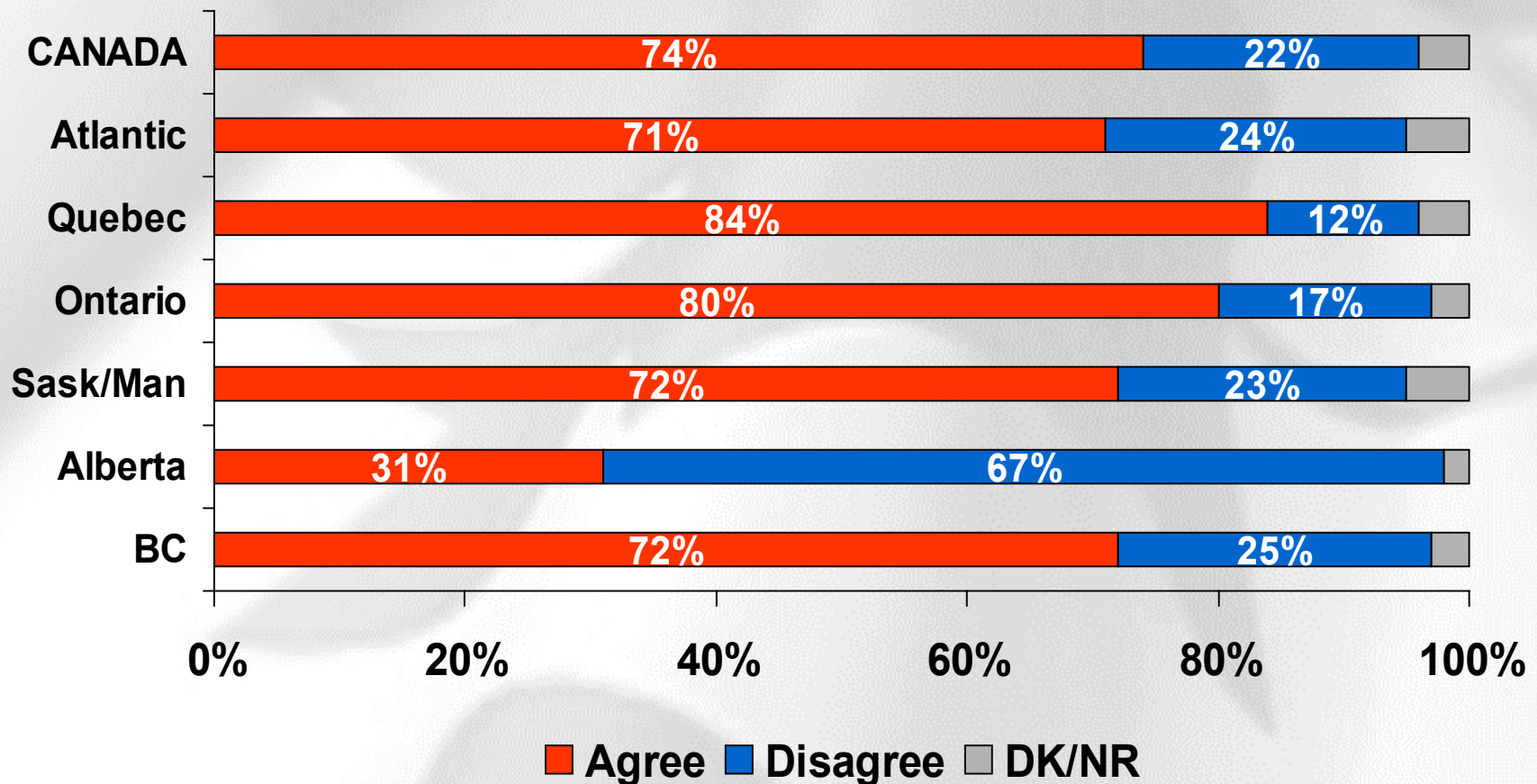
"It is possible for Canada to develop an alternative to the Kyoto Accord that is just as effective but would cost the Canadian economy a lot less."




Source: Ipsos-Reid (October 2002)

Kyoto a 'Good First Step'

"Even if there are some problems with the Kyoto Accord, I think it should be implemented because it is a good first step."



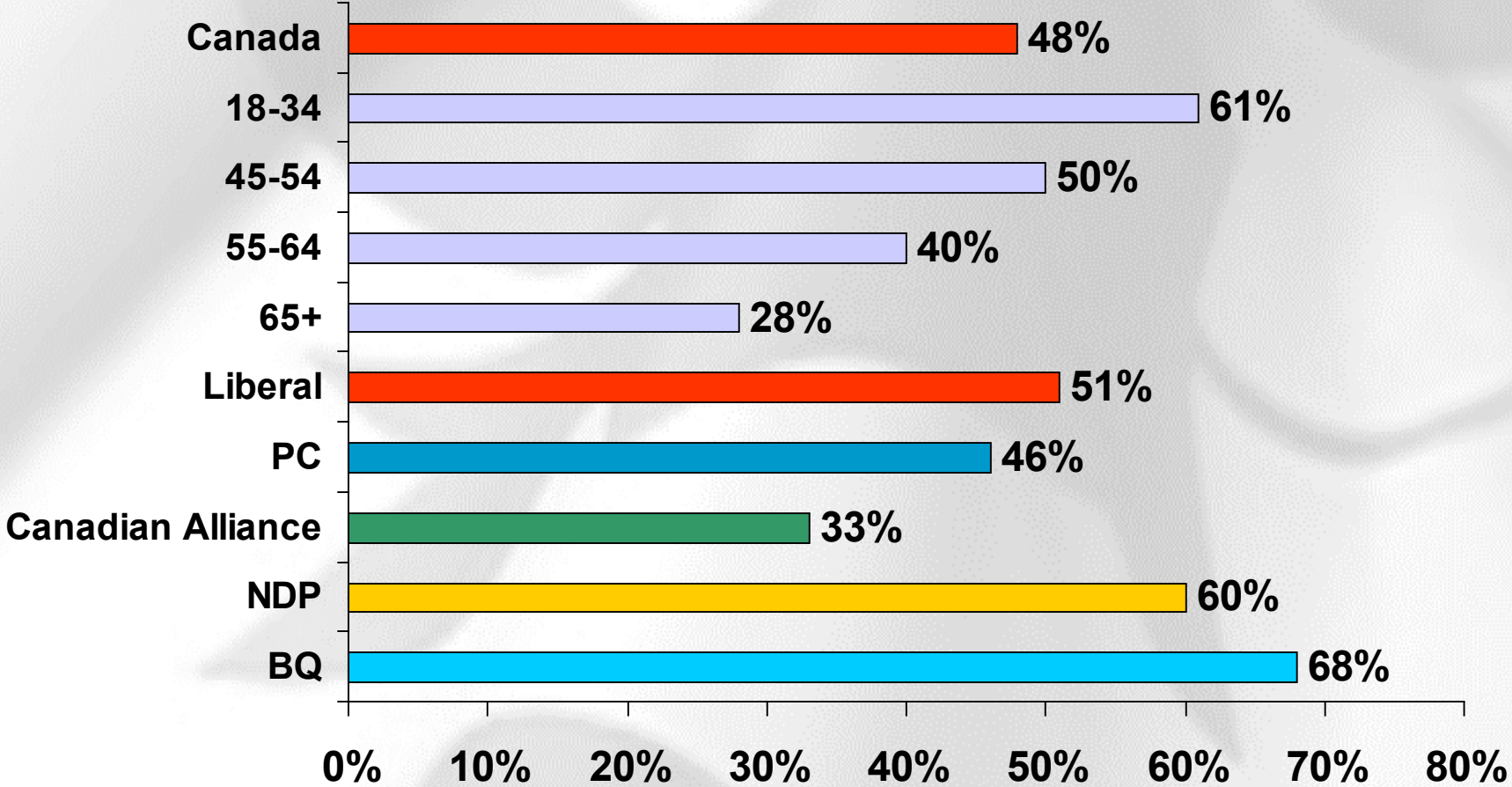
Source: Ipsos-Reid (October 2002)



