



Trends
in the Public Environment

Tendances
de l'environnement public

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

For more information, to make comments and suggestions, or to obtain a .PDF version, call the Research and Analysis Group at 957-5486.

This document will soon be available in both French and English, on the Publiservice site of the Communications and Consultation Secretariat at publiservice.pco-bcp.gc.ca/comcon

Avril 2005

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

Pour obtenir plus d'informations, 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 sera bientôt disponible en français et en anglais, sur le site Publiservice du Secrétariat des Communications et de la consultation au publiservice.pco-bcp.gc.ca/comcon

The next issue of
Le prochain numéro de



will be released in Summer 2005
sera publié au cours de l'été 2005

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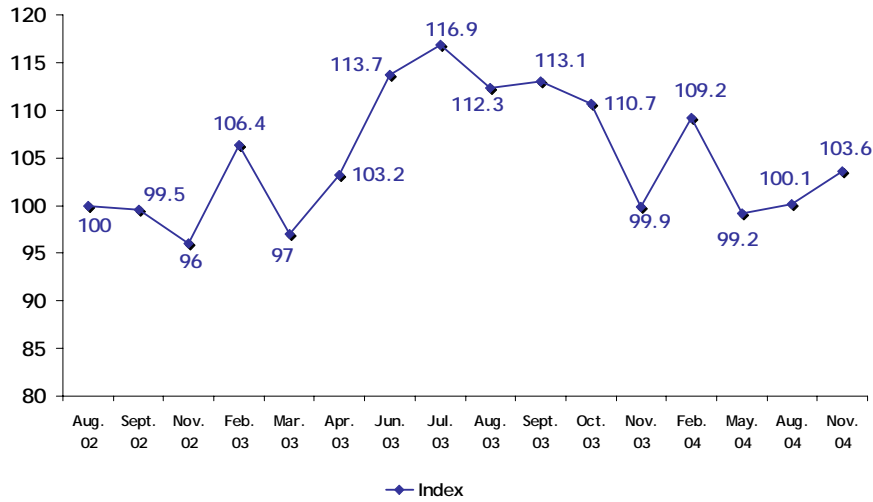


Overview of Public Opinion





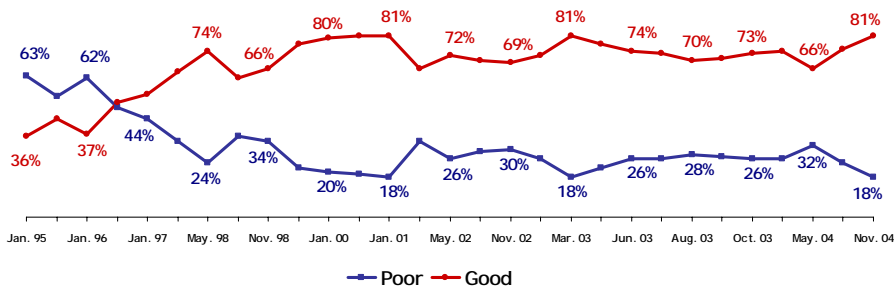
Economic Confidence Index



Source: Ipsos-Reid (www.ipsos-na.com)

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Overall State of Economy



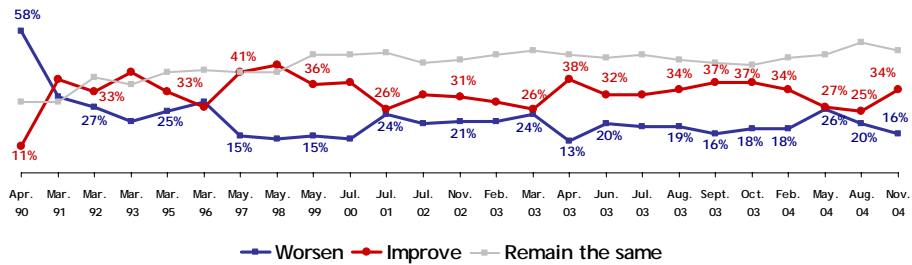
"In terms of the current economic conditions in this country as a whole, how would you describe the overall state of the Canadian economy right now?"

	% good August 2004	% good Nov. 2004	Change
Atlantic Canada	70%	79%	+9%
Quebec	77%	71%	-6%
Ontario	73%	84%	+11%
Sask./Man.	69%	86%	+17%
Alberta	82%	89%	+7%
BC	79%	86%	+7%

Source: Ipsos-Reid (www.ipsos-na.com)

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Future of the Economy



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

	% improve August 2004	% improve Nov. 2004	Change
Atlantic Canada	30%	34%	+4%
Quebec	20%	26%	+6%
Ontario	25%	35%	+10%
Sask./Man.	28%	45%	+17%
Alberta	24%	28%	+4%
BC	29%	45%	+16%

Source: Ipsos-Reid (www.ipsos-na.com)

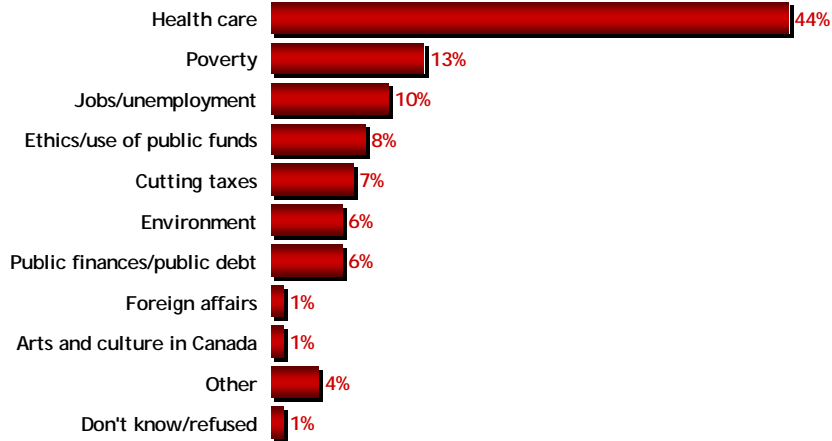
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GOVERNMENT

Priorities



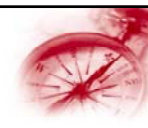
"Among the following choices, what is the number one issue in Canada that should get the greatest attention from the Government of Canada as they prepare the budget for the coming year?"



Source: Leger Marketing (January 4 - 9, 2005)

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Priorities



"When it comes to helping the country work better, please tell me if you think each of the following should be a high priority, a medium priority or a low priority for the new federal government?"

Note: each of the eleven items was asked to 50% of the survey sample, which means that each respondent was asked about five or six items in total.

% saying high priority

Issues	CAN	ATL	QC	ON	PRAI	BC
Protecting the environment	76%	75%	81%	79%	65%	75%
Spending more money on health care	75%	85%	73%	76%	74%	70%
Increasing cooperation between federal and provincial governments	74%	73%	71%	74%	72%	79%
Significant changes to our political institutions to make them much more open and democratic	55%	57%	63%	52%	52%	52%
Creating a national child-care system	53%	66%	49%	51%	54%	62%
Cutting taxes	48%	60%	57%	43%	44%	42%

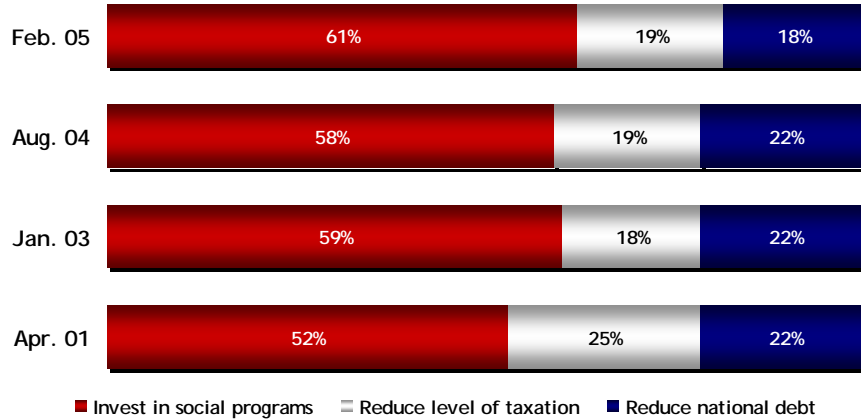
Source: CRIC (Portraits of Canada 2004)

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Surplus Allotment



"As you may know, the Government of Canada has said it will have a budget surplus over the next several years. How would you prefer the Government of Canada make use of this budget surplus?"



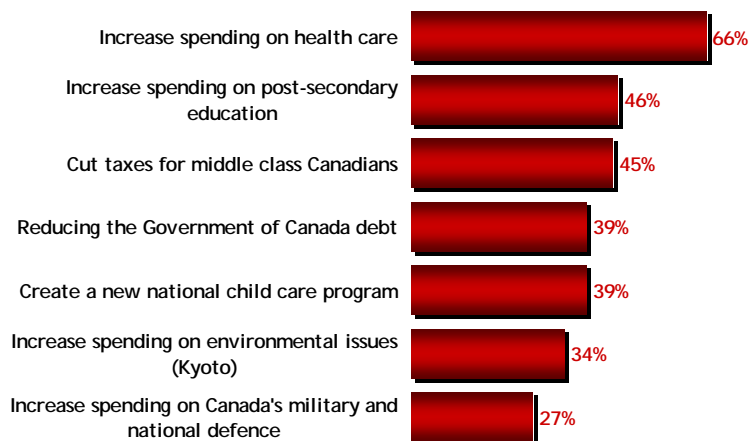
Source: Ekos Research Associates (February 7 - 9, 2005)

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Surplus Allotment



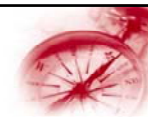
"As you may have heard, the federal government has announced that it will have a significant budget surplus this year. I'd like to know how you think they should spend this surplus. I'm going to read you a number of choices and I'd like you to tell me which of the two you think the federal government should spend the surplus on?"



Source: Ipsos Reid (February 15 - 17, 2005)

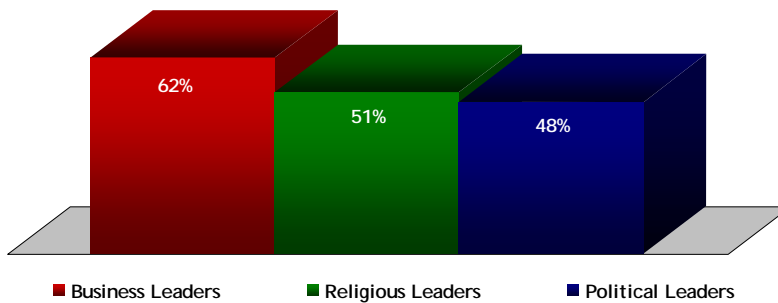
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Confidence in Leaders



"Can you tell me if you have a great deal of confidence, some, not very much, or no confidence at all in each of the following: political leaders; religious leaders; business leaders?"

% saying a great deal/some confidence



Source: CRIC (Portraits of Canada 2004)

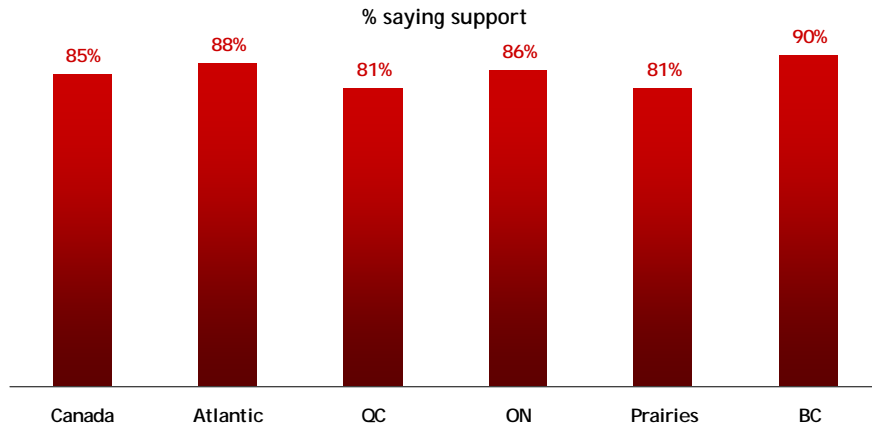
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FEDERAL-PROVINCIAL RELATIONS

Equalization



"As you may know, under the federal equalization program, money is transferred from the richer provinces to the poorer ones, in order to ensure that Canadians living in every province have access to similar levels of public services. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose the equalization program?"



