



**Trends**  
in the Public Environment

**Tendances**  
de l'environnement public

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Gouvernement du Canada  
Bureau du Conseil privé

Canada 

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

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The next issue of



will be released in Winter 2005-06

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## **The Media**

March-June 2005

Available online at:

[Publiservice.pco-bcp.gc.ca/comcon](http://Publiservice.pco-bcp.gc.ca/comcon)



# Overview of Public Opinion





# The Media Environment

March 2005 - June 2005





# THE MEDIA ENVIRONMENT

March - June 2005





- Data on newspaper headlines, editorial content and television newscasts were collected between March and June, 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.

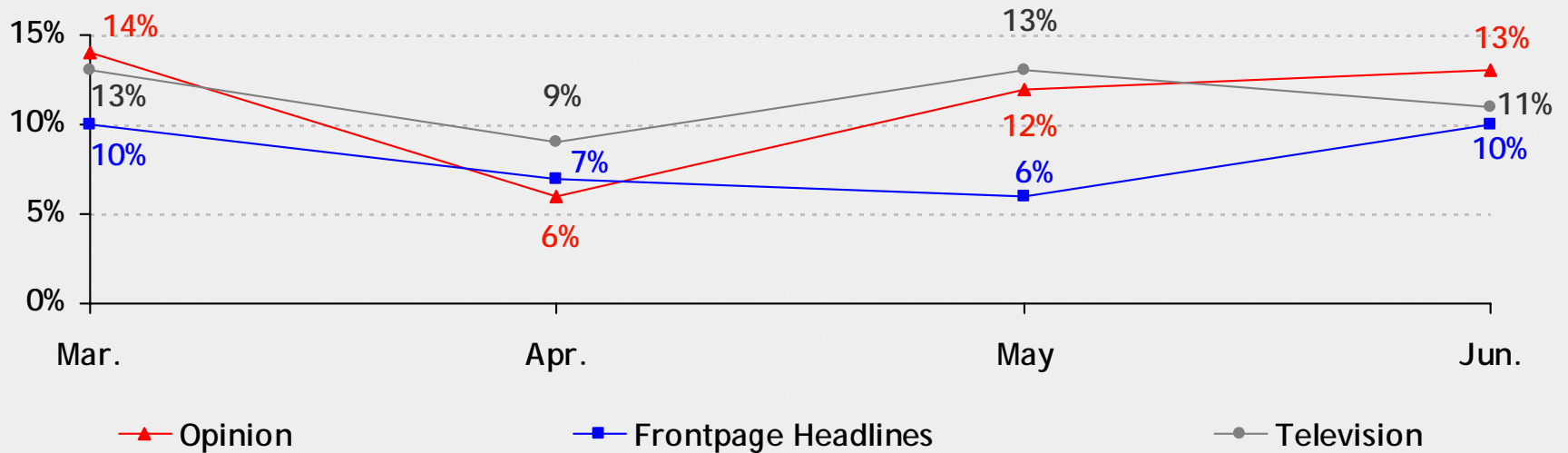


# Overview

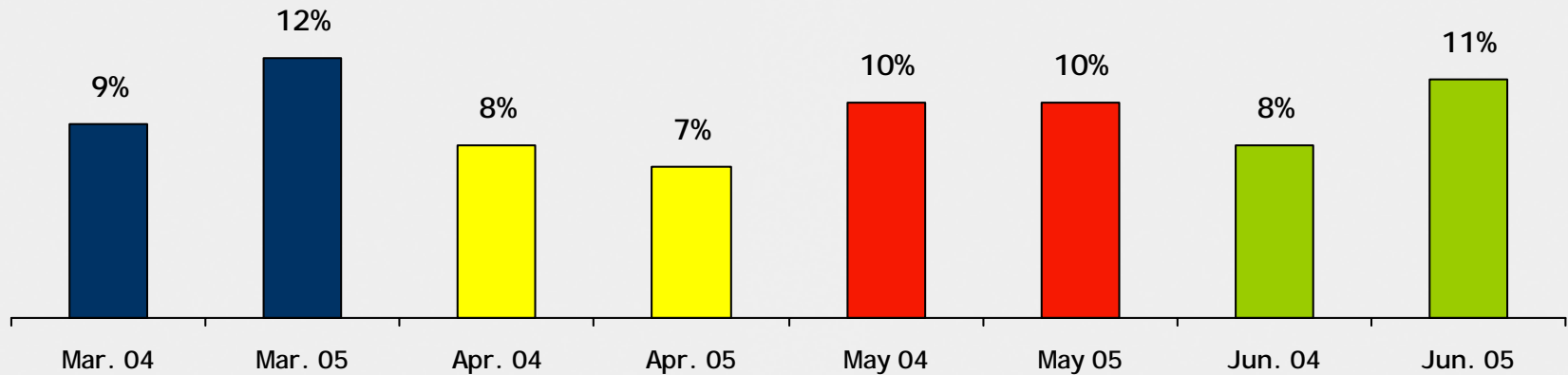
| Issue                            | Average | Editorial | Headline | TV News Story |
|----------------------------------|---------|-----------|----------|---------------|
| Aboriginals                      | 0.65%   | 1.14%     | 0.46%    | 0.35%         |
| Economy                          | 10.40%  | 11.61%    | 7.99%    | 11.59%        |
| Foreign and Defence Policy       | 5.20%   | 7.32%     | 3.60%    | 4.69%         |
| Global Security                  | 3.59%   | 1.85%     | 1.98%    | 6.93%         |
| Governance                       | 12.32%  | 18.96%    | 8.29%    | 9.71%         |
| Health                           | 4.49%   | 4.60%     | 4.92%    | 3.94%         |
| International Affairs            | 10.99%  | 4.37%     | 8.50%    | 20.10%        |
| Miscellaneous                    | 13.47%  | 1.97%     | 23.34%   | 15.12%        |
| Natural Resources                | 3.03%   | 4.92%     | 2.98%    | 1.19%         |
| Politics                         | 6.48%   | 10.31%    | 6.51%    | 2.62%         |
| Provincial and Municipal Affairs | 12.34%  | 16.17%    | 10.64%   | 10.22%        |
| Justice and Public Safety        | 10.36%  | 7.79%     | 13.23%   | 10.06%        |
| Social Issues                    | 6.22%   | 8.10%     | 7.46%    | 3.09%         |
| Unity                            | 0.46%   | 0.90%     | 0.11%    | 0.38%         |