Marriage of Same-Sex Couples
--
***Mariages des couples de même
sexe***

Support for Ontario Court Ruling

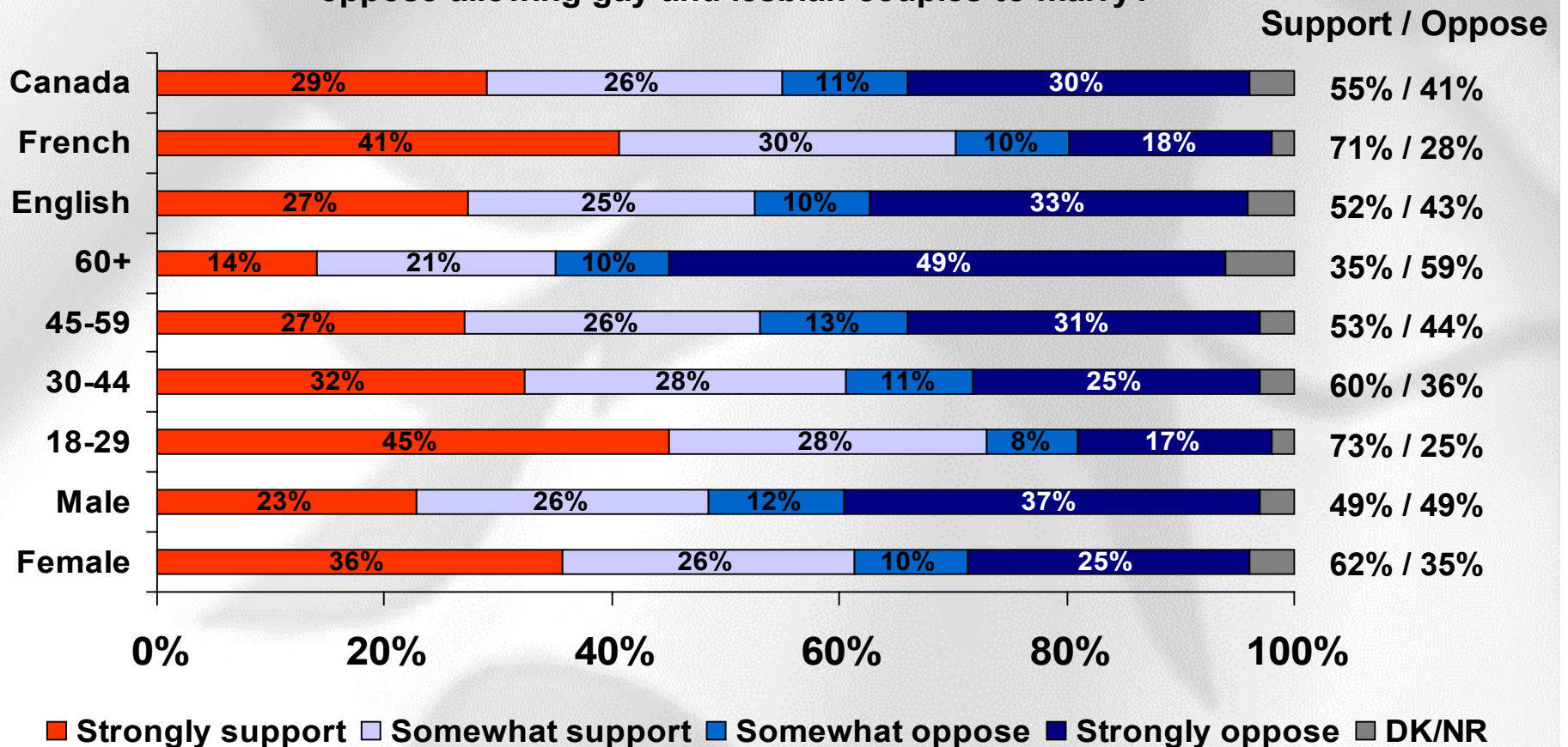
% in favour of the recent Ontario court ruling



Source: Pollara (July 17-19, 2002)

Support for Same-Sex Union

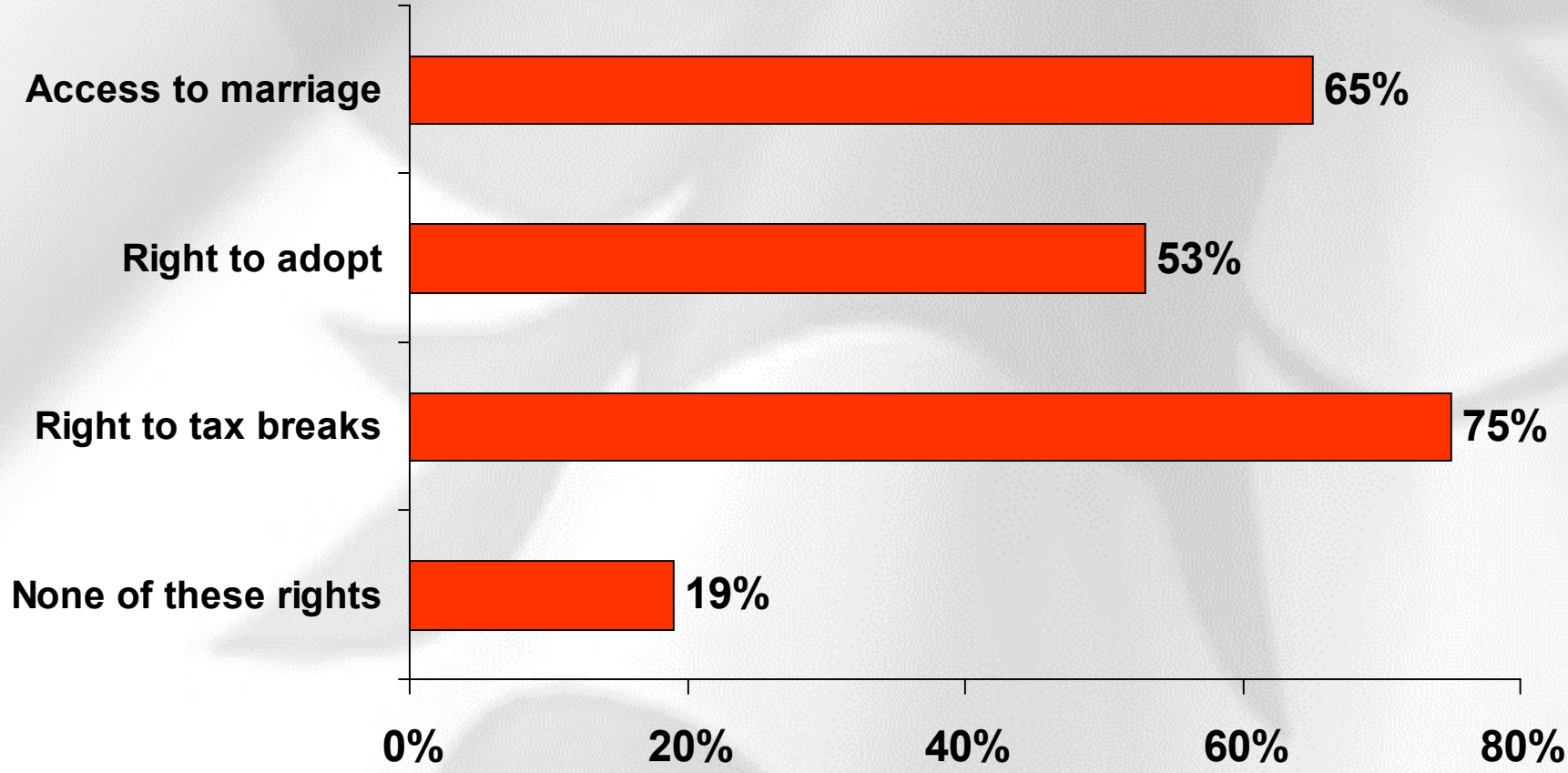
"Currently, gay and lesbian couples have the same treatment under Canadian federal law as common-law heterosexual couples. Would you strongly support, somewhat support, somewhat oppose or strongly oppose allowing gay and lesbian couples to marry?"



Source: Environics (2001)

Specific Rights for Homosexuals

"In your opinion, should we grant homosexuals the following legal rights?"