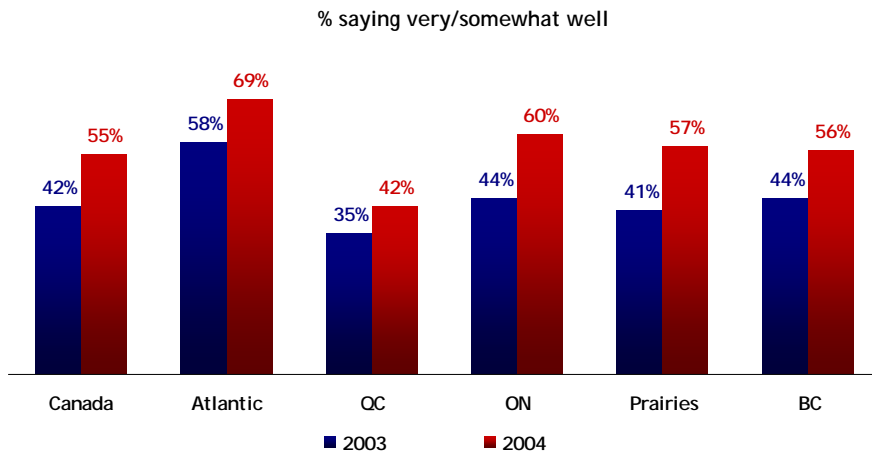
Source: CRIC (Portraits of Canada 2004)

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Federal-Provincial Cooperation



"Do you think the federal and provincial / territorial governments are working very well together, somewhat well, not very well or are they not working at all well together?"



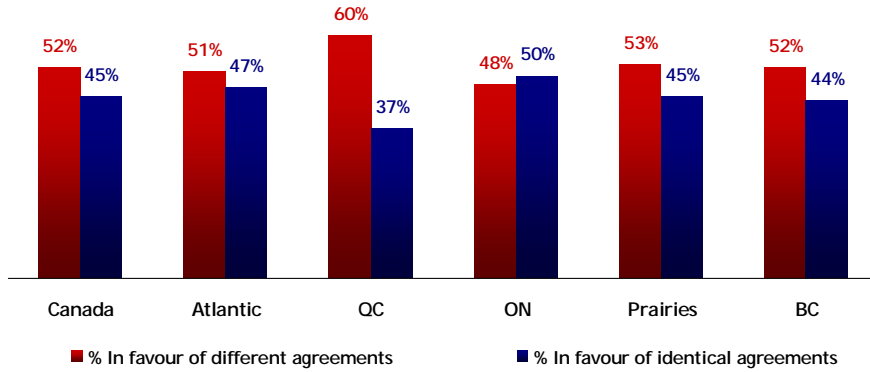
Source: CRIC (Portraits of Canada)

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Federal-Provincial Agreement



"Some people think that certain agreements between the federal and provincial governments can differ from one province to another. Others oppose this, preferring identical agreements with all provinces. Personally, are you in favour of having DIFFERENT AGREEMENTS depending on the province or IDENTICAL AGREEMENTS with all provinces? Is that strongly or somewhat in favour?"



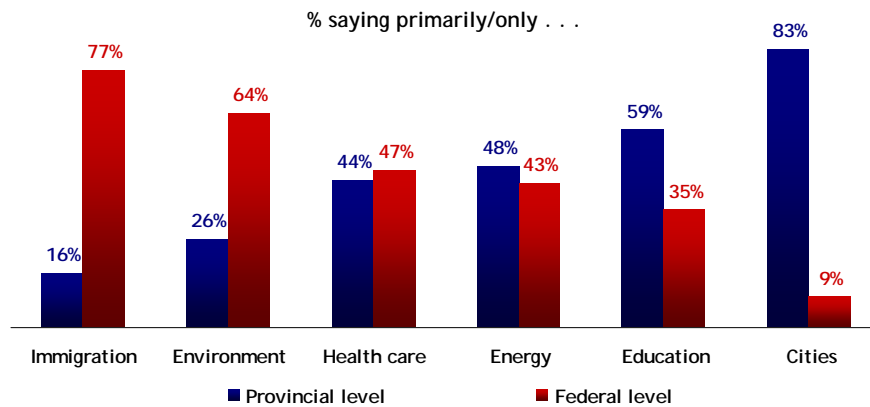
Source: CRIC (Portraits of Canada 2004)

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Federal vs. Provincial Jurisdiction



"Please tell me whether you think each of the following areas should be under the authority of only the federal level of government, primarily the federal level of government, primarily the provincial level of government or only the provincial level of government?"

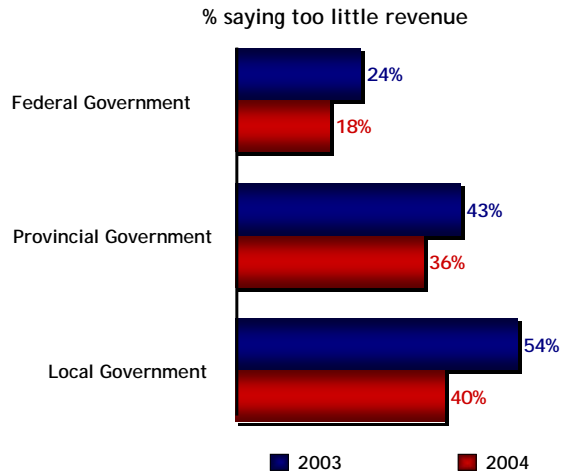


Source: CRIC (Portraits of Canada 2004)

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Fiscal Capacity

"Do you feel that the federal government/provincial government/local or municipal government has enough, too much or too little revenue to fulfill its responsibilities?"

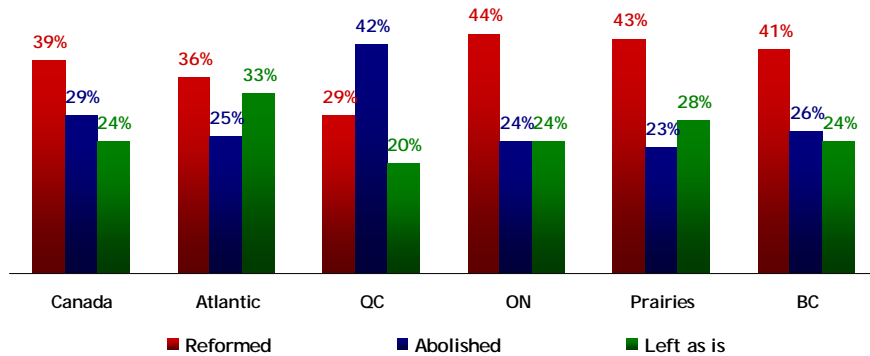


Source: CRIC (Portraits of Canada)

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Senate Reform

"In your opinion, should the Senate of Canada be reformed, abolished, or left as is?"



Source: CRIC (Portraits of Canada 2004)

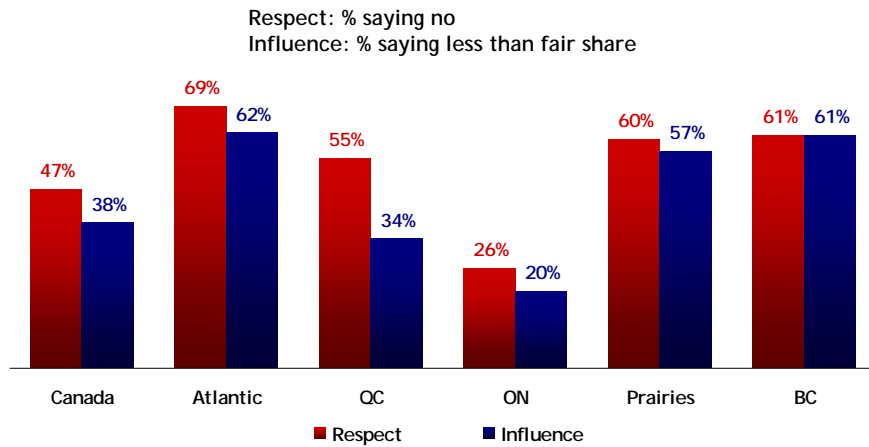
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Provincial Respect and Influence



"In your opinion, is (name of province) treated with the respect it deserves in Canada or not?"

"In your opinion, how much influence does your province / territory have on important national decisions in Canada . . . More than its fair share, less than its fair share, or about its fair share?"



Source: CRIC (Portraits of Canada 2004)

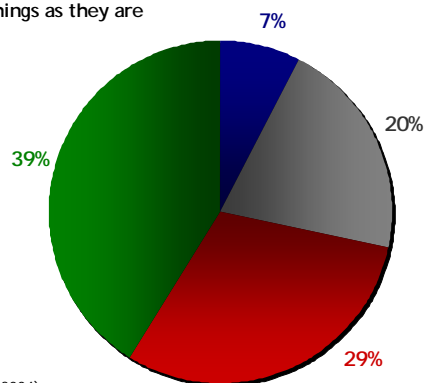
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National Unity



"Do you think that the goal of national unity in Canada would be best satisfied by [granting greater recognition to Quebec], by [giving a greater say in government to Western Canada, the Atlantic provinces and the North], by doing both of these or by keeping things as they are?"

- Granting greater recognition for QC
- Giving a greater say in govt for Western and Atl provinces and North
- Doing both of these
- Keeping things as they are



Source: CRIC (Portraits of Canada 2004)

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Decriminalization

"The Canadian government is considering legislation that would not legalize marijuana but would make possession of small quantities not a criminal offence so a person would not have a criminal record but may have to pay a fine instead. Would you say that . . . ?"

	CAN	U.S.	ATL	QC	ON	SK/M	AB	BC
This is a sound idea as many people will no longer have to suffer a criminal record for a relatively minor offence and the Canadian government should go ahead with its proposals	51%	36%	61%	44%	54%	47%	47%	57%
This is a bad idea as marijuana is a gateway drug that can only lead to harder drugs and threatens the war on drugs wherever it's being fought so the Canadian government should stop these changes right now	33%	39%	23%	38%	31%	37%	38%	27%
I really don't care about this change	15%	23%	17%	17%	14%	16%	11%	14%
Don't know/Refused	1%	1%	-	1%	1%	-	4%	2%

Older Canadians aged 55 and over (37%) are more likely than Canadians aged 18-34 (27%) to think this potential legislation is a "bad idea".

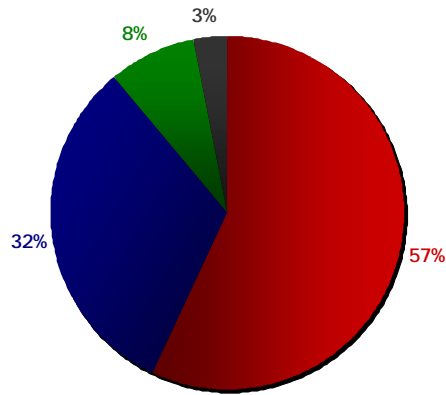
Those with annual household income of \$60K + (58%) are significantly more likely than those with annual household income of less than \$60K (48%) to believe this proposed legislation is a "sound idea".

Source: Ipsos-Reid (November 19 - 22, 2004)

Marijuana Laws

"If an adult possesses small quantities of marijuana for personal use, do you think they should be charged with a criminal offence and spend time in jail, that they should be fined by police officers or that they should be left alone?"

■ Should be left alone ■ Fined by police ■ Criminal charges ■ Unsure

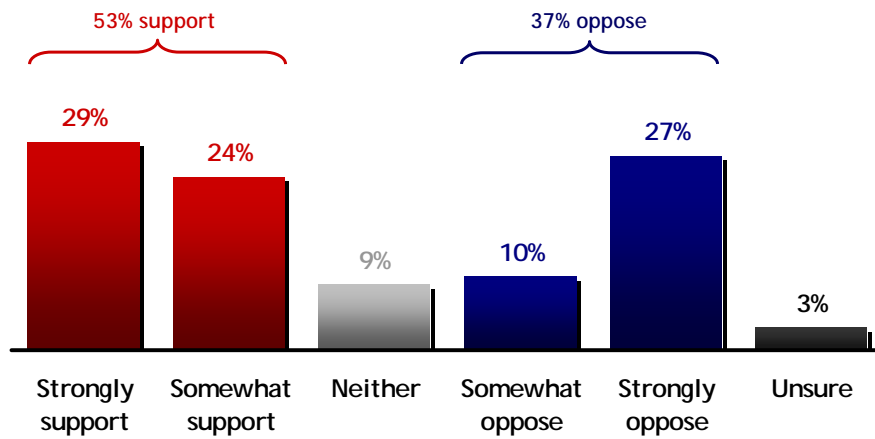


Source: SES Research (October 26 - November 1, 2004)

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Marijuana Regulation

"Do you strongly support, somewhat support, neither support nor oppose, somewhat oppose, or strongly oppose the government regulating and taxing marijuana as it does beer, wine and spirits?"



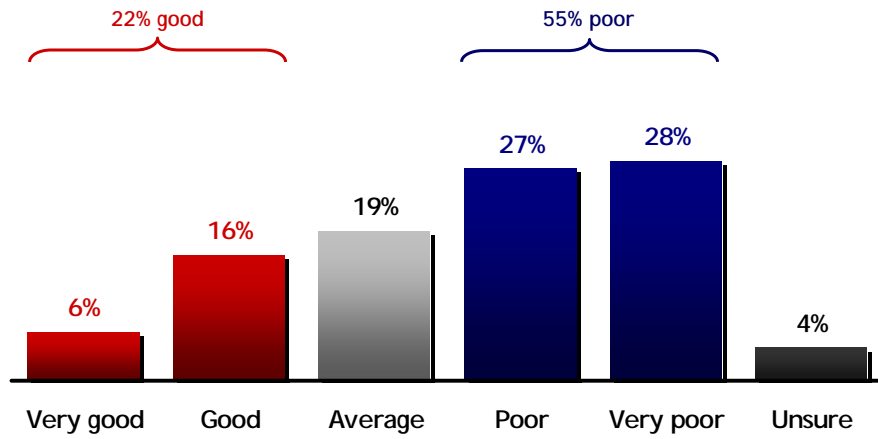
Source: SES Research (October 26 - November 1, 2004)

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Law Enforcement



"The government spends approximately \$400 million annually to enforce Canada's current marijuana laws. Do you think this is a very good, good, average, poor or very poor use of law enforcement resources?"