# The Economy

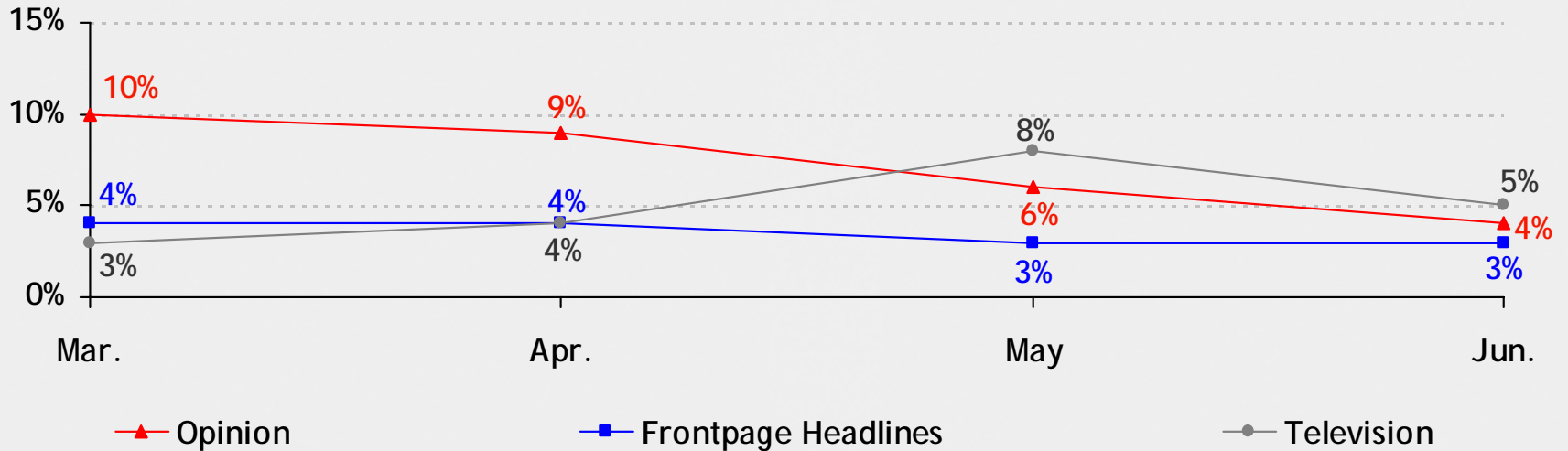


All media average (2004 vs. 2005)