Source: Léger (June 5-13, 2002)



THE MEDIA ENVIRONMENT

From June 1st to October 4th, 2002

L'ENVIRONNEMENT MÉDIATIQUE

Du 1er juin au 4 octobre 2002

Methodology

- Data from television news broadcasts, newspaper headlines and editorials/columns were collected from June 1st to October 4th, 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.
- Data is included up to October 4th to account for coverage of the *Speech from the Throne*

Top 5 Issues in September

International Affairs (17% Average)



Provincial and Municipal Affairs (10% Average)



Terrorism (10% Average)



Social Issues (7% Average)



Party Politics (7% Average)



■ Television

■ Opinion

■ Frontpage Headlines

Frontpage Coverage

	June	July	August	September
Aboriginals	1%	1%	0%	0%
Economy	4%	8%	8%	4%
Foreign Policy	6%	3%	2%	4%
Governance	6%	2%	2%	2%
Health	4%	5%	6%	6%
Innovation & Skills	2%	1%	1%	1%
International Affairs	9%	10%	25%	15%
Miscellaneous	26%	26%	21%	19%
Natural Resources	4%	6%	3%	6%
Party Politics	10%	3%	1%	1%
Provincial and Municipal Affairs	13%	11%	8%	12%
Public Safety	4%	6%	5%	8%
Social Issues	6%	14%	6%	9%
Terrorism	5%	4%	10%	11%
Unity	0%	0%	0%	0%

Television Coverage

	June	July	August	September
Aboriginals	1%	1%	1%	0%
Economy	6%	10%	7%	8%
Foreign Policy	4%	2%	1%	2%
Governance	4%	1%	1%	2%
Health	1%	2%	5%	6%
Innovation & Skills	2%	1%	1%	1%
International Affairs	19%	23%	19%	25%
Miscellaneous	33%	31%	37%	21%
Natural Resources	2%	2%	4%	3%
Party Politics	5%	2%	7%	1%
Provincial and Municipal Affairs	15%	8%	8%	8%
Public Safety	3%	3%	3%	5%
Social Issues	0%	8%	3%	6%
Terrorism	3%	4%	4%	10%
Unity	4%	0%	0%	0%

Editorial Coverage

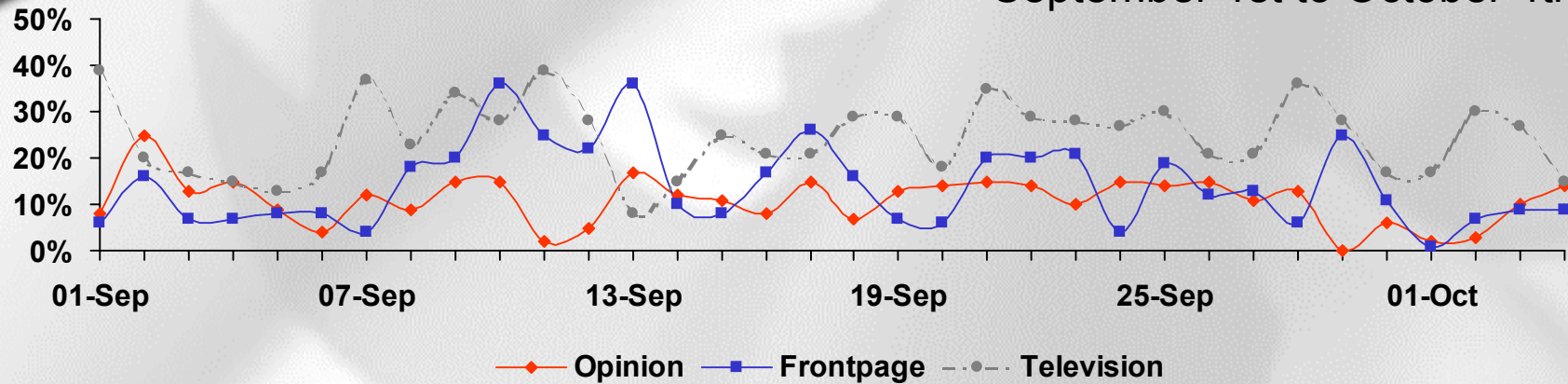
	June	July	August	September
Aboriginals	1%	2%	1%	0%
Economy	3%	6%	3%	2%
Foreign Policy	4%	3%	2%	4%
Governance	11%	5%	6%	4%
Health	3%	5%	4%	4%
Innovation & Skills	1%	2%	2%	1%
International Affairs	10%	14%	12%	12%
Miscellaneous	20%	21%	21%	19%
Natural Resources	3%	4%	5%	6%
Party Politics	18%	6%	22%	19%
Provincial and Municipal Affairs	15%	13%	10%	11%
Public Safety	2%	3%	3%	2%
Social Issues	6%	11%	7%	7%
Terrorism	2%	3%	1%	9%
Unity	1%	1%	1%	1%

Coverage for October 1-4

	Editorials	Frontpage	Television
Aboriginals	1%	1%	0%
Economy	3%	4%	6%
Foreign Policy	5%	5%	2%
Governance	15%	15%	4%
Health	5%	13%	3%
Innovation & Skills	2%	0%	1%
International Affairs	7%	9%	15%
Miscellaneous	16%	18%	10%
Natural Resources	7%	3%	1%
Party Politics	10%	0%	0%
Provincial and Municipal Affairs	17%	18%	7%
Public Safety	1%	11%	5%
Social Issues	4%	30%	9%
Terrorism	3%	0%	3%
Unity	3%	1%	0%

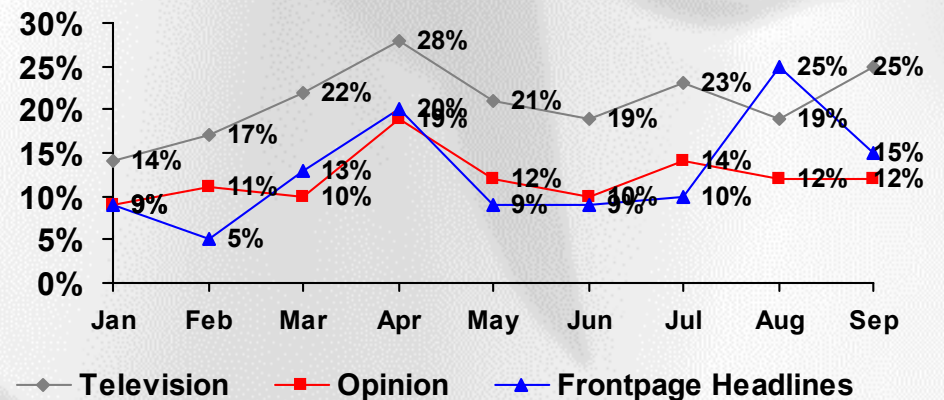
International Affairs

September 1st to October 4th



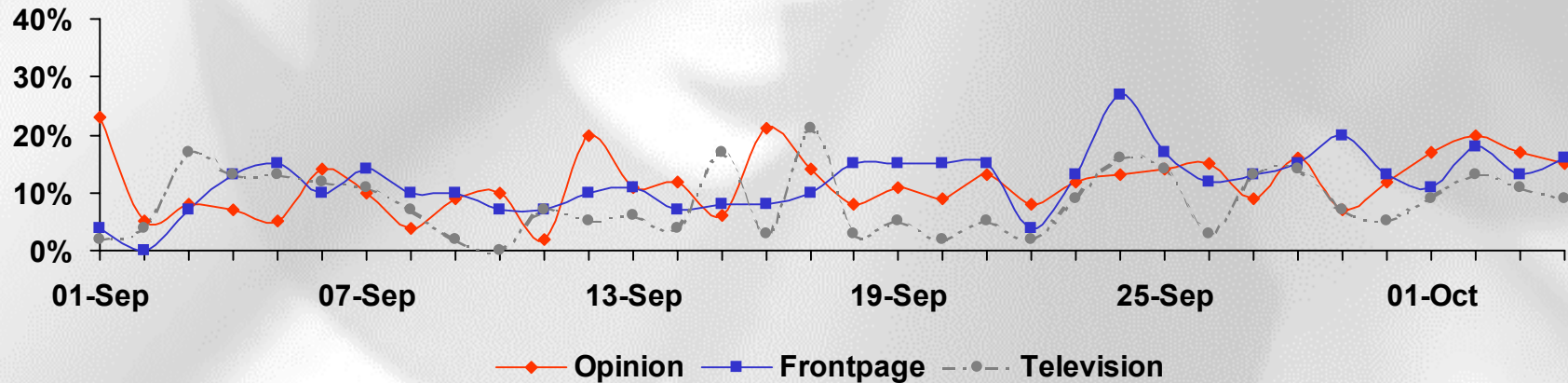
- June 1: India and Pakistan conflict continues, nuclear war threat
- June 24: Arafat's compound under siege
- July 9: World Com CEO Ebers takes the 5th | Congress adopts business ethics initiatives
- Aug 26 - Sept 1: UN World Summit on Sustainable Development in Johannesburg
- Sept 5: US calls for attack against Iraq
- Sept 7: Bush and Blair meet at Camp David
- Sept 8: Powell, Rumsfeld, Rice and VP Cheney intensify criticism of Iraq
- Sept 9: Protest cancels Netanyahu's speech at Concordia University
- Sept 12: Bush speaks to UN
- Sept 13: UN Security Council draft resolution on weapons inspection
- Sept 16: Iraq offers to admit arms inspectors unconditionally
- Sept 20: Bush asks Congress for war powers | declares strike first strategy
- Sept 22: Schröder wins German elections
- Sept 25: Canadian students rescued from Ivory Coast conflict
- Sept 29: Blair vows Iraq action
- Oct 3: FirstSniper attacks in Washington area