Source: SES Research (October 26 - November 1, 2004)

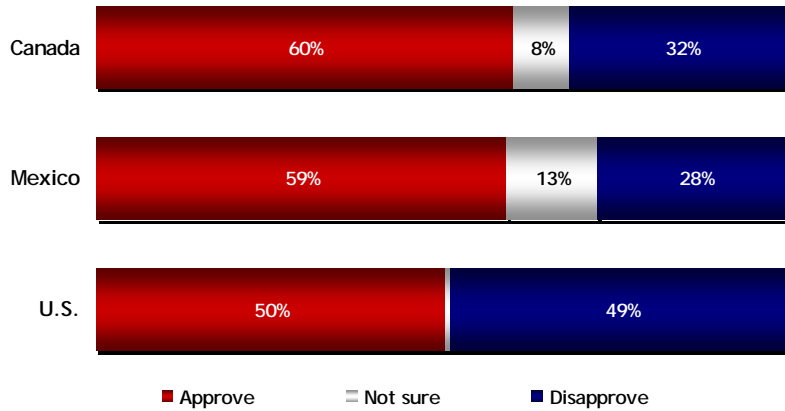
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SECURITY AND DEFENCE

War on Terrorism



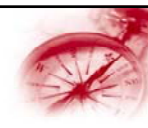
"Do you approve or disapprove of (country's leader)'s handling of the war on terrorism?"



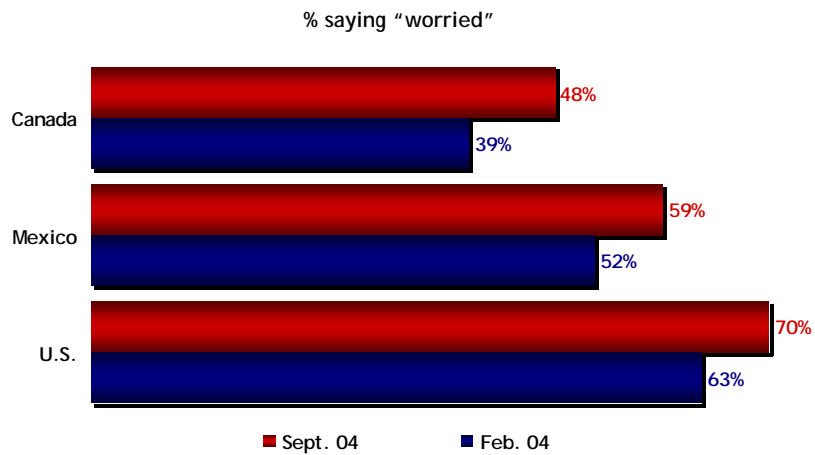
Source: Ipsos-Reid (The Associated Press, September 23 - 30, 2004)

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Risk of Terrorism



"How worried are you about the threat of terrorism in your country? Would you say you are very worried, somewhat worried, not too worried or not worried at all?"

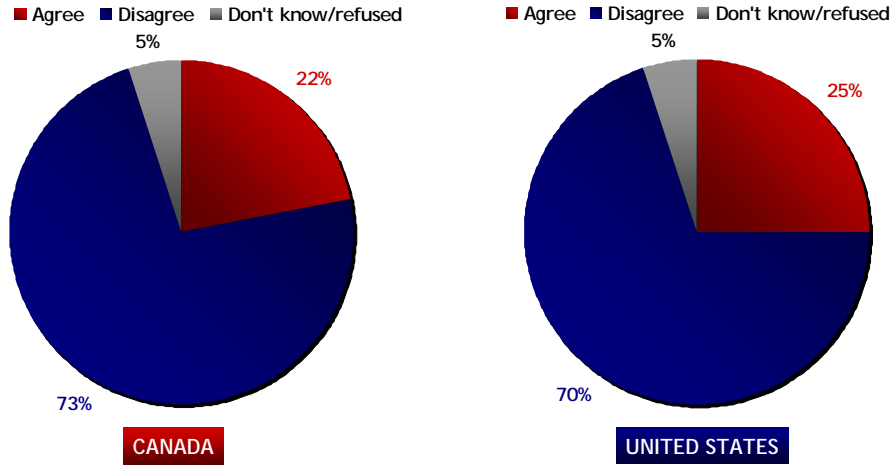


Source: Ipsos-Reid (The Associated Press, September 23 - 30, 2004)

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Risk of Terrorism

"A terrorist attack will likely be launched from Canada in the future into the United States?"

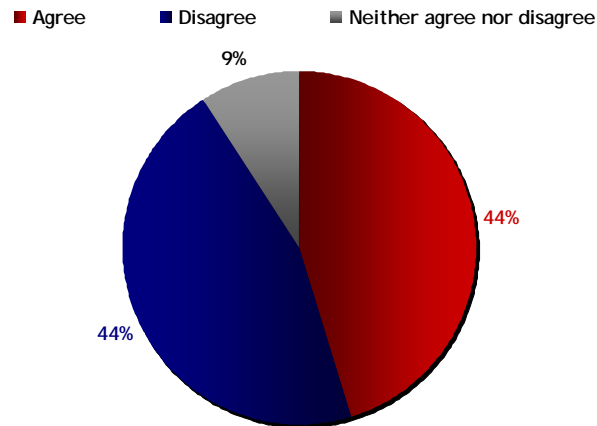


Source: Ipsos Reid (November 19 - 22, 2004)

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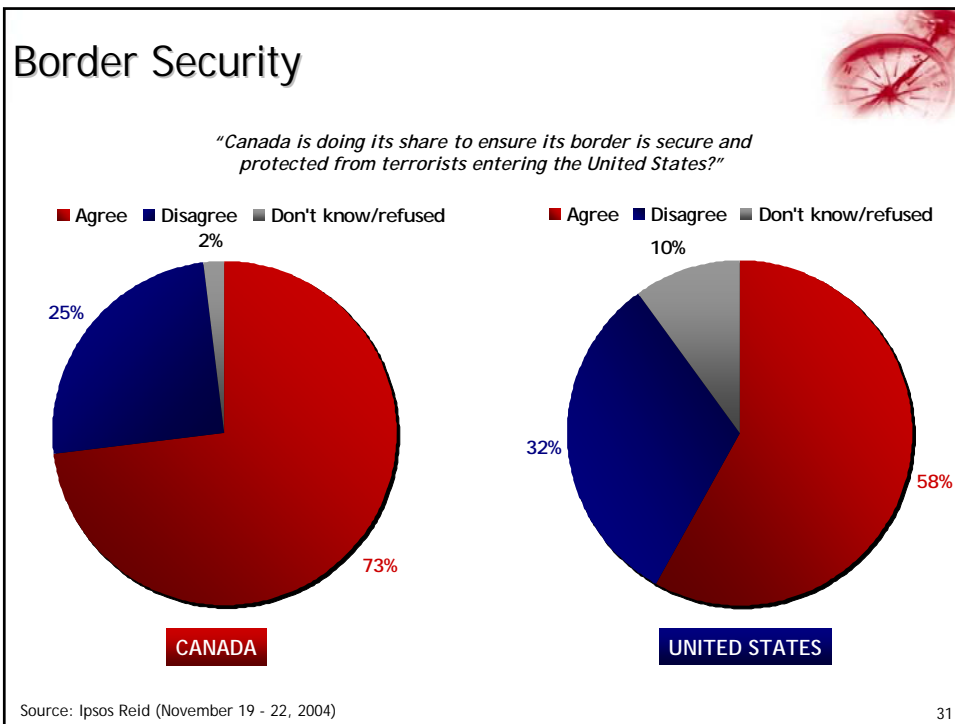
War on Terrorism

"I am prepared to give up some of my freedoms in order to combat terrorism more effectively?"



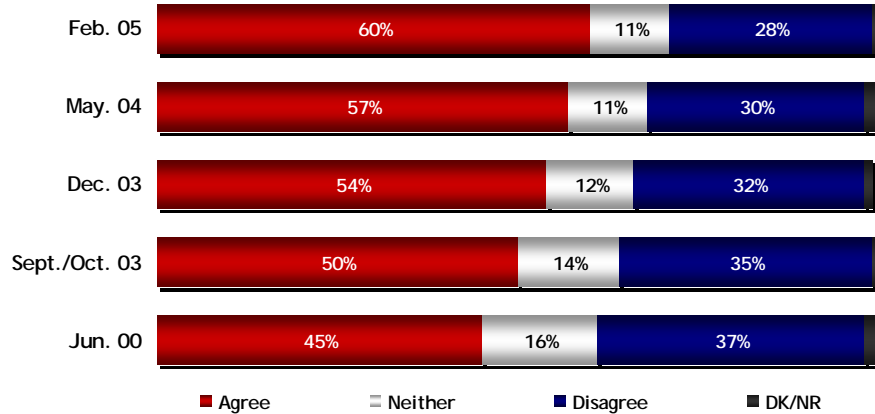
Source: Maclean's (Strategic Counsel, November 26 - 30, 2004)

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Same Sex Rights

"Agreement with . . . Same sex couples should have the same rights as heterosexual couples?"

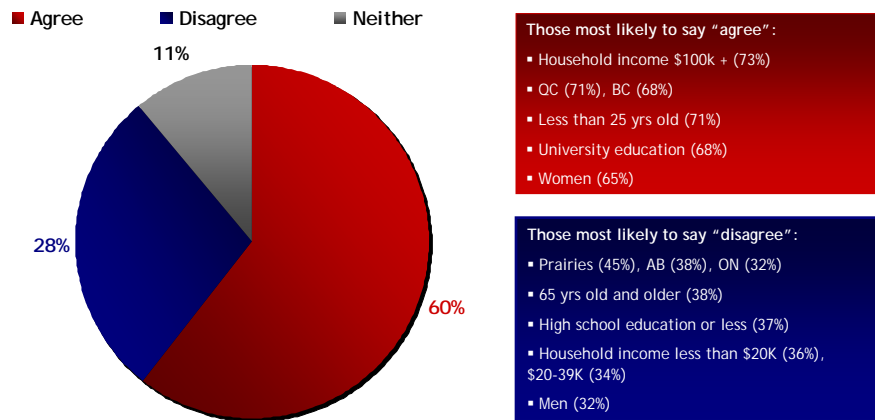


Source: Ekos Research Associates (February 7 - 9, 2005)

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Same Sex Rights

"Agreement with . . . Same sex couples should have the same rights as heterosexual couples?"



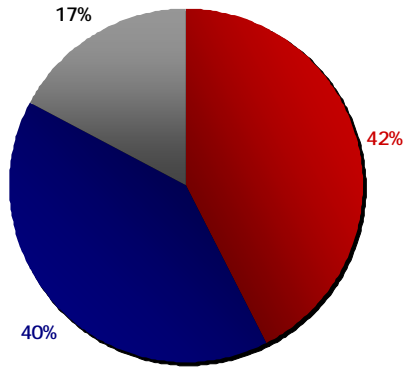
Source: Ekos Research Associates (February 7 - 9, 2005)

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Same Sex Marriage

"Agreement with . . . Do you support or oppose allowing gay and lesbian couples to marry?"

■ Support ■ Oppose ■ Neither



Those most likely to say "support":

- Less than 25 yrs old (59%), 25-44 yrs old (47%)
- Household income \$100K + (55%)
- QC (52%), BC (46%)
- University education (50%)
- Women (48%)

Those most likely to say "oppose":

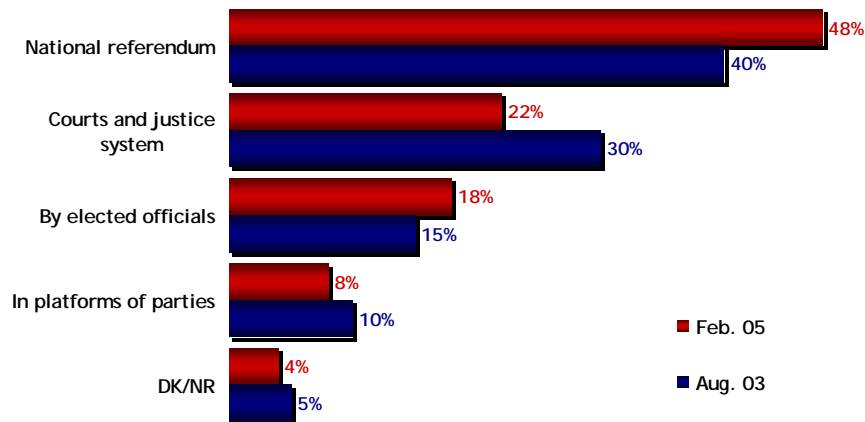
- 65 yrs old and older (63%)
- AB (50%), ON (48%), Prairies (47%)
- High school education or less (47%)
- Men (48%)
- Household income less than \$20K (45%), \$20-39K (44%)

Source: Ekos Research Associates (February 7 - 9, 2005)

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Referendum

"Which of the following options do you think would be the best way to settle the divisive issue of same sex marriage?"