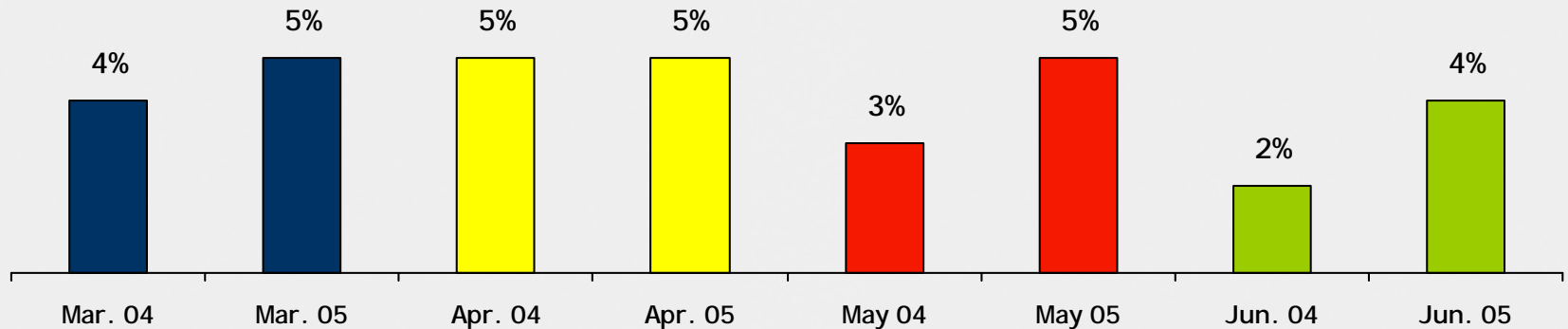




# Foreign and Defence Policy

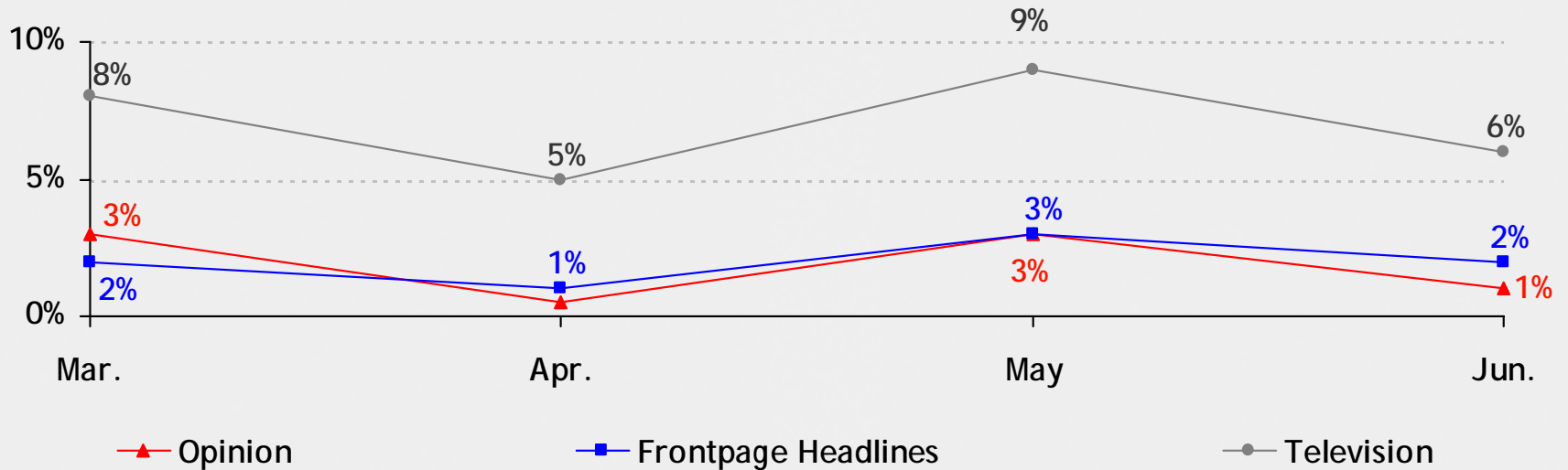


All media average (2004 vs. 2005)