Monthly Totals



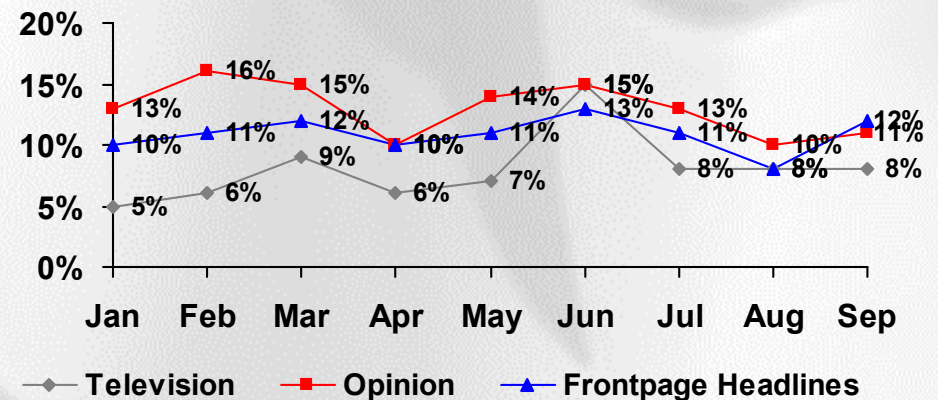
Provincial and Municipal Issues

September 1st to October 4th



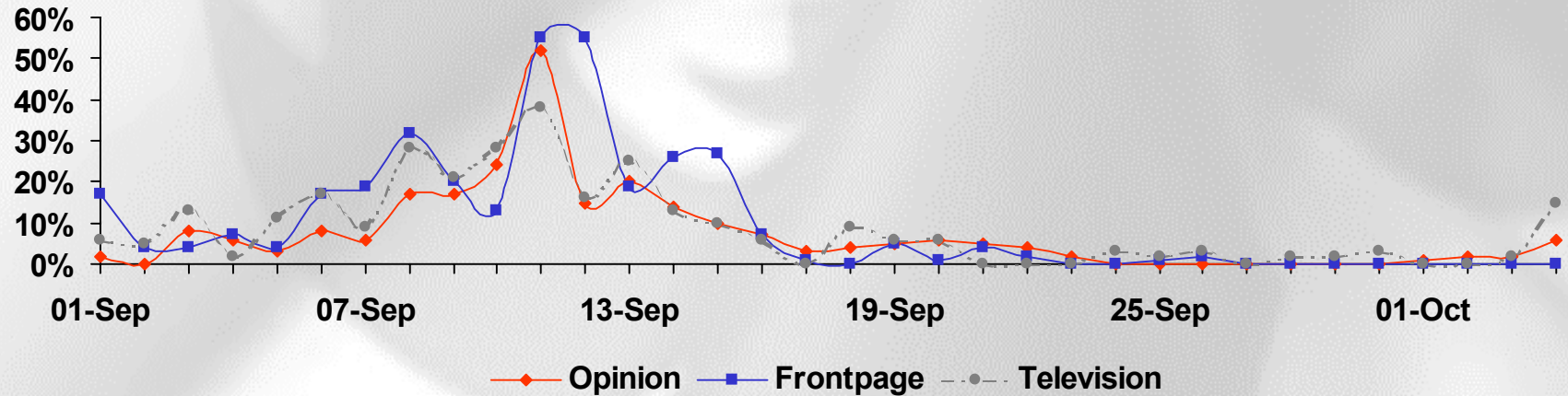
- June 1: Martin speech urges more funding for cities
- July 3-12: Toronto municipal garbage strike (18,000 workers)
- June 13: Eves cancels Hydro One sale | Minister Stockwell releases news of poor water quality testing results in regions of Ontario
- July 25: Landry tables bill imposing fines on MDs refusing to work in ERs
- Sept 5: Polls indicate ADQ could form majority government
- Sept 8: Landry calls for an election within 300 days and a referendum within 1000 days
- Sept 15: Toronto's urban plan forum
- Sept 18: Legault address re. health care problems in Quebec
- Sept 22: Mario Dumont speaks to Canadian Club in Toronto
- Sept 23: Ontario PC leadership race costs \$8.5 million
- Sept 25: Conflict continues between Qc government and MDs

Monthly Totals



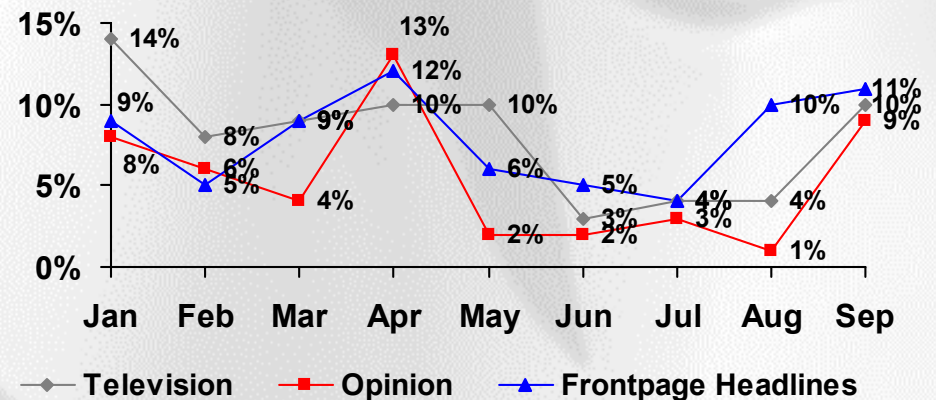
Terrorism

September 1st to October 4th



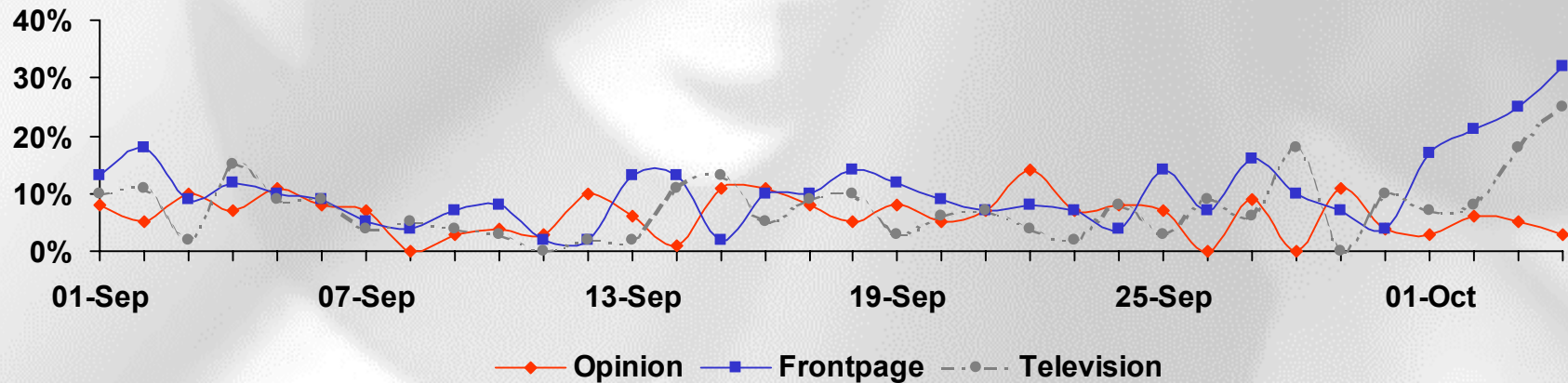
- June 12: Canada increases smallpox vaccine supply
- July 1: US bomb hits Afghan wedding party in village (300 killed and wounded)
- August: Israeli / Palestinian conflict intensifies
- Aug 17: Canadian charged in \$54 million missile find in New Mexico
- Aug 19: Terrorist of 80's, Abou Nidal, commits "suicide"
- Sept 3: Senate Committee criticizes port security | Nabil Al-Marabh sentenced
- Sept 5: Afghan President Hamid Karzai escapes assassination attempt
- Sept 8-11: US move to high alert | Anniversary of Sept 11, 2001 terrorist attacks in US
- Sept 12: US pilots face charges in friendly-fire deaths of Canadian soldiers
- Sept 13: Canadian and US inquiries into friendly-fire accidents | FBI capture suspected terrorist cell in Buffalo
- Oct 4: John Walker Lindh sentenced to 20 years for role in terrorist activities