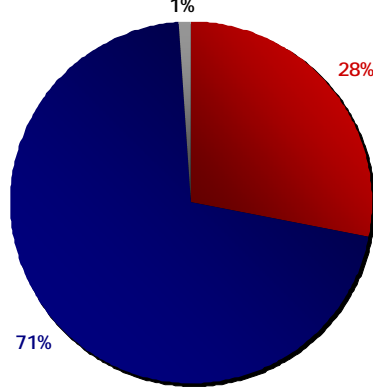
Source: Ekos Research Associates (February 7 - 9, 2005)

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Federal Election

"Over the past few days some people have suggested that the federal government should call an election on the issue of same sex marriage. Specifically, they think the election should be about whether or not the government should legislate same sex marriage allowing it to occur everywhere in Canada, even though it would not force religious institutions to perform this if they don't want to. Now, do you think having a federal election called on this issue is justified or not justified?"

■ Justified ■ Not justified ■ Don't know/Refused



Those most likely to say "justified":

- 18-34 yrs old (43%)
- Less than high school (36%), high school (34%)
- Household income less than \$30K (36%)
- AB, ON (32%)

Those most likely to say "not justified":

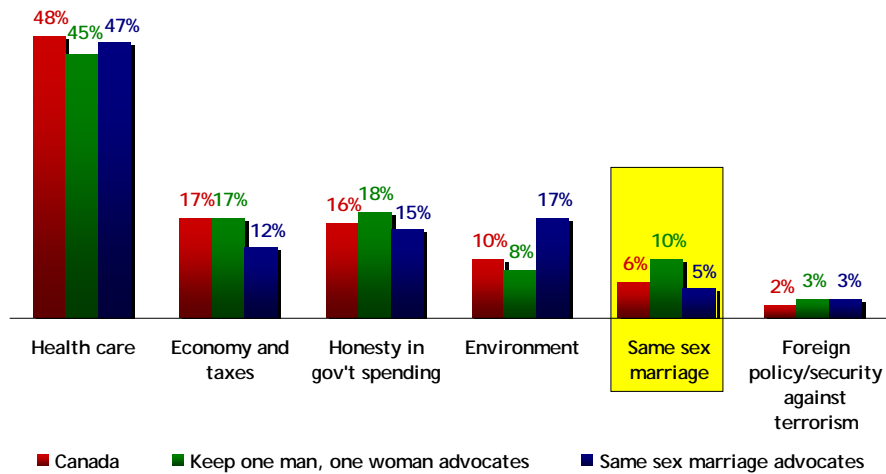
- QC (78%)
- 55 yrs old and older (78%), 35-54 yrs old (77%)
- Post secondary education (76%)
- Household income \$60K and more (75%)

Source: Ipsos Reid (January 25 - 27, 2005)

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Same Sex Marriage: Priority

"Which of the following policy priorities should receive the most attention from the federal government today?"



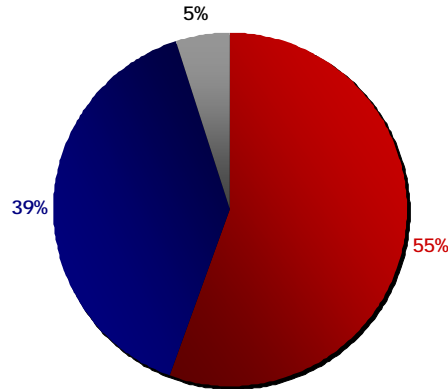
Source: Compas (January 28 - 31, 2005)

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Same Sex Marriage

"Recognizing same sex couples is just part of a positive evolutionary process where everyone receives equal rights OR recognizing same sex couples violates the fundamental nature of the family and will have serious consequences for society?"

■ Positive evolution ■ Violates fundamental nature ■ DK/NR



Those most likely to say "positive evolution":

- Less than 25 yrs old (71%), 25-44 (61%)
- QC (68%), BC (61%)
- University education (62%), college (59%)
- Household income \$100K + (67%), \$80-99K (63%)
- Women (62%)

Those most likely to say "violates fundamental nature":

- 65 yrs old and older (57%)
- AB (53%), Prairies (46%), ON (44%)
- High school education or less (47%)
- Men (46%)
- Household income less than \$20K (43%)

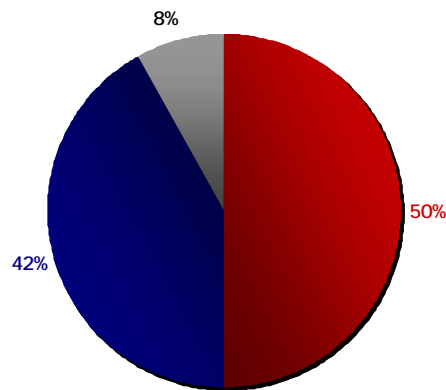
Source: Ekos Research Associates (February 7 - 9, 2005)

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Canada's Values and Beliefs

"I think endorsing same sex marriage rights would be a negative signal to the world about Canada's values and beliefs OR I think endorsing same sex marriage rights would be a positive signal to the world about Canada's values and beliefs?"

■ Positive signal ■ Negative signal ■ DK/NR



Those most likely to say "positive signal":

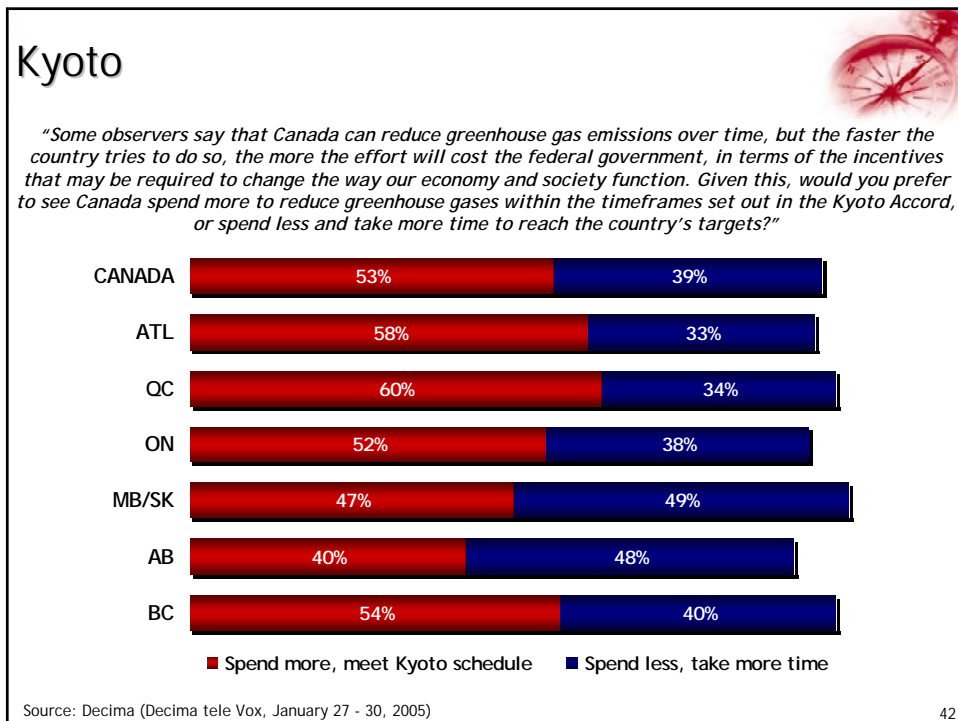
- Less than 25 yrs old (67%), 25-44 (58%)
- QC (60%), ATL (55%)
- Household income \$100K + (63%), \$60-79K (54%)
- University education (59%)
- Women (56%)

Those most likely to say "negative signal":

- 65 yrs old and older (71%)
- High school education or less (54%)
- Household income \$20K or less (52%), \$20-39K (50%)
- AB (50%), Prairies and QC (49%)
- Men (49%)

Source: Ekos Research Associates (February 7 - 9, 2005)

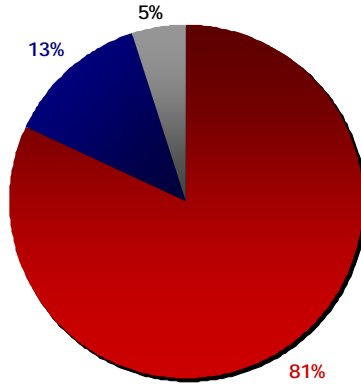
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Greenhouse Gas Emissions

"Greenhouse gases are produced by human daily activity, both personal and industrial, and are the main cause of what scientists call global warming. In your view, should the Government of Canada be tougher on Canadian citizens and corporations to ensure that collectively Canadians reduce greenhouse gas emissions?"

■ Yes ■ No ■ Don't know



Those most likely to say "yes":

- Students (95%)
- QC (92%), Francophones (91%)
- 18-24 yrs old (90%)
- Women (87%)

Those most likely to say "no":

- Men (19%)

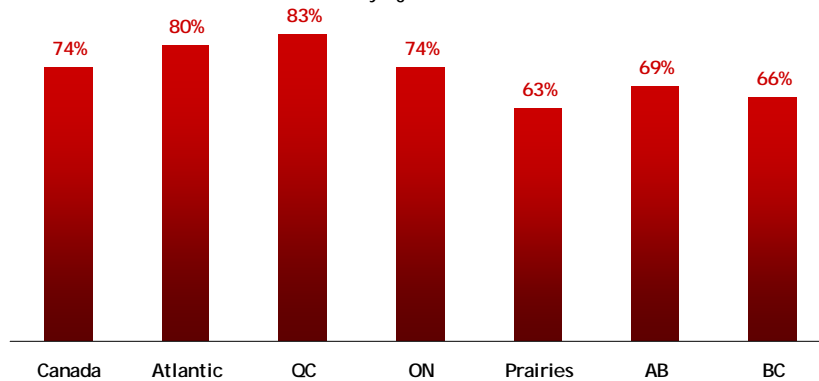
Source: Leger Marketing (January 4 - 9, 2005)

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Public Spending

"Would you be favourable or not to an increase in public spending at Environment Canada, responsible for managing Canada's environmental policies?"

% saying favourable



Most likely to say "favourable":

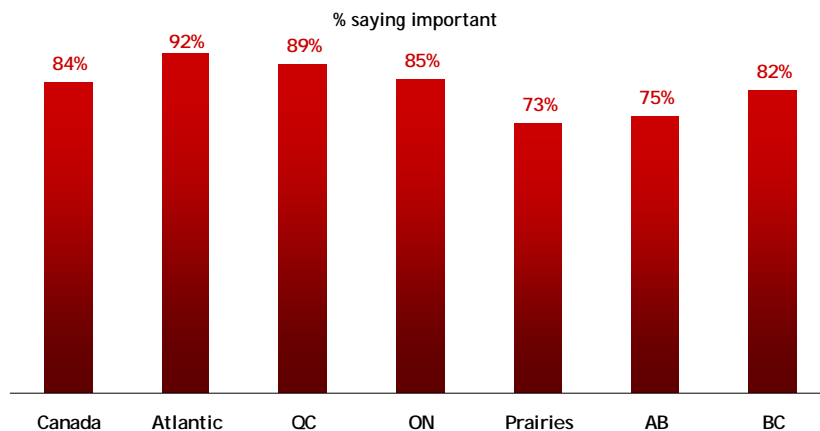
- Students (93%), 18-24 yrs old (85%), QC (83%), Francophones (81%), university education (79%)

Source: Leger Marketing (January 4 - 9, 2005)

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Canadian Leadership

"Is it very important, somewhat important, not very important or not at all important that Canada be recognized on the world stage as a world leader in environmental policy?"



Most likely to say "important":

- ATL (92%), 18-24 yrs old (92%), QC (89%), 45-54 yrs old (89%), women (86%)

Source: Leger Marketing (January 4 - 9, 2005)

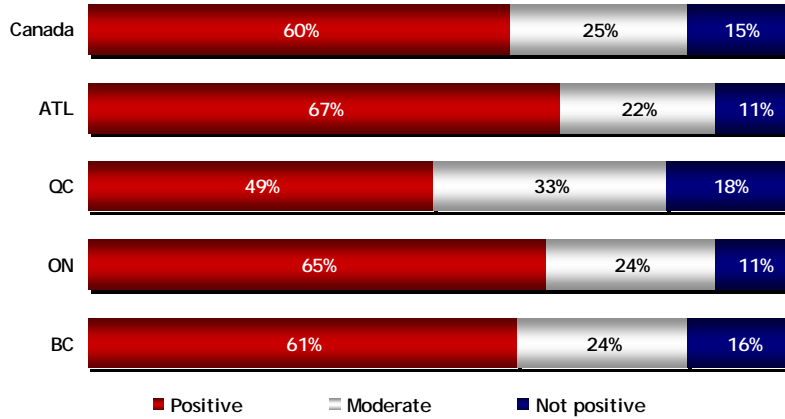
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CANADA-U.S. RELATIONS

Perception of the U.S.



"Overall, thinking about the United States in general, how positive would you say your feelings are?"