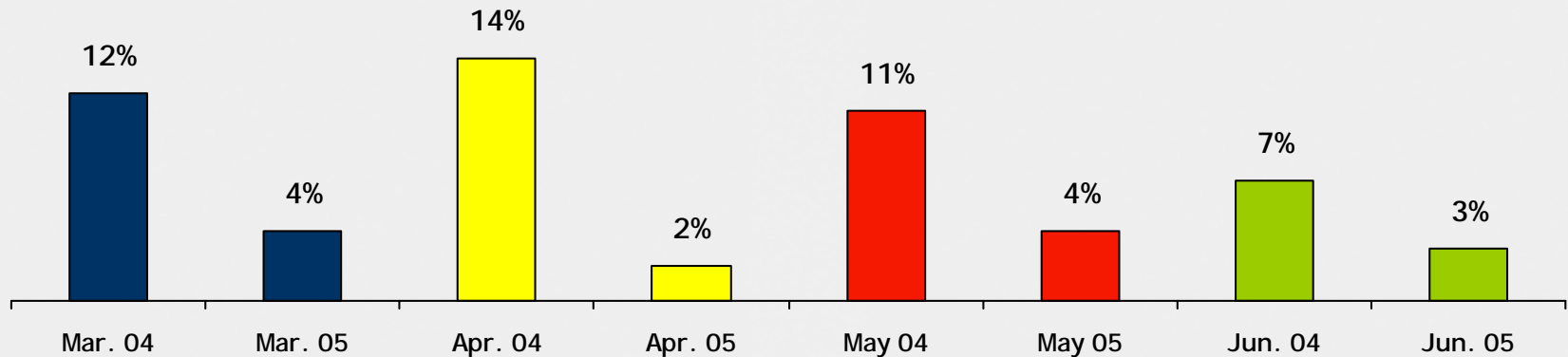




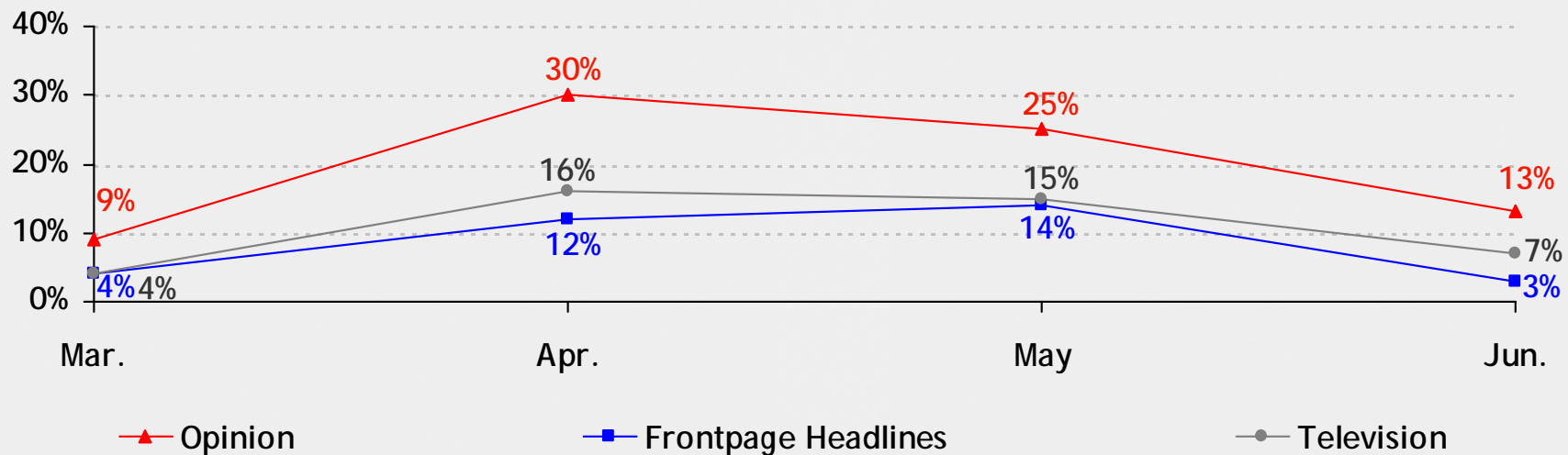
# Global Security



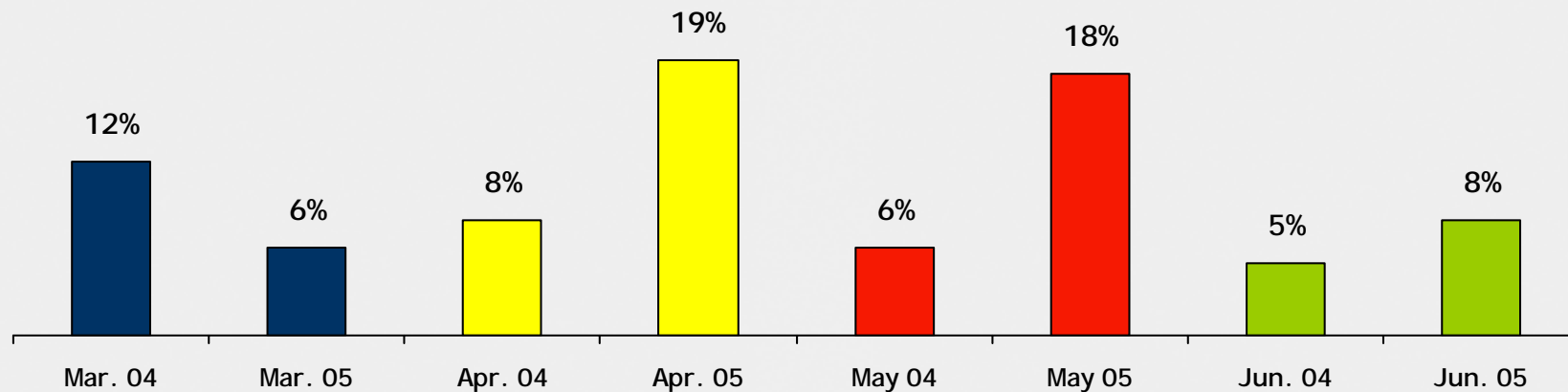
All media average (2004 vs. 2005)



# Governance

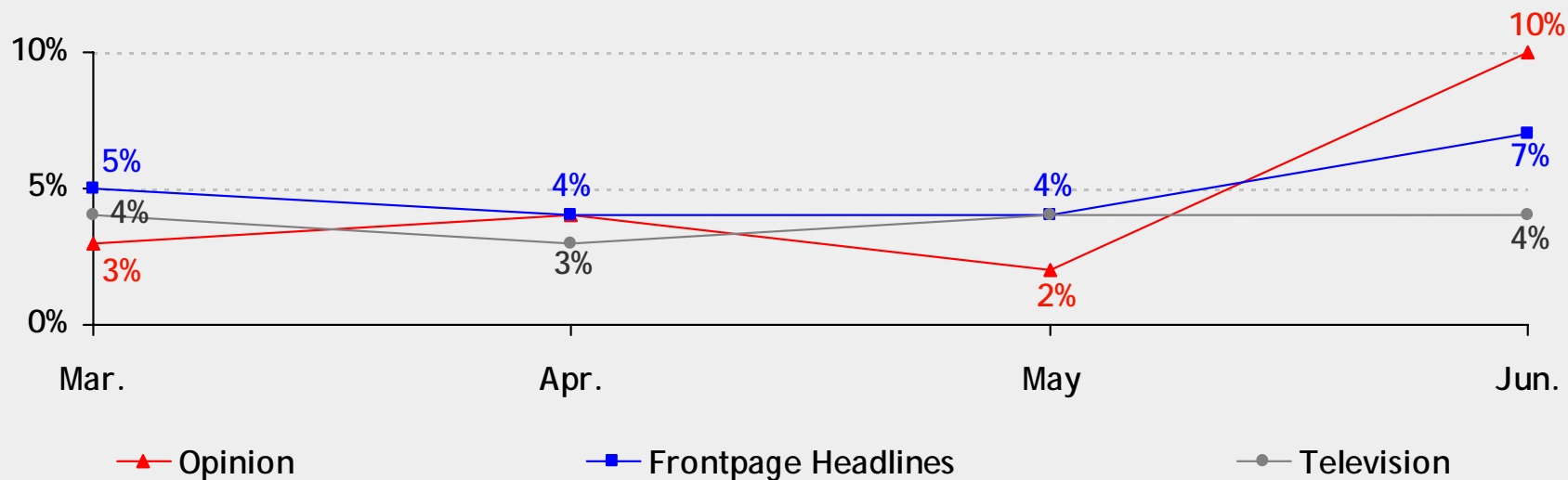


All media average (2004 vs. 2005)