Monthly Totals



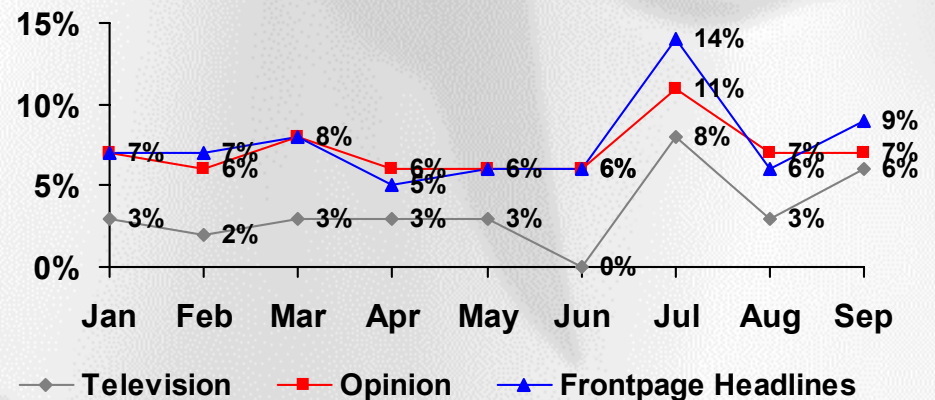
Social Issues

September 1st to October 4th



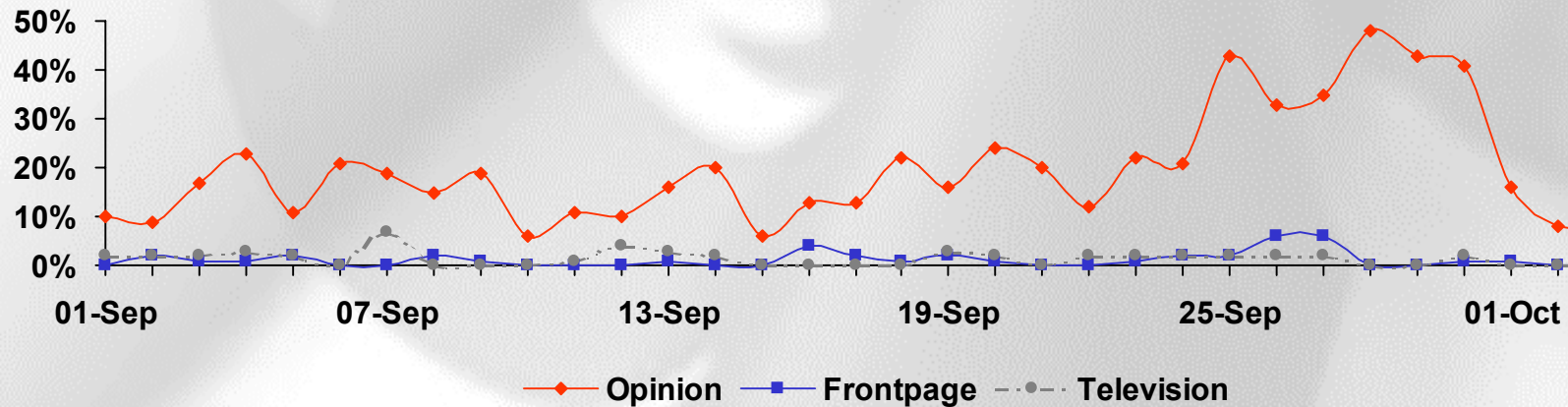
- June 8: Quebec adopt equal rights for same-sex couples
- June 15: Ontario to allow MRI clinics
- July 16: CanWest fires Citizen publisher Russell Mills | Statistics Canada release of 2001 Census
- July 18-28: Toronto hosts 17th World Youth Day | (July 27) PM holds bilateral meeting with Pope John Paul II in Toronto
- Sept 1: Universities face largest increase of students in history | Toronto school board to cut \$90 million to balance budget
- Sept 3: Return to school
- Sept 12: Ontario Superior Court lifts ban on same-sex marriages
- Sept 15: Anniversary of 1972 Summit Hockey Series
- Sept 16: GoC appeals same-sex marriage decision
- Sept 17: Anglican chief and BC Bishop feud over gay marriage
- Sept 24: Toronto's tent city residents ejected | 3 Canadians nominated for Booker Prize
- Sept 26: Canada's birth rate decline to lowest level ever
- Sept 30: Speech from the Throne read by Governor General
- Oct 4-15: Queen Elizabeth II visits Canada

Monthly Totals



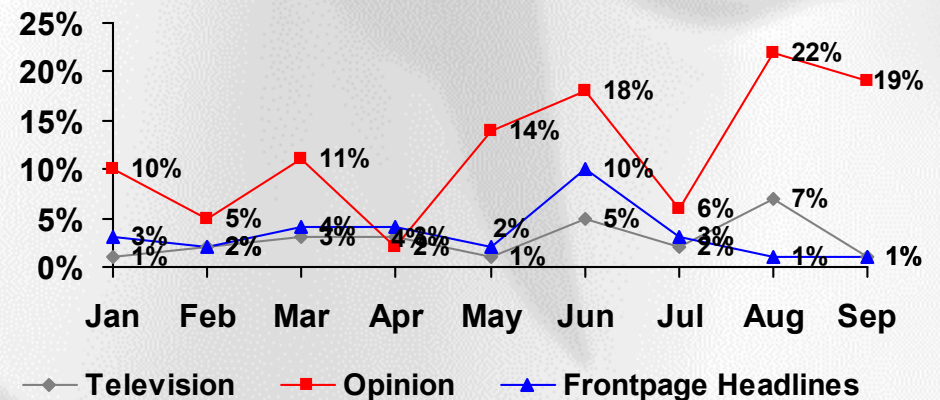
Party Politics

September 1st to October 4th



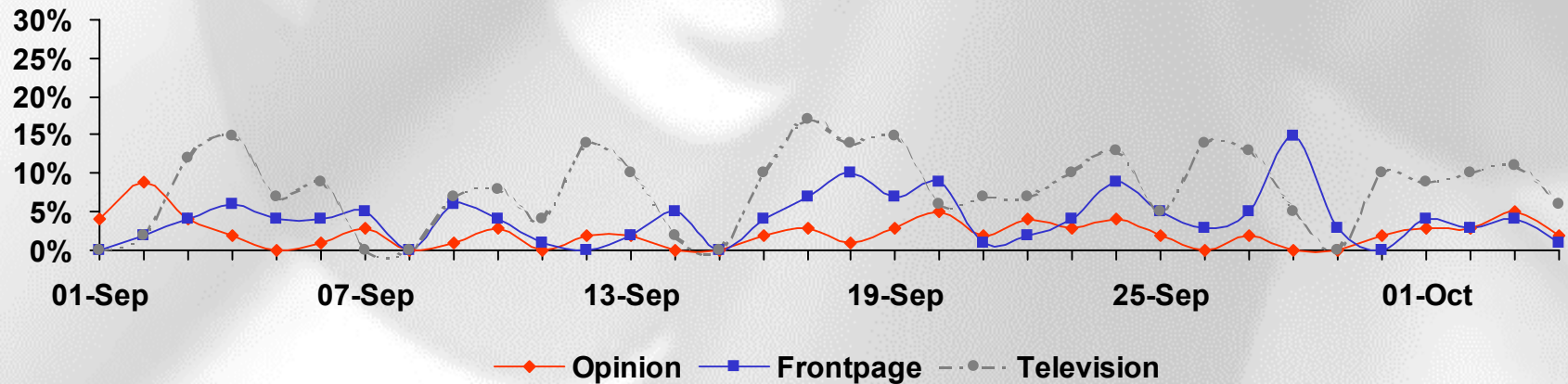
- June 1: Paul Martin “rethinks his options”
- June 3: Cabinet shuffle
- June 14: PM speaks re. Liberal agenda
- Aug 19: List re. demonstration of support for PM
- Aug 22: PM announces departure from office by February 2004
- Sept 2: Martin called on to release names of financial supporters
- Sept 4: Liberal Party executive at odds over timing of convention
- Sept 18: Martin criticizes 5-year spending commitments as “a mistake” | Martin addresses AFN
- Sept 24: Martin hosts \$750,000 leadership fundraiser in Toronto