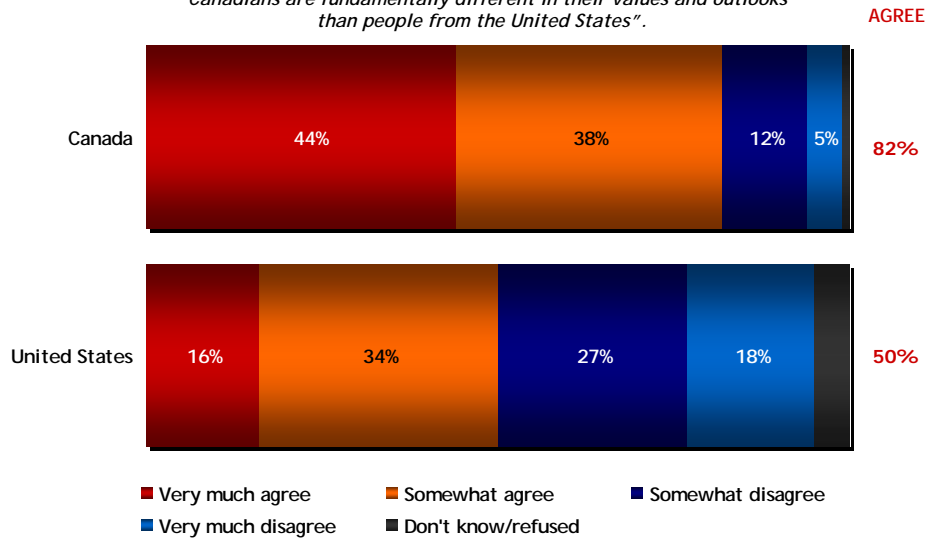


Source: Friends of America (GPC Public Affairs, November 23 - 24, 2004)

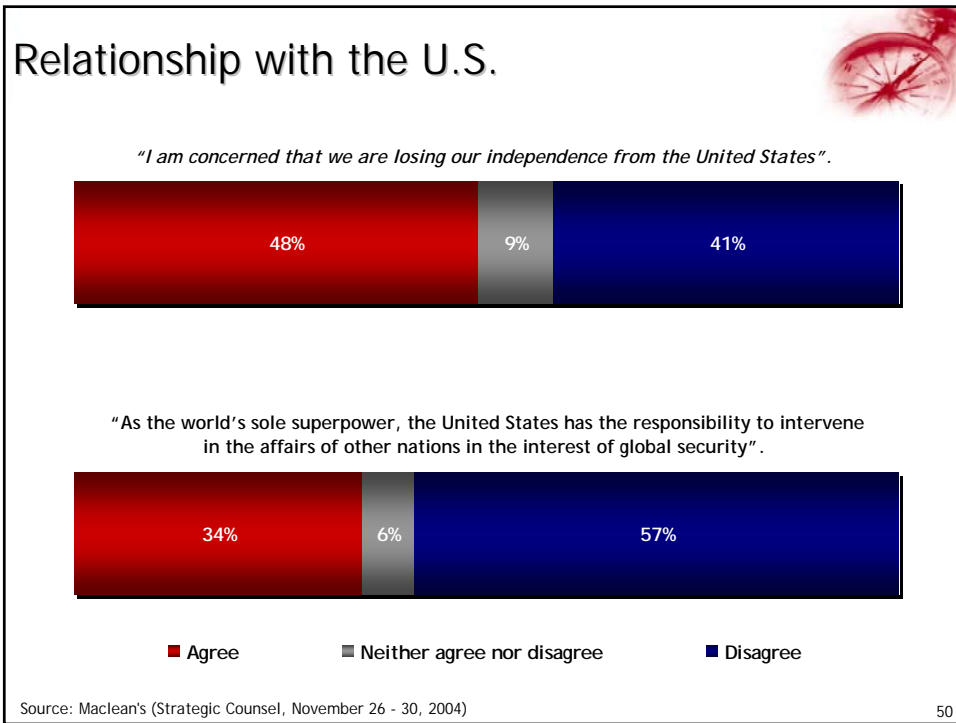
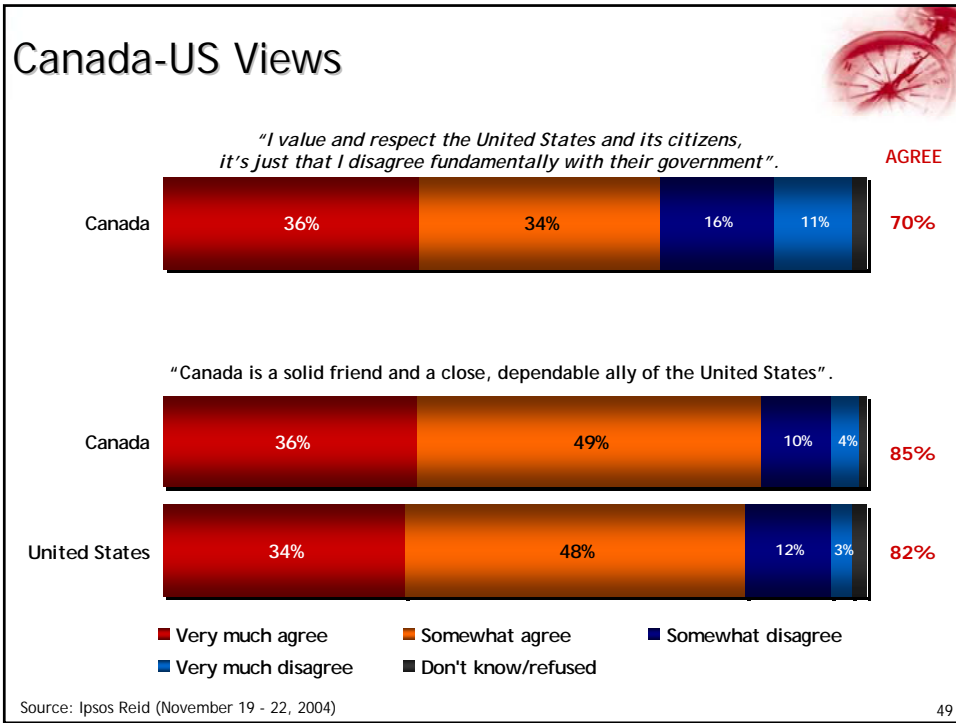
Canada-US Values



"Canadians are fundamentally different in their values and outlook than people from the United States".



Source: Ipsos Reid (November 19 - 22, 2004)



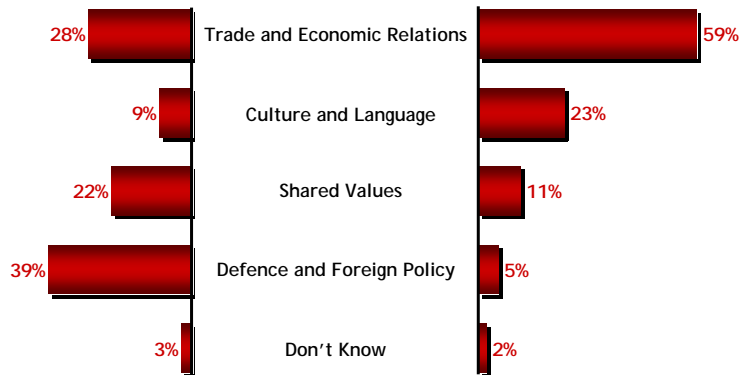
Relationship with the U.S.



"Which one of the following do you think is the most important reason that Canadians and Americans [ARE/ARE NOT] close?"

Subsample: people responding *NOT* close
(12% of respondents)

Subsample: people responding *close*
(59% of respondents overall)



Source: Friends of America (GPC Public Affairs, November 23 - 24, 2004)

51

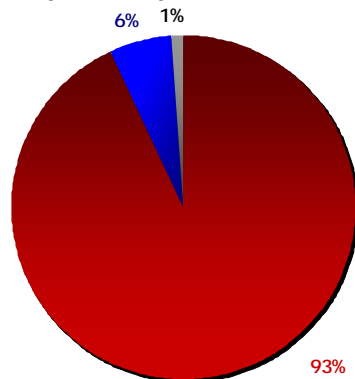
Canadian Beef



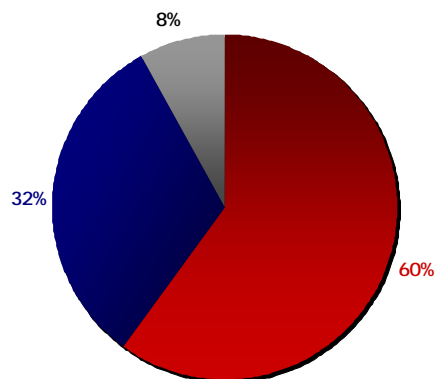
"Canadian beef is a good and safe product and I would not hesitate to eat it?"

■ Agree ■ Disagree ■ Don't know/refused

■ Agree ■ Disagree ■ Don't know/refused



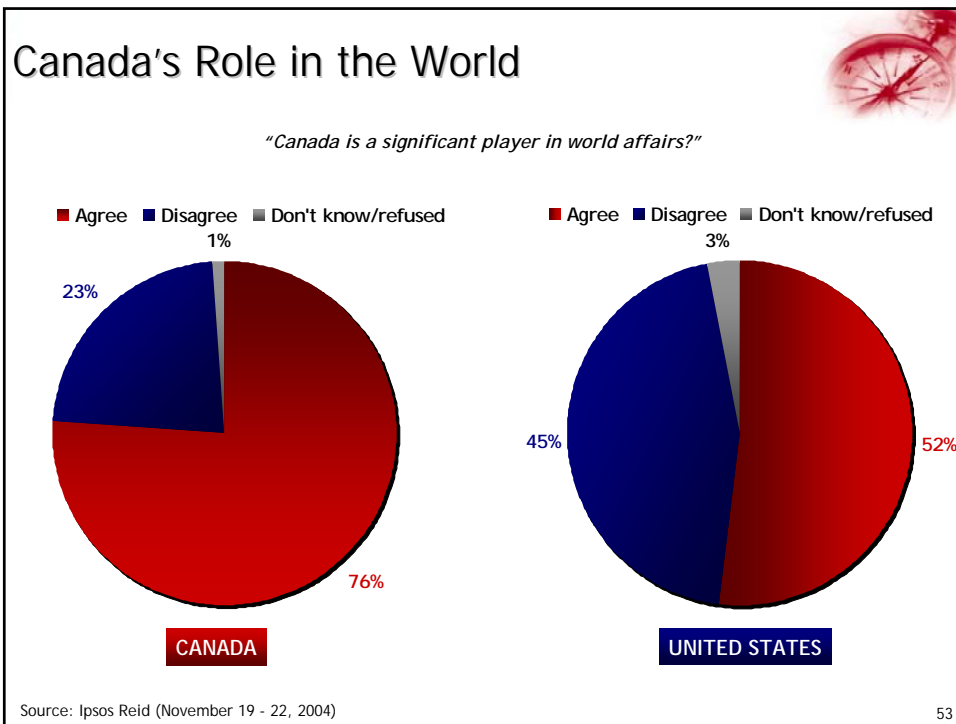
CANADA



UNITED STATES

Source: Ipsos Reid (November 19 - 22, 2004)

52





The Media Environment

November 2004 - February 2005





Methodology

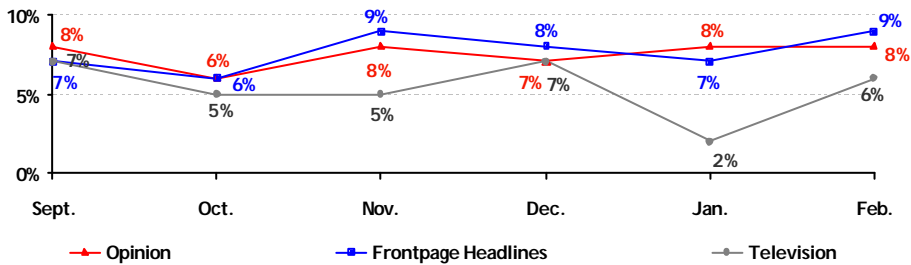
- Data on newspaper headlines, editorial content and television newscasts were collected between November 2004 and February 2005, and coded according to pre-determined categories.
- A list of the sources that make up the sample and a list of the categories can be found at the end of this section.