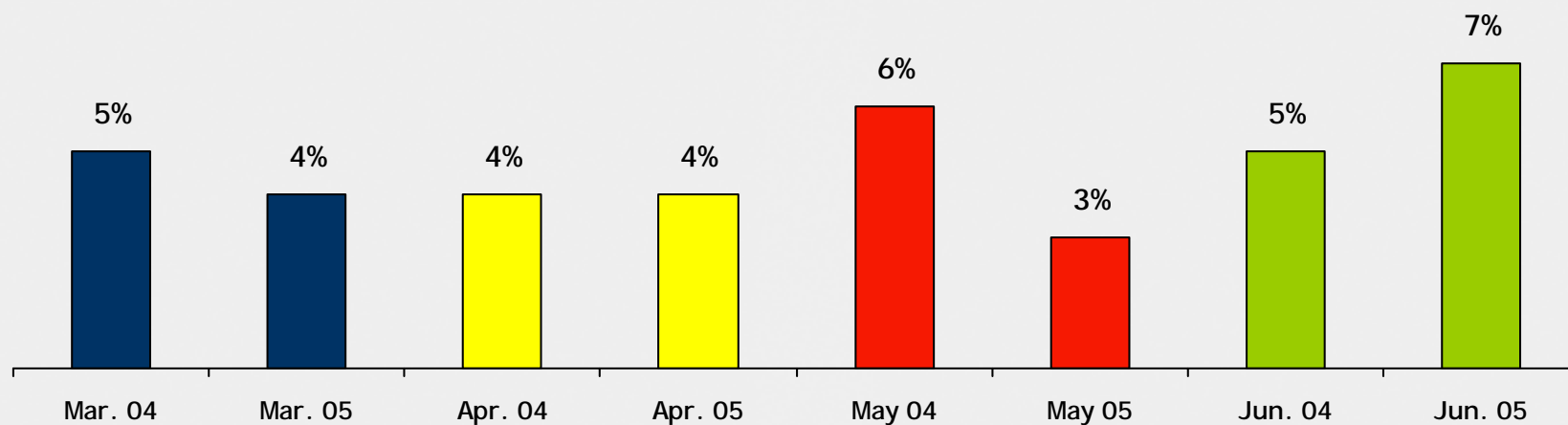




# Health

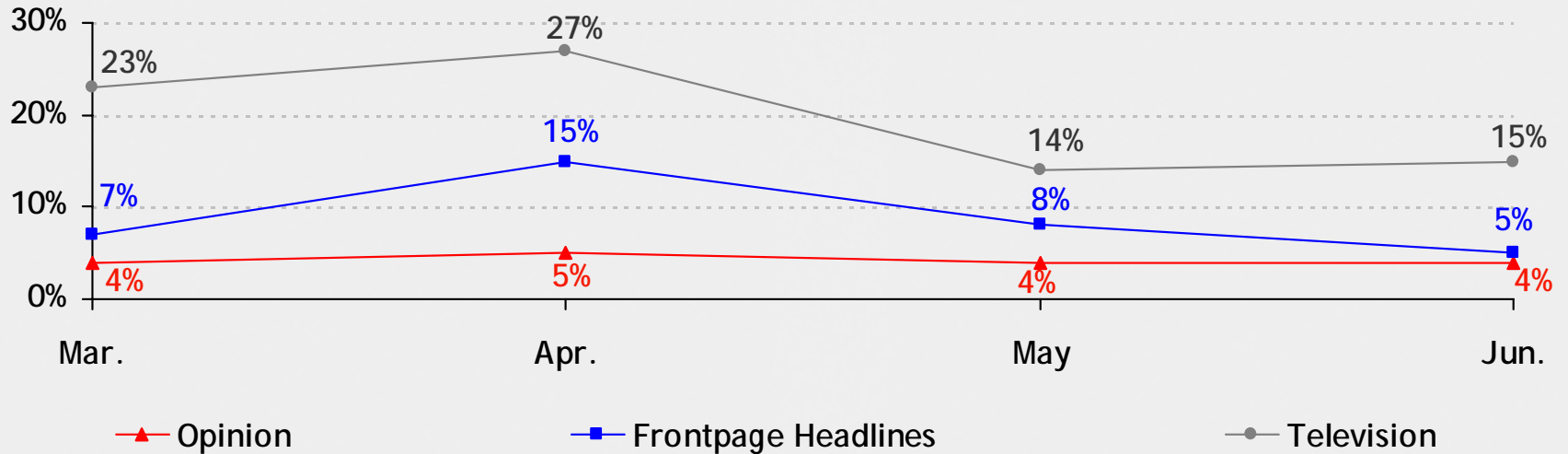


All media average (2004 vs. 2005)