Monthly Totals To



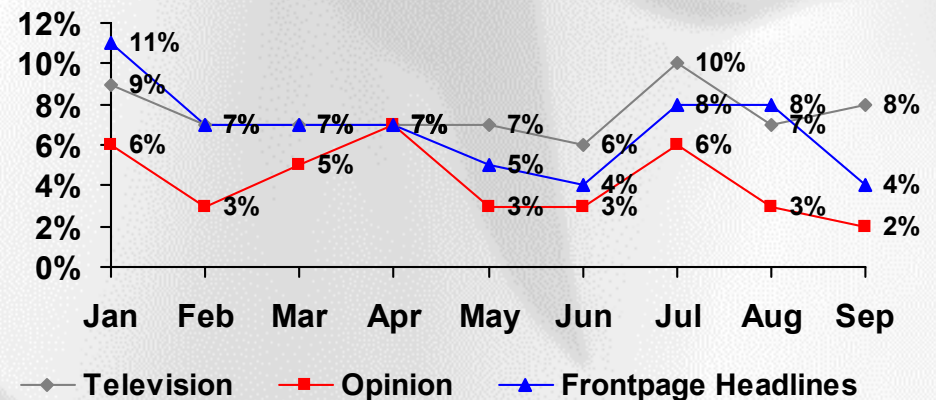
The Economy

September 1st to October 4th



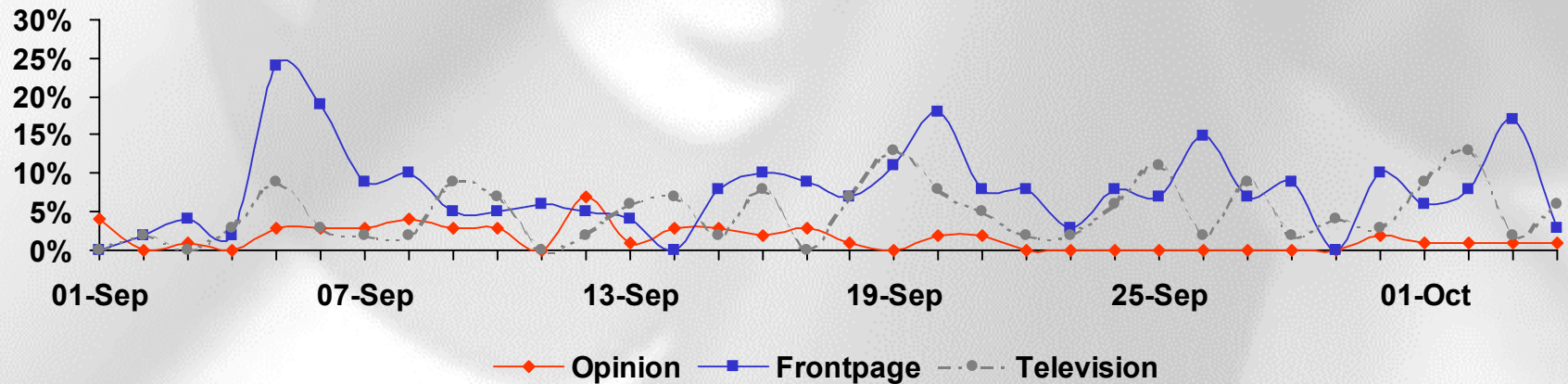
- July 6: Canada sets job creation record
- July 10: Canada gets top ranking in job creation from OECD
- Aug 21: Manley says budget to be presented this fall or spring
- Aug 28: Nortel cuts 7,000 jobs
- Sept 3: BoC Governor cautions government on spending
- Sept 4: Manley announces tax overpayment decision
- Sept 6: 59,000 jobs created in August 2002
- Sept 17: GM workers reach agreement
- Sept 18: Manley rules out deficits, hints at reallocating spending to accommodate new demands
- Sept 23: Rising energy bills give consumers nasty shock | Stock market drops to 1998 levels
- Sept 25: Nortel announces plans to consolidate shares
- Sept 28: Bombardier cuts 4,000 jobs

Monthly Totals



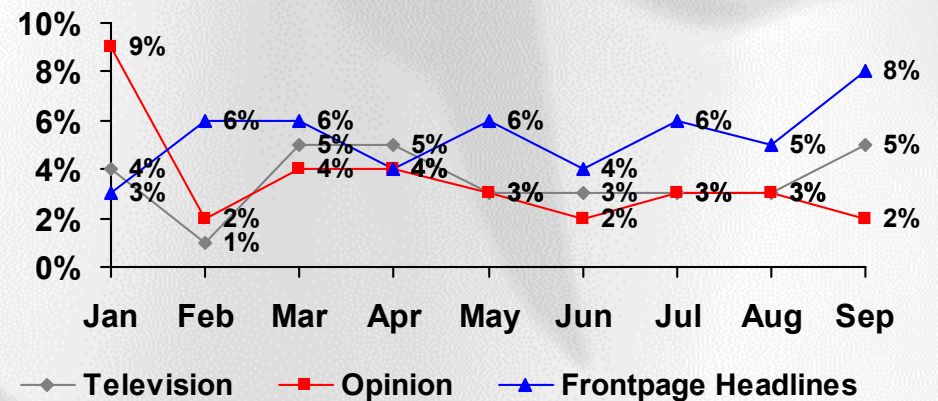
Public Safety

September 1st to October 4th



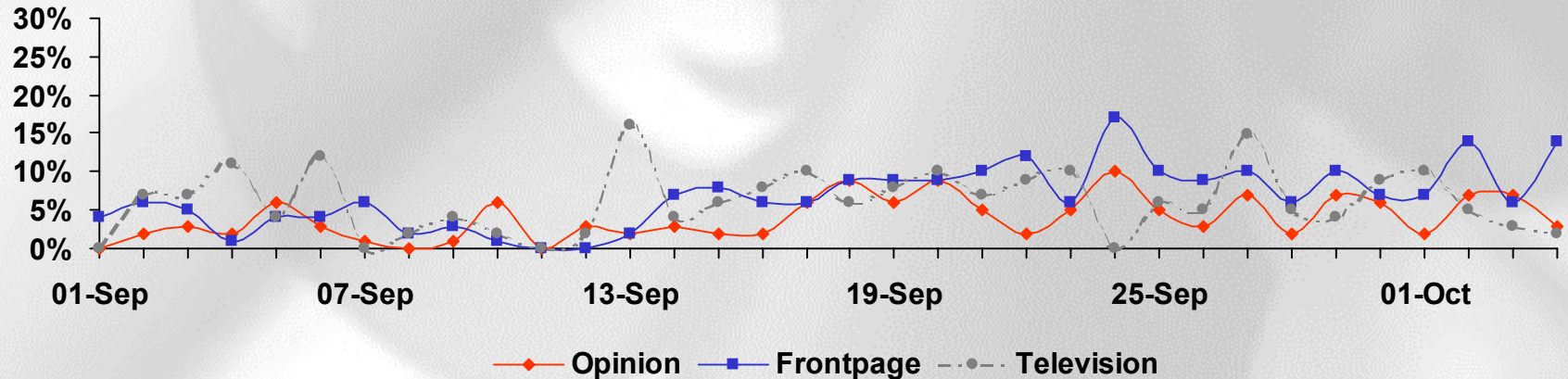
- June 6: Raid crushes biker gang
- June 8: CSIS criticized re. Air-India probe
- July 5: Corrections probe rules for funding
- July 12: Top Court rules on cabinet secrecy
- July 16: Minister Cauchon says marijuana rules could be eased
- Aug 9: Special prosecutor assigned to investigate fraud allegations against defence team in Air-India flight 182 (1985) case
- Sept 5: Senate recommends decriminalization of marijuana
- Sept 9: PM and Bush announce border improvements
- Sept 11: Hightened alert marks US terrorist attacks anniversary
- Sept 19: RCMP dismantles important date-rape drug ring in Montreal
- Sept 24: Minister Cauchon interview re. reform of criminal code
- Sept 26: Report re. violence within Gangs on the rise more prominent in Quebec than anywhere else in Canada
- Oct 3: BC "Pig Farm" investigation ongoing (63 missing/15 bodies found)