Overview

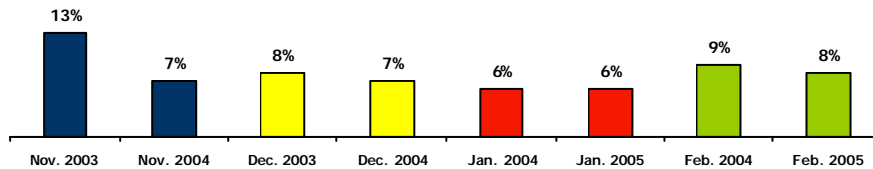


Issue	Average	Editorial	Headline	TV News
Aboriginals	1%	1%	1%	1%
Economy	14%	15%	11%	17%
Foreign and Defence Policy	10%	13%	9%	7%
Global Security	7%	5%	6%	11%
Governance	6%	10%	4%	4%
Health	4%	4%	5%	5%
International Affairs	12%	8%	9%	20%
Miscellaneous	14%	2%	23%	18%
Natural Resources	2%	4%	3%	1%
Politics	2%	3%	1%	1%
Provincial and Municipal Affairs	12%	18%	11%	7%
Justice and Public Safety	7%	8%	9%	5%
Social Issues	7%	8%	8%	5%
Unity	0%	0%	0%	0%

Social Issues



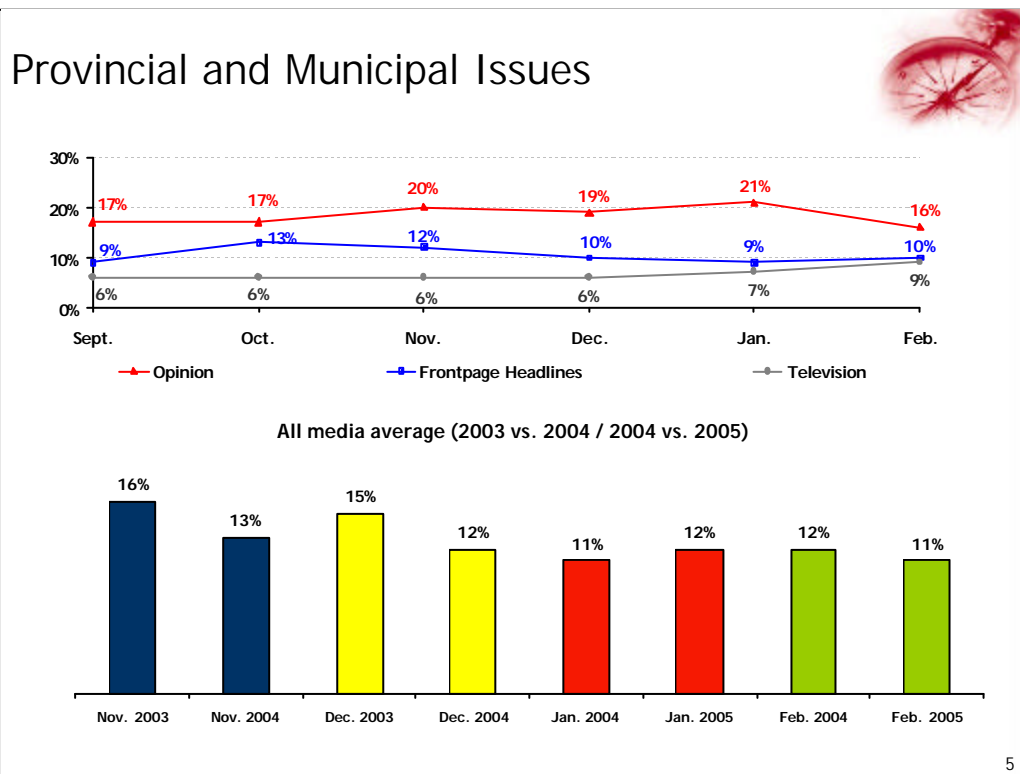
All media average (2003 vs. 2004 / 2004 vs. 2005)



4

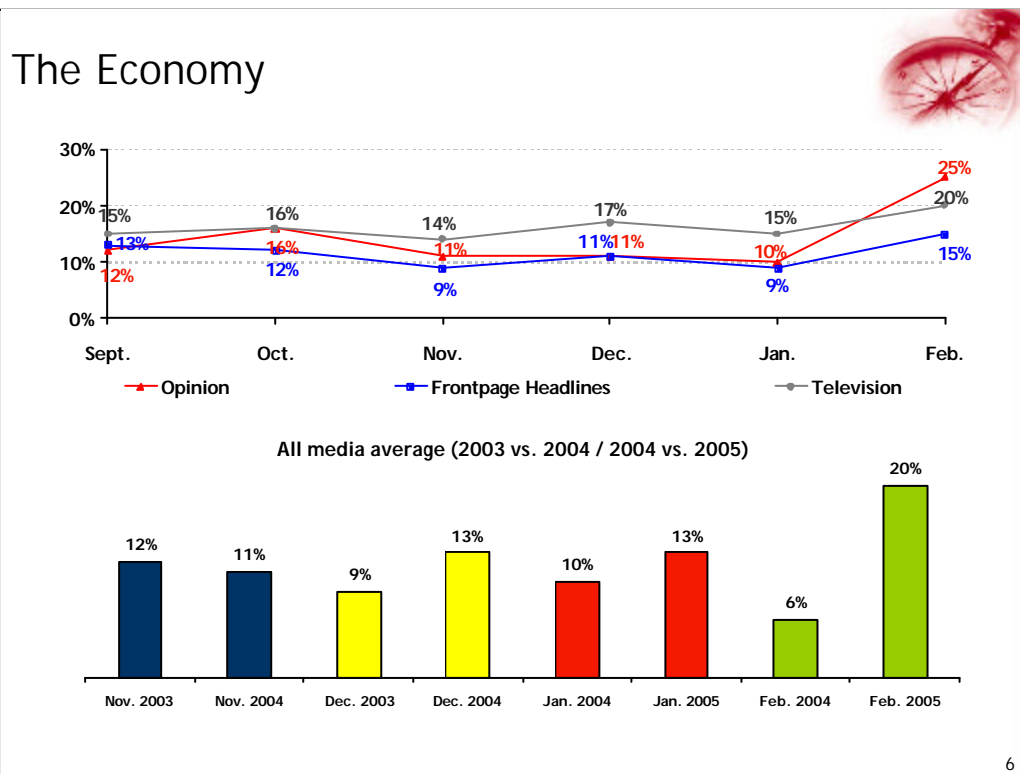
Notable Headlines

- Jan 27: Pettigrew says the church should keep its nose out of the same-sex debate
- Jan 28: Ottawa resident Marcel Tremblay publicly announces and commits suicide
- Jan 31: Sex education debate causes controversy in New Brunswick's school system
- Feb 02: Educator calls for creation of black schools in Ontario
- Feb 06: US religious groups send money to battle same-sex marriage debate
- Feb 8: Rae report recommends \$2.1 billion fix to Ontario education
- Feb 9: Atlantic Bishops discuss church's role in marriage
- Feb 10-11: Ottawa, provinces meet on daycare
- Feb 11: *Ekos* Poll; Canadians split over same-sex marriage
- Feb 15: 40th Anniversary of the Canadian Flag
- Feb 23: \$700 million in Budget for child care through end of 2005
- Feb 27: Eight applicants apply for two ethnic radio licences / NB teachers plan strike vote



Notable Headlines

- Dec 23: Premier Williams removes flags to protest lack of offshore deal
- Jan 07: Premier Charest defends Quebec aid for Tsunamis
- Jan 11: Flags flying again at Nfld and Labrador provincial buildings
- Jan 27: Manitoba appeals court ruling forcing it to fund abortions in private clinics
- Jan 30: Ontario demands fair share of federal surplus
- Jan 31: Premier Hamm commits new offshore money to pay down the province's debt
- Feb 3: "Mayor Tremblay still intent on hosting aquatics: Not deterred by CEO's suicide"
- Feb 04: Ontario rules out black-only schools
- Feb 08: Alberta and BC Speeches from the Throne
- Feb 09: Alberta's centennial celebration to cost \$700 million
- Feb 10: World aquatics governing body returns championships to Montreal
- Feb 11: Premier McGuinty demands new deal for Ontario
- Feb 12: Premier McGuinty cites Quebec immigration subsidies in demand for money
- Feb 15: BC Budget tabled / Ontario legislature resumes sitting
- Feb 18: Premier Charest announces major cabinet shuffle
- Feb 24: Premier Lord warns federal funding needed for Lepreau retrofit / Ontario passes same-sex bill
- Feb 28: CHUM public hearings begin on location of Montreal teaching hospital

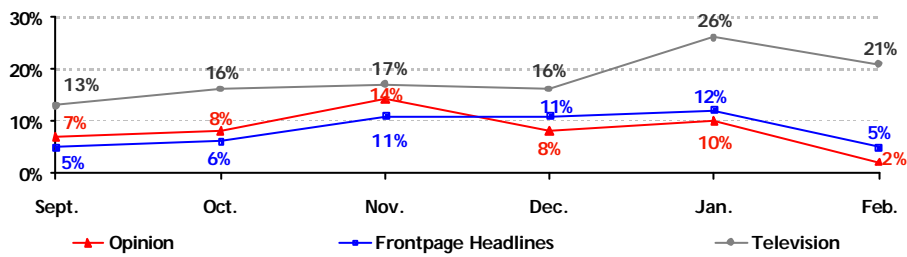


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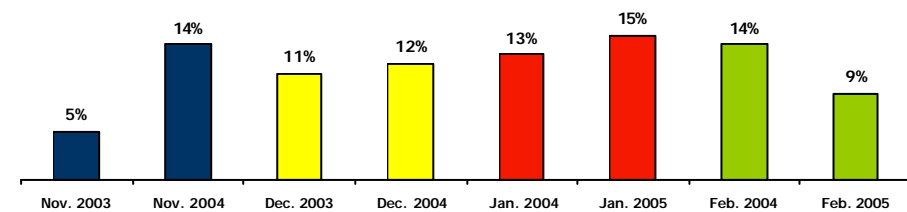
Notable Headlines

- Jan 03: Premier Williams letter to PM re offshore accord
- Jan 07: Unemployment rate falls to 7 per cent
- Jan 14: PM letter sent to Premier Williams in response to his letter dated January 3
- Jan 28: Agreement reached over sharing offshore oil revenue with Nfld./NS
- Feb 03: TB president Alcock hopes to save web pharmacy jobs
- Feb 8: CTV, Rogers pay \$153 million for Olympic TV rights
- Feb 9: Quebec Liquor store employees accept temporary agreement / Wal-Mart closes first union store in Quebec
- Feb 14: PM Martin and Premier Williams sign offshore agreement
- Feb 15: Ontario seeks \$5 billion from Ottawa / NHL players accept cap proposal
- Feb 16: NHL talks fail
- Feb 18: Insurance industry profits hit \$4.2 billion
- Feb 20: NHL cancels full season/ Thompson bids \$1.5 billion for CTV
- Feb 22: Ottawa plans to offer income tax relief / Crude oil shoots past \$50
- Feb 23: Budget 2005 tabled in the House
- Feb 24: Air Canada announces cuts to regional operations

International Affairs



All media average (2003 vs. 2004 / 2004 vs. 2005)

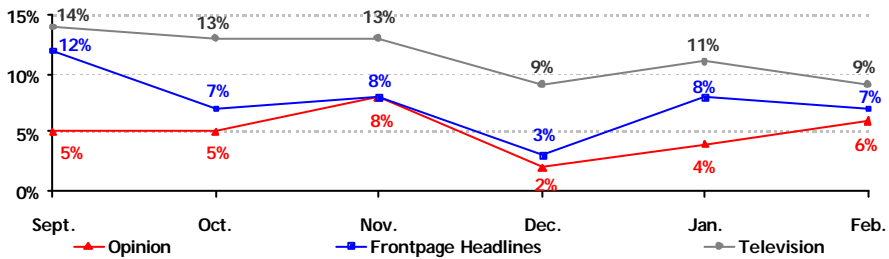


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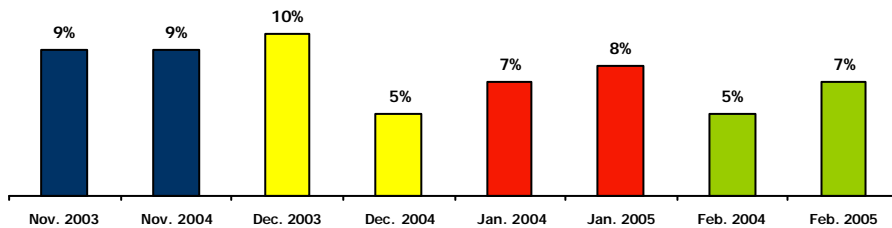
Notable Headlines

- Dec 26: Tsunami hits South and South East Asia
- Jan 17: China's Ziyang dies at 85
- Jan 19: FINA cancels Montreal's World Aquatics Championships bid
- Jan 22: Haj in Mecca
- Jan 27: 60th anniversary of the liberation of Auschwitz-Birkenau
- Feb 01: Pope John Paul II is hospitalized
- Feb 02: Bush State of the Union address: peace in the Middle East and pledge to overhaul Social Security / Mideast summit set for Egypt
- Feb 03: Interim report on the UN oil-for-food program
- Feb 10: Blair apologizes for wrongful convictions
- Feb 14: Beirut blast kills 10
- Feb 19: FDA panel allows Vioxx sales to resume
- Feb 21: President Bush visits with President Chirac
- Feb 22: President Bush meets with the European officials / Earthquake kills 400 in Iran
- Feb 23: President Bush and Chancellor Gerhard Schroeder meet to renew co-operation
- Feb 24: US ambassador Cellucci criticizes Canada's decision on missile defence / Pope John Paul II undergoes surgery
- Feb 25: President Bush meets with President Putin / UN troops ambushed in Congo

Global Security



All media average (2003 vs. 2004 / 2004 vs. 2005)