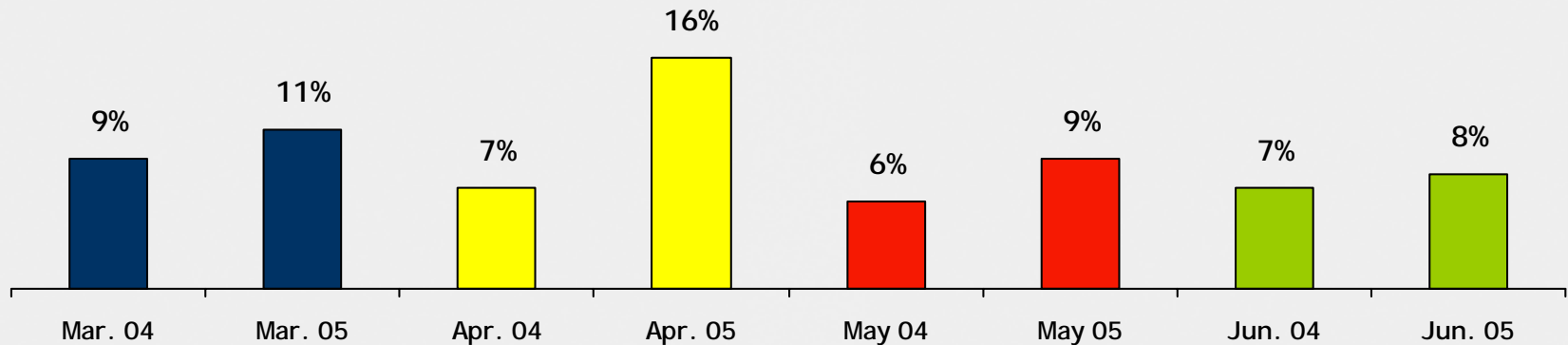


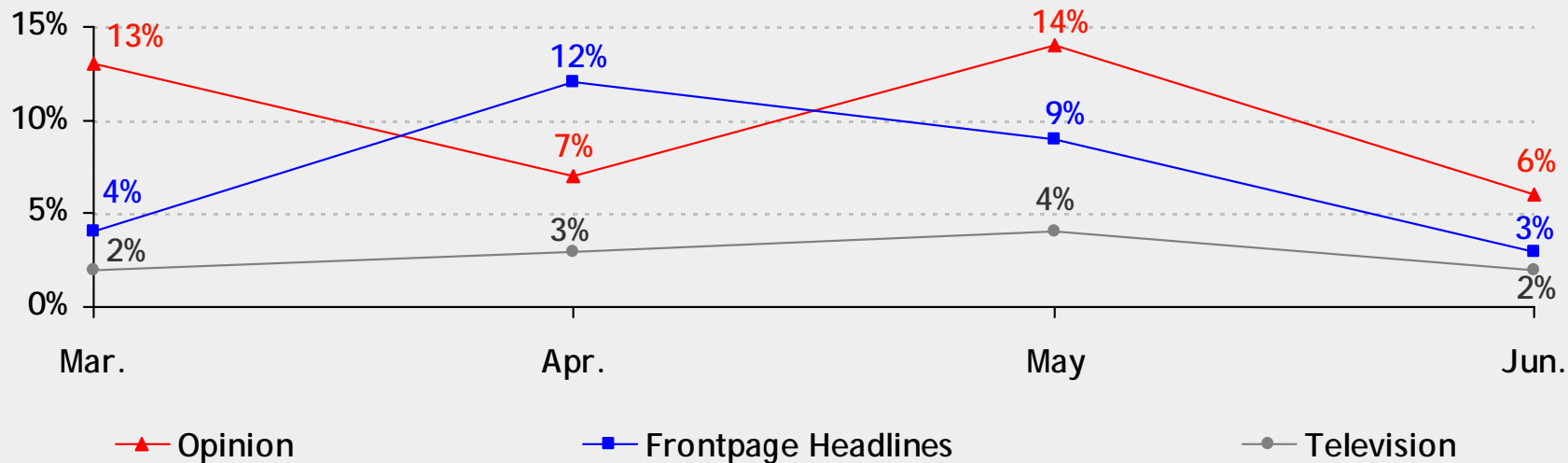


# International Affairs

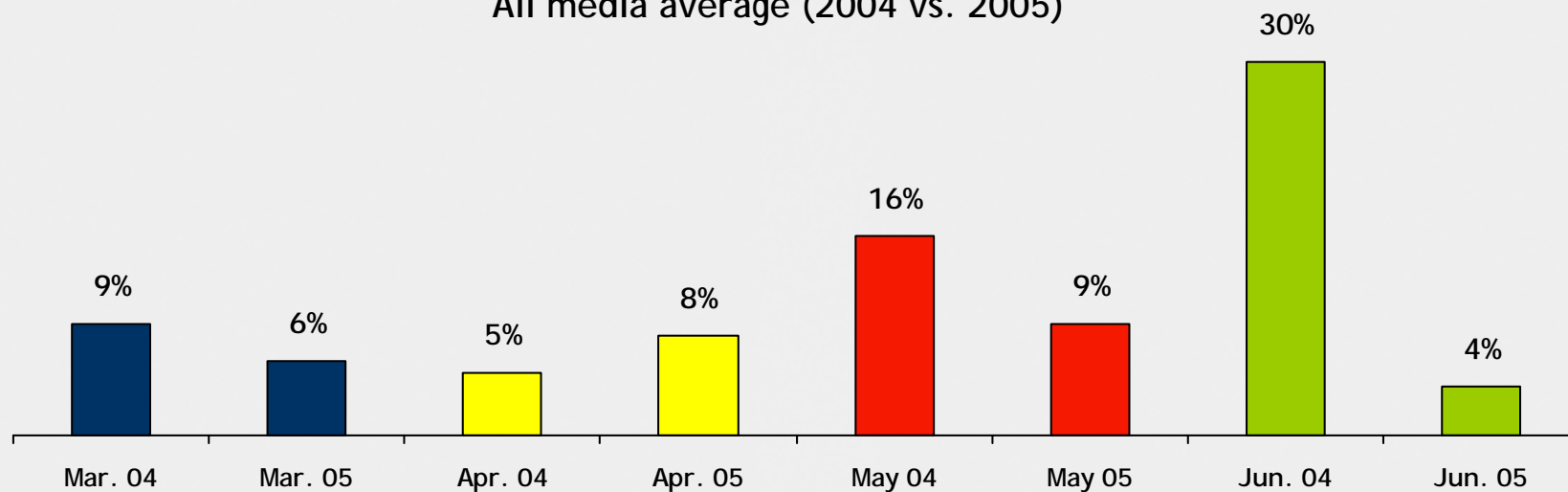


All media average (2004 vs. 2005)