Monthly Totals



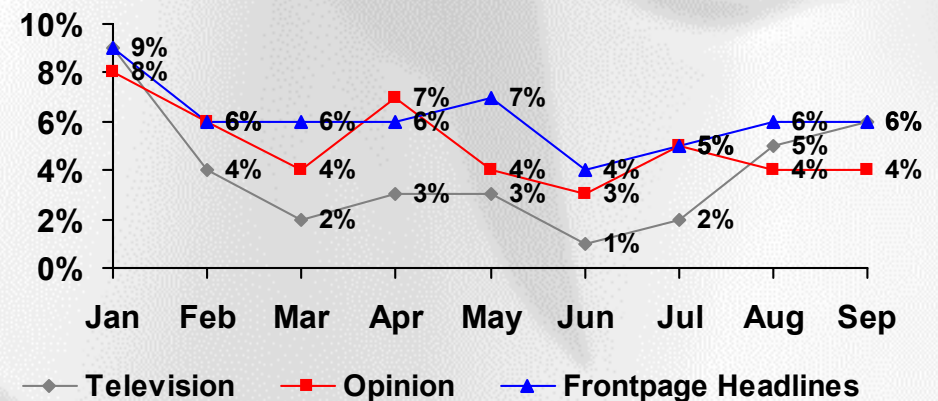
Health

September 1st to October 4th



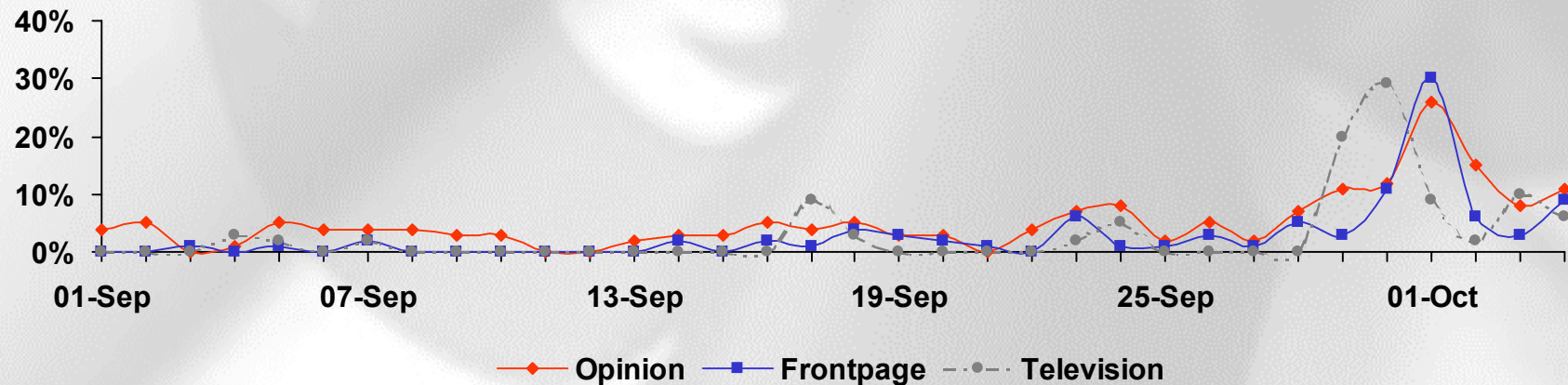
- June 7: CMA calls for more private care
- June 25: Release re. Canada drops from 2nd to 5th in Health care spending
- July 11: Study raises questions re. effectiveness of Hormone Replacement Therapy for women
- August: Frist Canadian victim of variant CJD (“Mad Cow Disease”)
- Aug 17: First traces of West Nile Virus in Quebec
- Aug 23: HC approves use of EVRA patch birth control
- Sept 14: Authorities confirm West Nile Virus Cases reported in Montreal region
- Sept 15: Reports re. alarming amounts of pollutants found in food | Study urges new guidelines to ease pain for terminally ill
- Sept 20: Confirmation that West Nile virus can be transmitted via transfusion
- Sept 21: Man dies of West Nile virus
- Sept 23: AIDS striking younger population in Quebec more than in rest of Canada
- Sept 25: Agency warns of blood shortage crisis
- Oct 3: Study reports breast self-examination of no use
- Oct 4: Study reports link of early smoking increases risk for breast cancer

Monthly Totals



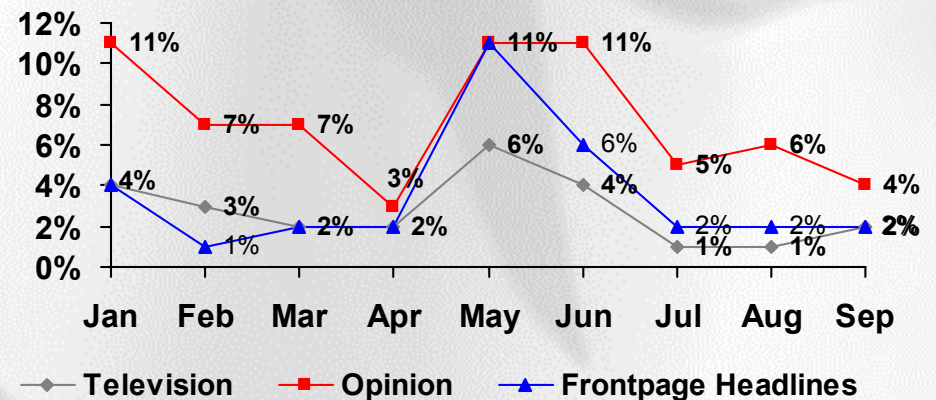
Governance

September 1st to October 4th



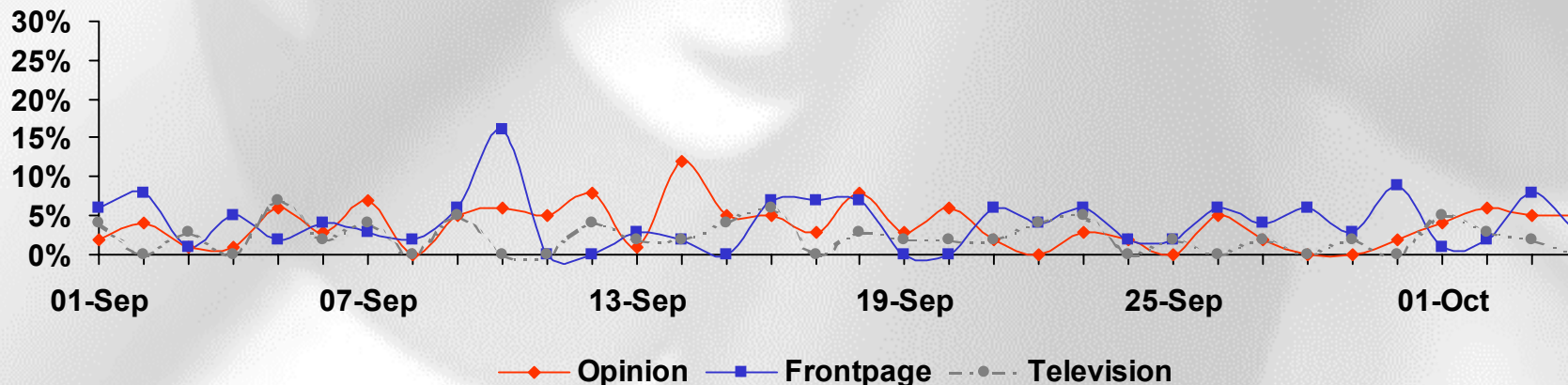
- June 2: Cabinet shuffle involving Martin & Manley
- June 11: PM releases ethics guidelines
- June 19: Ethics Counsellor moves to expand restrictions for lobbyists
- June 24 - Sept 16: HoC summer break
- Aug 22: PM announces plans for retirement in Feb 2004
- Sept 10: Chuck Guité testifies in committee hearings: "This was war"
- Sept 17: PM plans 5-year spending commitments
- Sept 18: RCMP raid GroupAction re. ad-probe | Federal to cover spouses of MPs and Senators
- Sept 23: New Cabinet Committee Chairs announce: Stewart/Economic and Rock/Social Union
- Sept 30: Speech from the Throne read by Governor General
- Oct 1: PM and Opposition Leaders' response to SFT 2002