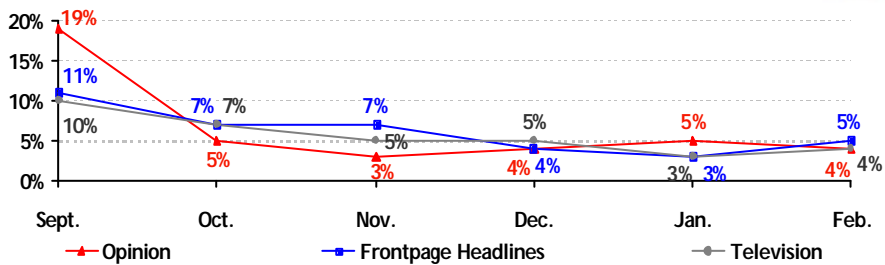


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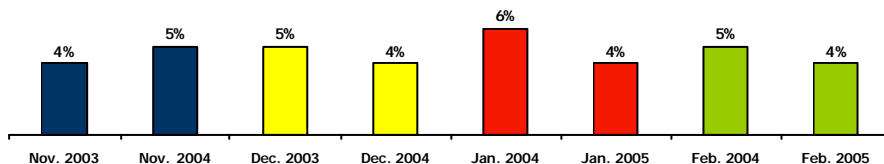
Notable Headlines

- Dec 01: President Bush speech in Halifax
- Jan 09: Palestinian elections held
- Jan 26: Helicopter crash in Iraq pushes US death toll to 37 in one day
- Jan 29: US embassy attacked in Iraq
- Jan 30: Iraqi elections, 60% participation
- Feb 01: Federal Court judge refuses to deport terror suspect Mohamed Mahjoub
- Feb 8: Israeli, Palestinian leaders declare formal cease fire
- Feb 10: Saudi Arabia's first nationwide local elections
- Feb 13: Shiites win slim majority in Iraqi elections
- Feb 14: Senate hearings into Canada's anti-terrorism act
- Feb 15: US recalls Syrian Ambassador / Tensions and fear grip Beirut
- Feb 16: Funeral for Lebanon's former Prime Minister
- Feb 19: US, Japan ask China to pressure North Korea to resume nuclear talks
- Feb 20: Israel approves withdrawal of Gaza settlers
- Feb 21: Lebanese protesters call for Syrian troops to leave
- Feb 25: Mideast bombing shatters ceasefire
- Feb 27: Protesters fill streets of Beirut

Health



All media average (2003 vs. 2004 / 2004 vs. 2005)

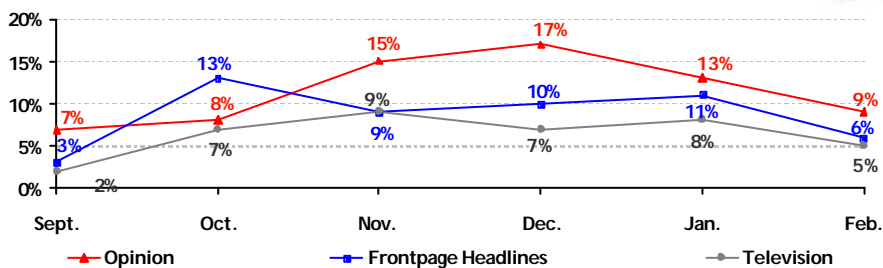


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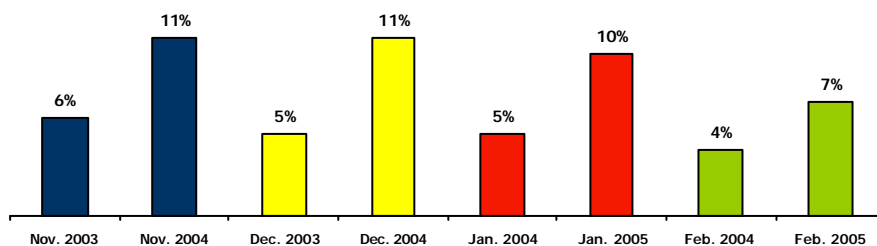
Notable Headlines

- Jan 13: CIHI releases its 2004 Medical Imaging in Canada report
- Jan 28: Health Council says system needs help fast
- Jan 31: New Brunswick offers more incentives to lure new doctors
- Feb 02: Halifax surgeon says delays for cancer patients too long
- Feb 03: Canada braces for flu pandemic: \$24 million spent on stockpiling drugs / Ottawa intends to fine BC for private health clinics
- Feb 05: Ipsos-Reid poll: Canadians feel unprepared for flu pandemic
- Feb 06: Minister Dosanjh pushes for end to Net drug sales
- Feb 08: More than a million people in Ontario do not have access to a family physician
- Feb 10: Ottawa pulls ADD drug amid safety concerns
- Feb 11: Anesthesiologists in Ontario stage 1-day walkout / NS to solicit home-care solutions
- Feb 14: Dosanjh vows to defend erosion of Health Act
- Feb 16: Canadian International Pharmacy Association appears before the Commons health committee
- Feb 18: Private Gatineau medical clinic charges \$225 per visit to avoid wait times
- Feb 24: Minister Dosanjh accuses Merck of withholding Vioxx safety data
- Feb 25: Influenza pandemic plan released

Foreign and Defence Policy



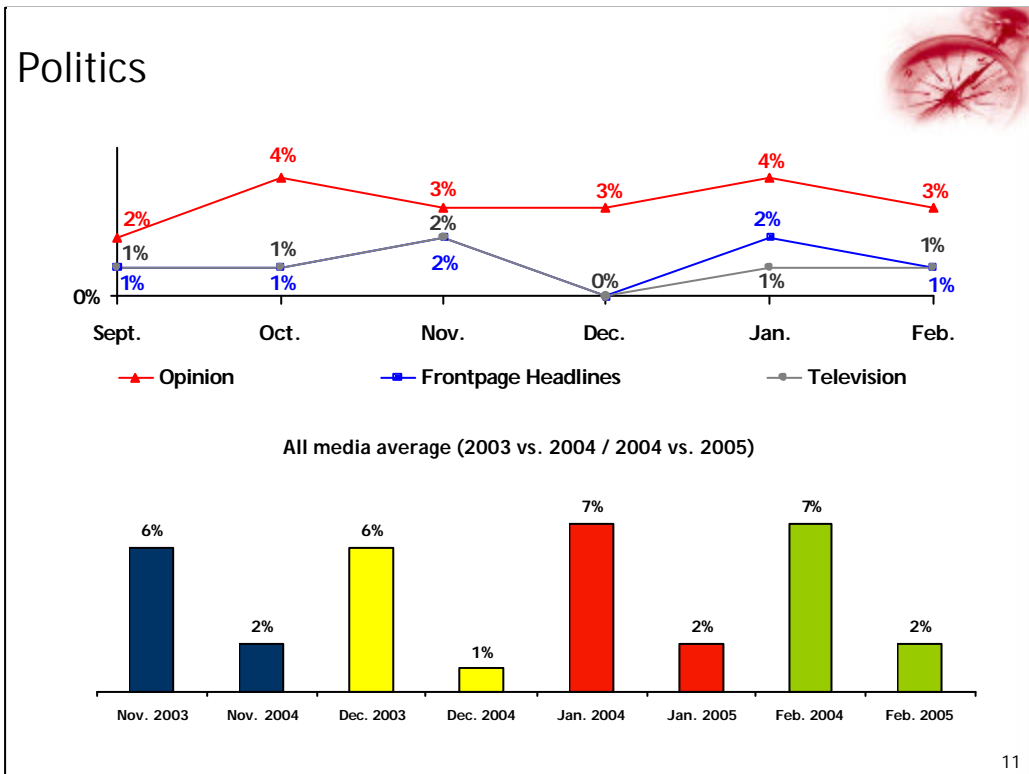
All media average (2003 vs. 2004 / 2004 vs. 2005)



10

Notable Headlines

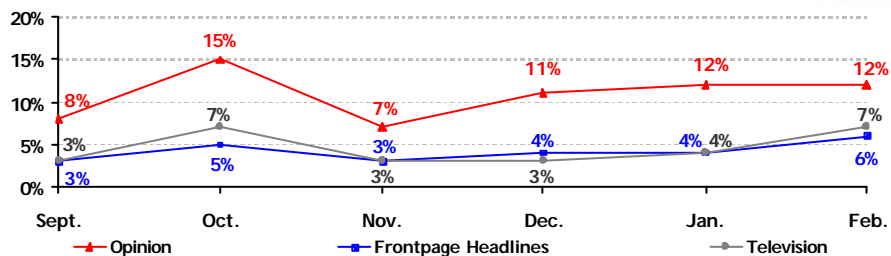
- Nov 30: President Bush visit to Canada
- Dec 16: John Turner to head Canadian Election Observation Mission for Ukraine
- Dec 18-21: PM visit to Tripoli, Libya
- Jan 08: DART arrives in Sri Lanka
- Jan 10: Canada announces up to \$425 million in aid for tsunamis affected countries
- Jan 14: McKenna appointed as Canada's Ambassador to the United States / Hillier promoted Chief of the Defence Staff
- Jan 15-23: PM visit to Thailand, Sri Lanka, India, Japan and China
- Jan 27: Harjit Singh's lawyer abandons argument against removal
- Feb 01: Navy reopens Chicoutimi inquiry
- Feb 04: Pettigrew starts Mideast tour / Chicoutimi returns to Canadian port
- Feb 06: Pettigrew says no Canadian troops going to Iraq
- Feb 08: Iranian envoy admits that Canadian photo journalist Kazemi was killed
- Feb 11: Major argues Canadian Forces use of hoods violates rules of war
- Feb 17: CP story says Canadian Forces to receive raises in Budget 2005
- Feb 18: Chicoutimi inquiry postponed
- Feb 20: NATO Summit in Brussels, Belgium
- Feb 22: Ambassador-designate to Washington McKenna says Canada is in BMD / PM Martin attends NATO summit
- Feb 24: Pettigrew and PM Martin: Canada will not join missile defence program



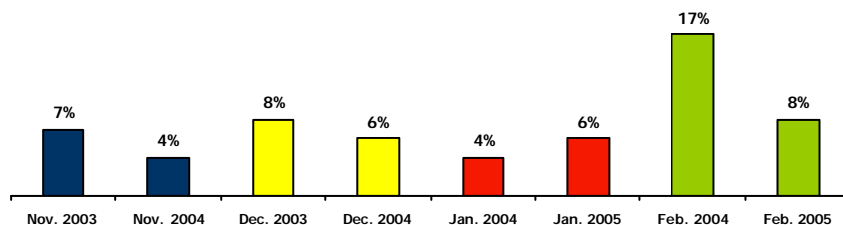
Notable Headlines

- Jan 14: Immigration Minister Sgro resigns
- Jan 31: Former Minister Sgro sues Mr. Singh for libel, slander and conspiracy
- Feb 01: National caucus chairman Savoy asked to stifle opposition to same-sex bill
- Feb 02: Liberal caucus clash over gay marriage
- Feb 03: CPL Harper faces split in party over same-sex marriage
- Feb 05: CPL Harper tours crippled Chicoutimi sub
- Feb13: Ekos Poll places LP 40%, CP 26%, NDP 19% and Bloc 11% /
Harper to vet MPs' same-sex speeches
- Feb 25: Former DPM Manley remarks about alternating between French and English
leaders

Governance



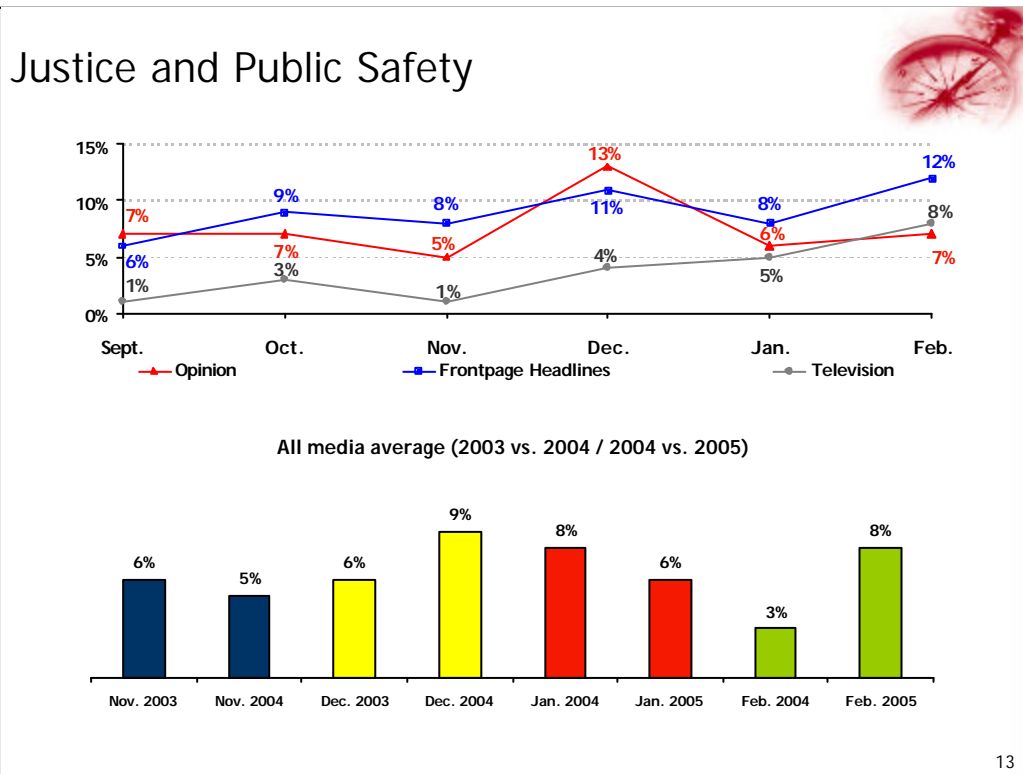
All media average (2003 vs. 2004 / 2004 vs. 2005)