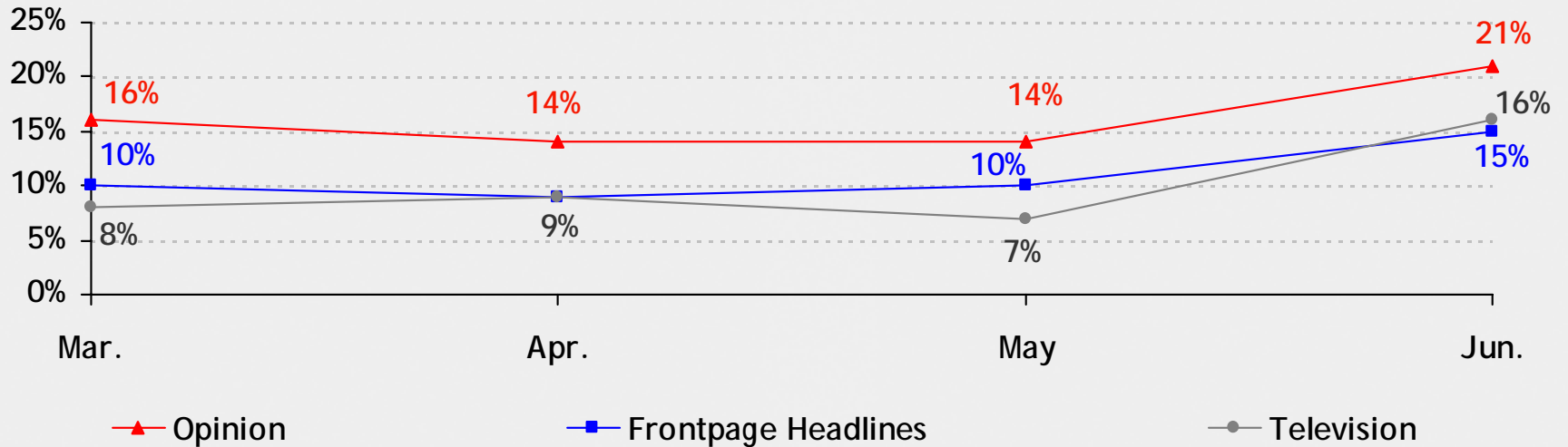
All media average (2004 vs. 2005)