Monthly Totals



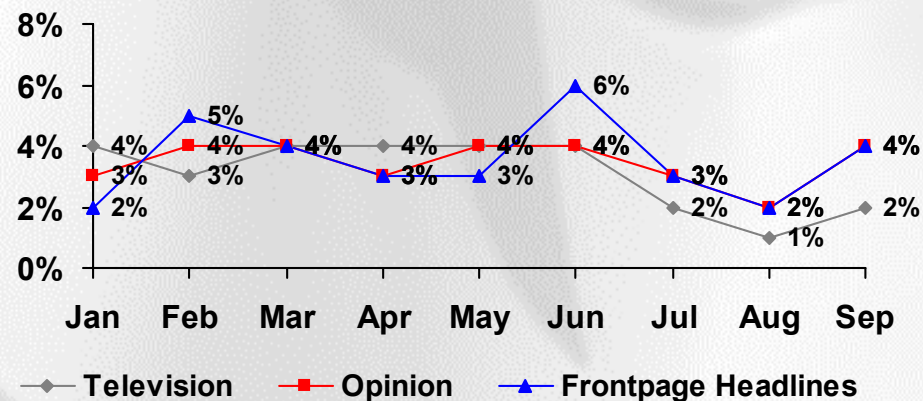
Foreign Policy

September 1st to October 4th



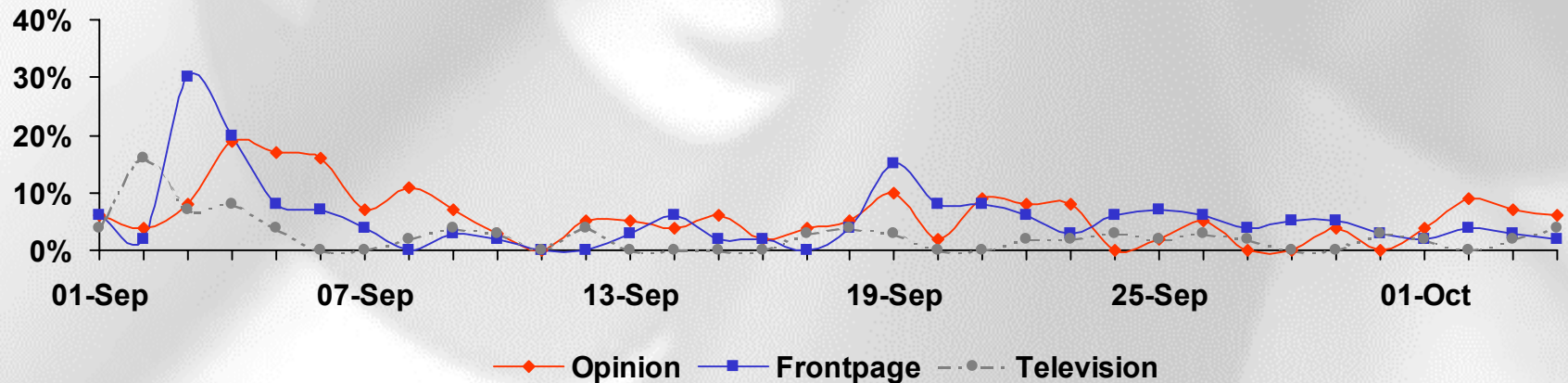
- June 1: Canadians told to flee South Asia as nuclear war threat between India and Pakistan escalates
- June 11: Canada to join NATO task force
- June 12: New immigration rules may penalize skilled workers
- June 15: G7 Finance Ministers meet in Halifax
- June 26-27: G8 Summit in Kananaskis
- Aug 17-20: 60th anniversary of the Dieppe Raid ceremony in France
- Sept 1-2: PM addressed UN Conference in Johannesburg
- Sept 9: PM meets Bush re. border agreement and discussions on Iraq
- Sept 10: "Armed forces near collapse"
- Sept 15: Minister Graham meets his Iraq counterpart | PM delivers speech to UN General Assembly
- Sept 16: PM again links poverty to terror
- Sept 20: PM says Canada won't join US war on Iraq without approval from UN

Monthly Totals



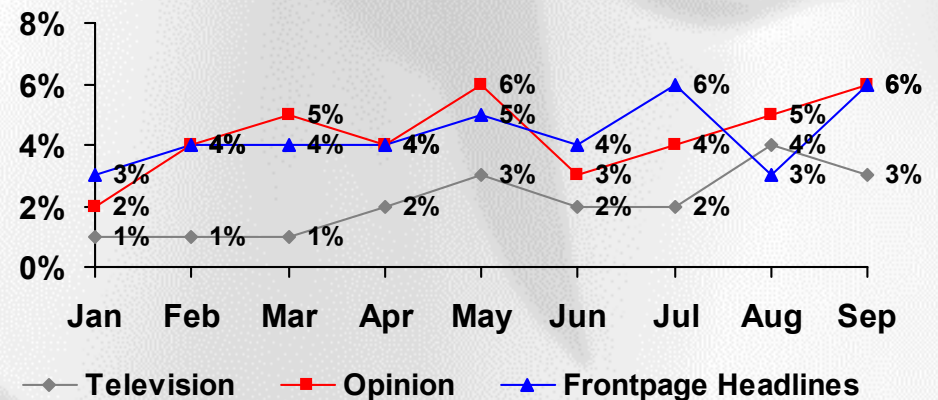
Natural Resources

September 1st to October 4th



- June 20: PM and Vanclief announce \$5.2 billion farm aid package
- June 17: Ottawa posts list of 1,200 contaminated sites
- Mid-July - late-Aug: Drought hits prairie farmers | “Hay-West” campaign
- Sept 3: PM’s announced intention to ratify Kyoto protocol
- Sept 18: PM’s speaks in Calgary stating Canadians will have to share burden of CO2 emissions reductions
- Sept 25: NP story reports “Kyoto costs hidden from Cabinet” Government figures show implementing Kyoto to cost Canadians about 200,000 jobs
- Sept 26: Coalition of 30 industry groups launch anti-Kyoto campaign
- Sept 29: Klein warns of Alberta separation

Monthly Totals



September Regional Media

Newspaper Headlines

Issue	Atlantic	Quebec	Ontario	Prairies	BC
Aboriginals	1%	0%	0%	1%	1%
Economy	7%	3%	3%	5%	7%
Foreign Policy	3%	0%	5%	5%	1%
Governance	2%	2%	5%	3%	1%
Health	9%	3%	9%	8%	9%
Innovation & Skills	3%	1%	1%	1%	1%
International Affairs	3%	26%	14%	8%	7%
Miscellaneous	15%	26%	18%	17%	23%
Natural Resources	7%	3%	3%	10%	3%
Party Politics	2%	1%	1%	1%	1%
Provincial and Municipal Affairs	13%	23%	6%	7%	7%
Public Safety	11%	3%	10%	9%	14%
Social Issues	16%	6%	10%	11%	16%
Terrorism	7%	3%	15%	13%	10%
Unity	0%	0%	0%	0%	0%

Note: Totals exclude Globe & Mail and National Post

September Regional Media

Opinion and Editorial Pages

Issue	Atlantic	Quebec	Ontario	Prairies	BC
Aboriginals	0%	0%	0%	1%	0%
Economy	6%	3%	2%	3%	6%
Foreign Policy	6%	3%	4%	2%	3%
Governance	2%	3%	8%	3%	9%
Health	5%	6%	2%	4%	3%
Innovation & Skills	1%	1%	1%	2%	1%
International Affairs	4%	15%	14%	11%	10%
Miscellaneous	17%	16%	27%	15%	16%
Natural Resources	7%	4%	3%	7%	7%
Party Politics	14%	17%	14%	15%	12%
Provincial and Municipal Affairs	12%	15%	6%	12%	16%
Public Safety	2%	1%	2%	4%	4%
Social Issues	8%	8%	7%	7%	10%
Terrorism	15%	4%	9%	12%	3%
Unity	2%	3%	0%	0%	0%

Note: Totals exclude Globe & Mail and National Post



APPENDIX

ANNEXE

Sources and Sample Details

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

	June	July	August	September	October
Opinion	2694	2067	2397	1822	352
Frontpage Headlines	2309	2506	1673	2670	447
Television	1525	1802	1382	1673	234

**CATEGORIES FOR
QUANTITATIVE MEDIA ANALYSIS**

Aboriginals	Aboriginal rights and governance / First Nations health and living conditions on reserves
Economy	Economy / Jobs / Fiscal issues / Taxes
Foreign Policy	Foreign Policy / International Assistance / Immigration / Defence (including preparedness)
Governance	Governance / Parliament / Ethics / Appointments / ATIP
Health	Health care / Health reform / Romanow Commission and other studies
International Affairs	International events that have political or public policy implications
Innovation & Skills	Innovation & Skills / Hi-tech / R&D / Industry / Transportation and Infrastructure
Miscellaneous	Any event with no implication from the point of view of government, politics or public policy
Natural Resources	Natural Resources / Environment / Energy / Fisheries / Agriculture
Party Politics	Partisan politics at federal level / Leadership
Provincial and Municipal Affairs	Provincial and municipal affairs and politics
Public Safety	Public safety / Security / Justice / Organized crime
Social	Social issues / Education / Culture
Terrorism	Campaign against terrorism / Canadian contribution and new security measures (including Can-US border negotiations) / U.S.-led military operations / Investigation of Sept. 11 attacks
Unity	Federal-provincial issues / Quebec independence