12

Notable Headlines

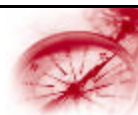
- Jan 14: PM announces cabinet changes; Volpe to Citizenship and Immigration
- Jan 19: PM announces appointment of Mr. Kwong as Lieutenant-Governor for Alberta
- Jan 21: PM Martin willing to call an election over same-sex marriage issue
- Jan 27: AG Fraser and opposition parties support Gomery on recusal issue
- Jan 31: The 38th Parliament resumes sitting / Gomery rejects motion for his removal
- Feb 01: Gagliano testifies before Gomery / Gomery Inquiry costs reported at \$60 million
- Feb 02: BQ MP Sauvageau calls on the public accounts committee to investigate the World Aquatics Championships funding
- Feb 04: Justice Gomery likens ad deal to money laundering
- Feb 07: Former DPM Manley says Sponsorship probe was a bad idea
- Feb 8-9: Chrétien testifies at the Gomery Inquiry
- Feb 10: PM Martin testifies at the Gomery Inquiry
- Feb 15: AG report / Opposition defeats bills to divide FA and International Trade
- Feb 16: PM speech on Bill C-38 (The Civil Marriage Act)
- Feb 18: Changes to Crown Corporation governance announced
- Feb 20: Gomery Inquiry costs to hit \$80 million
- Feb 27: Government was warned in 2002 to give up trying to recoup sponsorship funds / Ipsos-Reid: majority sceptical of Gomery testimony



Notable Headlines

- Dec 09: Supreme Court clears way for same-sex marriage law
- Feb 01: Compas Poll: 66% support traditional definition of marriage; 34% support same-sex marriage
- Feb 8: Edmonton police chief fired
- Feb 02: BC Attorney General says Canada's polygamy law is weak
- Feb 10: Supreme Court hears Regina whistle-blower case
- Feb 15: Radio-Canada shows major security breach at Hydro-Quebec's power plants
- Feb 16: Bitter attacks open same-sex debate in House of Commons
- Feb 17: Adil Charkaoui wins bail release
- Feb 21: Fuel leak narrowly averted at Chalk River
- Feb 24: Federal Court rules Zundel can be deported
- Feb 27: Documents show polygamy study linked to civil marriage bill / Senator Kenny criticizes ports security

Frontpage Coverage by Region

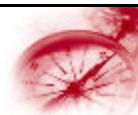


Issue	Atlantic	Quebec	Ontario	Prairies	BC
Aboriginals	1%	0%	1%	1%	2%
Economy	13%	17%	8%	11%	9%
Foreign and Defence Policy	8%	4%	14%	5%	6%
Global Security	2%	8%	10%	4%	4%
Governance	2%	6%	6%	2%	1%
Health	4%	3%	6%	3%	12%
International Affairs	4%	18%	9%	8%	8%
Miscellaneous	27%	12%	19%	30%	23%
Natural Resources	4%	0%	2%	3%	3%
Politics	2%	1%	1%	1%	1%
Provincial and Municipal Affairs	14%	16%	8%	14%	9%
Justice and Public Safety	11%	6%	10%	9%	12%
Social Issues	8%	8%	8%	11%	10%
Unity	0%	0%	0%	0%	0%

Note: Totals exclude Globe & Mail and National Post

14

Editorial Coverage by Region



Issue	Atlantic	Quebec	Ontario	Prairies	BC
Aboriginals	0%	1%	1%	1%	2%
Economy	24%	17%	12%	12%	16%
Foreign and Defence Policy	10%	7%	15%	15%	17%
Global Security	2%	4%	7%	5%	2%
Governance	9%	11%	12%	9%	11%
Health	3%	1%	3%	5%	11%
International Affairs	2%	14%	9%	8%	5%
Miscellaneous	2%	1%	2%	3%	0%
Natural Resources	6%	0%	5%	5%	5%
Politics	3%	2%	3%	3%	8%
Provincial and Municipal Affairs	22%	35%	16%	18%	8%
Justice and Public Safety	4%	4%	8%	10%	8%
Social Issues	12%	2%	8%	8%	8%
Unity	0%	1%	0%	0%	1%

Note: Totals exclude Globe & Mail and National Post

15



Sources and Sample Details

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

Sample Sizes

	November 2004	December 2004	January 2005	February 2005
Frontpage Headlines	1598	1598	1688	1627
Editorial	533	500	563	618
Television	1568	1613	1677	1607

Media Categories



Aboriginals	First Nations politics / Governance / Land Claims / Residential Schools
The Economy	Economy / Jobs / Fiscal issues / Taxes / Innovation & Skills / R&D / Industry / Transportation and Infrastructure
Foreign Policy	Foreign Policy / International Assistance / Immigration / Defence (including preparedness)
Global Security	Terrorism / War in Iraq / Canada -US border
Governance	Governance / Parliament / Ethics / Appointments / ATIP
Health	Health care services / Renewal / SARS / West Nile
International Affairs	International events that are political in nature or that have public policy implications (other than Terrorism and Iraq)
Miscellaneous	Miscellaneous
Natural Resources	Natural Resources / Environment / Climate Change / Energy / Fisheries / Agriculture
Party Politics	Partisan politics at federal level
Prov. & Munic	Provincial and municipal affairs / politics
Public Safety	Public safety / Justice / Organized crime / Security
Social issues	Social issues / Education / Culture / Same-Sex marriage
Unity	Unity / Federal-provincial relations / Fiscal federalism



Calendar of Events

April – June 2005



Monday / Lundi	Tuesday / Mardi	Wednesday / Mercredi	Thursday / Jeudi	Friday / Vendredi	Sat-Sun / Sam-Dim
<i>April / Avril 2005</i>					
				1.	2/3. • 2005 Juno Awards - Winnipeg (3)
4.	5. •	6. • Americana 2005 - Montreal (6-8)	7. • Canada-US Security Cooperation Conference - Syracuse, NY (US) • World Health Day	8.	9/10. • Team Canada Atlantic Trade Mission to Chicago, II (US) (10-14) • National Wildlife Week (10- 16)
11. • Annual PAC Days Conference of the Canadian Real Estate Association - Ottawa • Law Week (11-15)	12.	13. • Law Day	14.	15. • 6th annual PEI Workplace Health & Safety Conference - Charlottetown, PEI • Global Youth Service Day	16/17. • World Bank & IMF Spring Meetings - New York, US (16-17) • BC election campaign begins (17) • National Volunteer Week
18. • Canada-EU Summit - Ottawa • Journée nationale de commémoration de l'holocauste	19. • 1st anniversary of the Canada-Aboriginal Peoples Roundtable	20.	21. • Informal NATO Foreign Affairs Ministers meeting - Vilnius, Lithuania (21-22)	22. • Earth Day	23/24.
25. • Canadian Multiculturalism Day	26.	27. • Childhoods 2005: Children & Youth in Emerging & Transforming Societies Conference - Oslo, Norway (June 29-July3)	28. • Canadian Housing & Renewal Association Annual Congress - Montreal • OECD Education Ministers meeting - St. Gallen, Switzerland (28- 29)	29. • 2005 Central Ontario Municipal Conference - Niagara Falls, ON (29-30) • International Dance Day	30/1.

Monday / Lundi	Tuesday / Mardi	Wednesday / Mercredi	Thursday / Jeudi	Friday / Vendredi	Sat-Sun / Sam-Dim
<h1>May / Mai 2005</h1>					30/1. <ul style="list-style-type: none"> • International Conference on Governance of High Seas & Overfishing - St. John's, Nfld&L (1-5) • Emergency Preparedness
2. <ul style="list-style-type: none"> • 1st meeting of the Conference of the Parties to the Stocklohm Convention on Persistent Organic Polluants - Uruguay (2-6) 	3. <ul style="list-style-type: none"> • 60th Anniversary of the Liberation of the Netherlands - Apeldorn, Netherlands (3-9) • UNESCO World Press 	4. <ul style="list-style-type: none"> • 3rd Ministerial Conference of the Community of Democracies - Santiago, Chile (4-6) 	5.	6.	7/8. <ul style="list-style-type: none"> • 60th anniversary of the end of WW2 - Moscow, Russia (8-9) • Referendum on the EU Constitution - France (8)
9. <ul style="list-style-type: none"> • National Mining Week (9-15) 	10.	11.	12.	13.	14/15. <ul style="list-style-type: none"> • Immigration Conference - Halifax (15-17) • National Police Week (15-21)
16. <ul style="list-style-type: none"> • WHO World Health Assembly - Geneva, Switzerland (16-25) 	17. <ul style="list-style-type: none"> • Queen Elizabeth to visit Sask. & Alberta as part of the province's centennial celebrations (17-25) • BC provincial election • Canadian Conference on Homelessness - Toronto 	18.	19. <ul style="list-style-type: none"> • Canada-US Inter-Parliamentary Group 2005 annual meeting - St. Andrews, NB (19-23) 	20.	21/22. <ul style="list-style-type: none"> • Canada-US Youth Summit - Ottawa (21-27) • Journée internationale de la diversité biologique (22)
23.	24. <ul style="list-style-type: none"> • NATO Security Summit - Sweden (24-25) • Aboriginal Awareness Week (24-27) 	25. <ul style="list-style-type: none"> • FPT Seniors Ministers meeting - Quebec City • National Missing Children's Day 	26.	27.	28/29. <ul style="list-style-type: none"> • International Day of UN Peacekeepers (29)
30. <ul style="list-style-type: none"> • 2nd meeting of the Conference of the Parties to the Cartagena Protocol on Biodiversity - Montreal (May 30-June 3) 	31.				

Monday / Lundi	Tuesday / Mardi	Wednesday / Mercredi	Thursday / Jeudi	Friday / Vendredi	Sat-Sun / Sam-Dim
<h1>June / Juin 2005</h1>					
		1. <ul style="list-style-type: none"> • 6th Canadian Pollution Prevention Roundtable - Victoria, BC (1-2) 	2. <ul style="list-style-type: none"> • APEC Trade Ministers Meeting - Jeju, Korea (2-3) 	3. <ul style="list-style-type: none"> • Federation of Canadian Municipalities Annual Conference - St. John's, NL (3-6) 	4/5. <ul style="list-style-type: none"> • Organization of the American States General Assembly - Fort Lauderdale, Florida (US) (5-7) • Canadian Forces Day (4) • Canadian Environment
6. <ul style="list-style-type: none"> • Clean Air Day 	7. <ul style="list-style-type: none"> • International Marine Biotechnology Conference - St. John's, NL (7-12) • 4th Global Forum on Fighting Corruption - Brasilia, Brazil (7-9) 	8. <ul style="list-style-type: none"> • Clean Air Day • World Oceans Day 	9. <ul style="list-style-type: none"> • Canada's National Transportation Summit - Toronto • International Joint Commission Great Lakes Conference - Kingston, ON 	10. <ul style="list-style-type: none"> • National Public Service Week (12-18) 	
13. <ul style="list-style-type: none"> • World Refugee Day 	14. <ul style="list-style-type: none"> • National Aboriginal Day 	15. <ul style="list-style-type: none"> • Social Welfare Policy Conference - Fredericton, NB (16-18) 	16. <ul style="list-style-type: none"> • Journée mondiale de lutte contre la désertification et la sécheresse 	17. <ul style="list-style-type: none"> • Fête nationale du Québec 	18/19. <ul style="list-style-type: none"> • International Day against Drug Abuse & Illicit Trafficking (26) • International Day in Support of Victims of Torture (26)
20. <ul style="list-style-type: none"> • Canadian Multiculturalism Day 	21. <ul style="list-style-type: none"> • Childhoods 2005: Children & Youth in Emerging & Transforming Societies Conference - Oslo, 	22. <ul style="list-style-type: none"> • G8 Foreign Affairs Ministers Meeting - London, UK (23-24) 	23. <ul style="list-style-type: none"> • Fête nationale du Québec 	24. <ul style="list-style-type: none"> • International Day against Drug Abuse & Illicit Trafficking (26) • International Day in Support of Victims of Torture (26) 	
27. <ul style="list-style-type: none"> • Canadian Multiculturalism Day 	28. <ul style="list-style-type: none"> • Childhoods 2005: Children & Youth in Emerging & Transforming Societies Conference - Oslo, 	29. <ul style="list-style-type: none"> • Childhoods 2005: Children & Youth in Emerging & Transforming Societies Conference - Oslo, 	30. <ul style="list-style-type: none"> • Childhoods 2005: Children & Youth in Emerging & Transforming Societies Conference - Oslo, 		