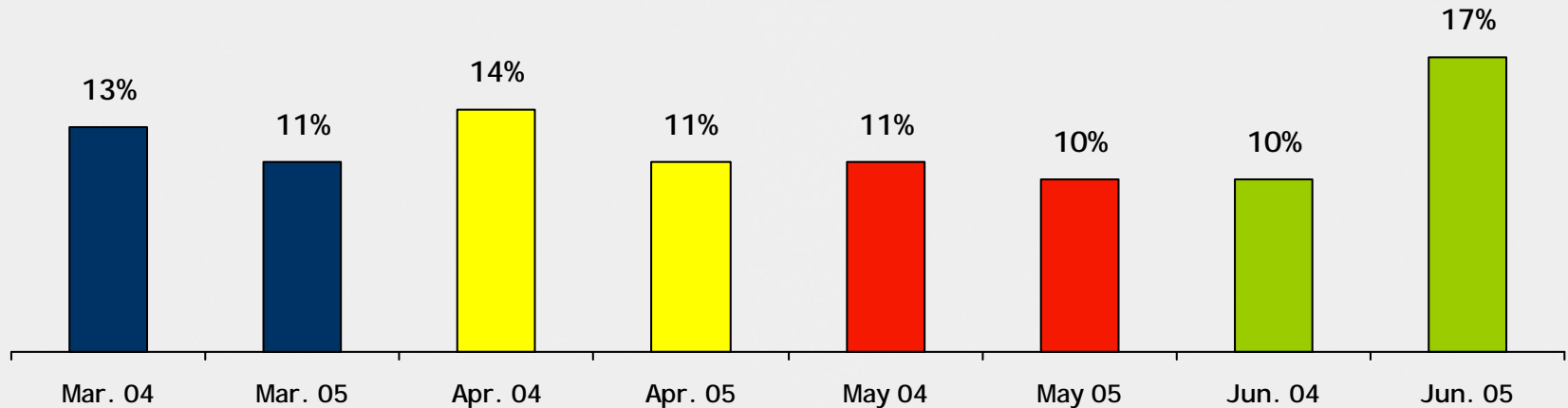




# Provincial and Municipal Issues

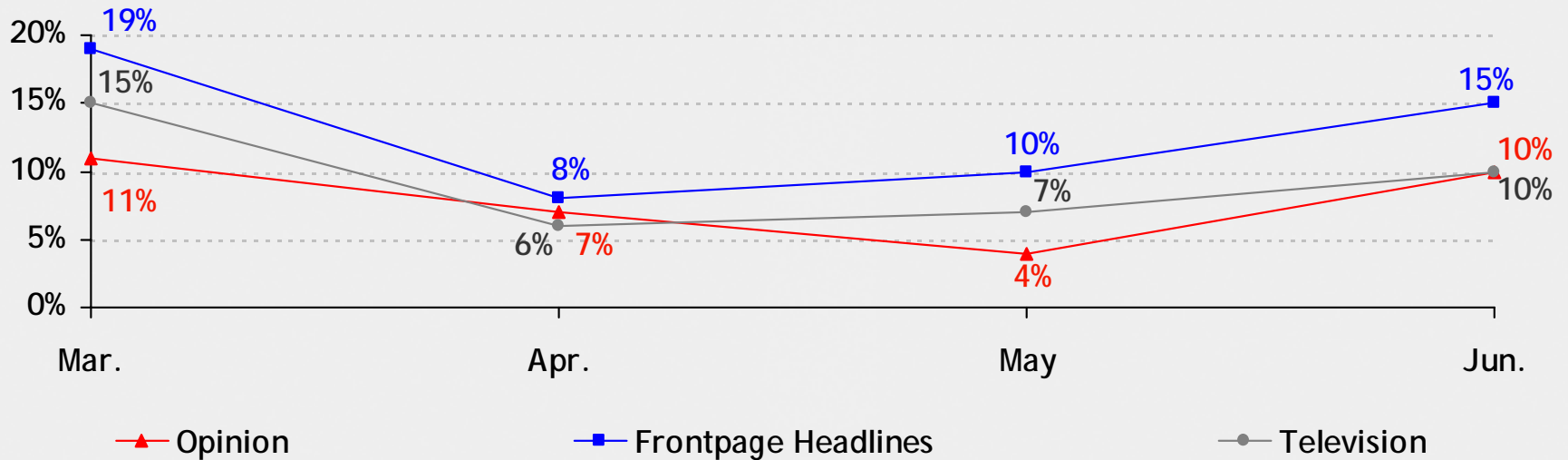


All media average (2004 vs. 2005)

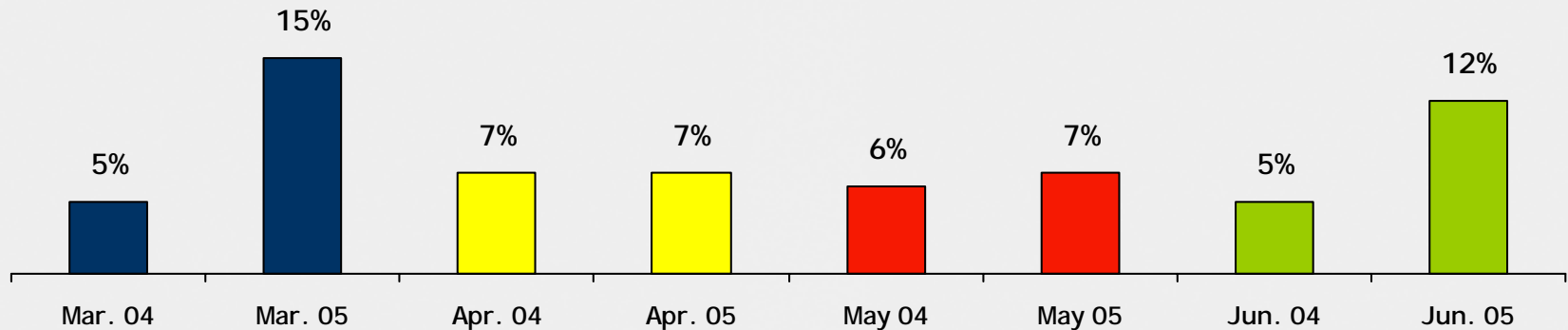




# Justice and Public Safety

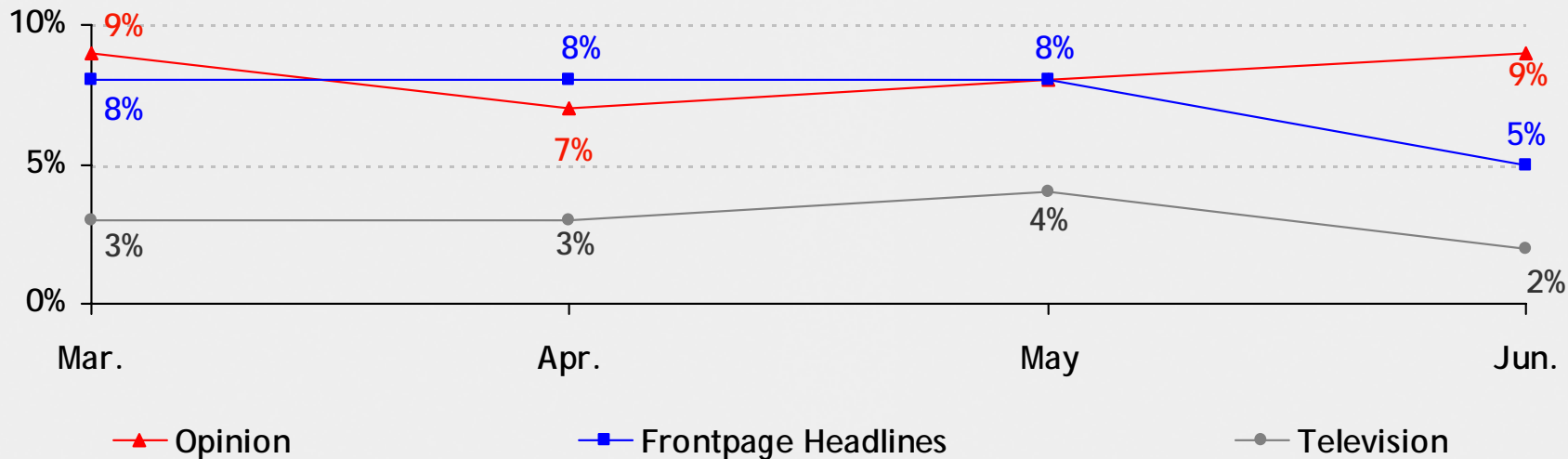


All media average (2004 vs. 2005)

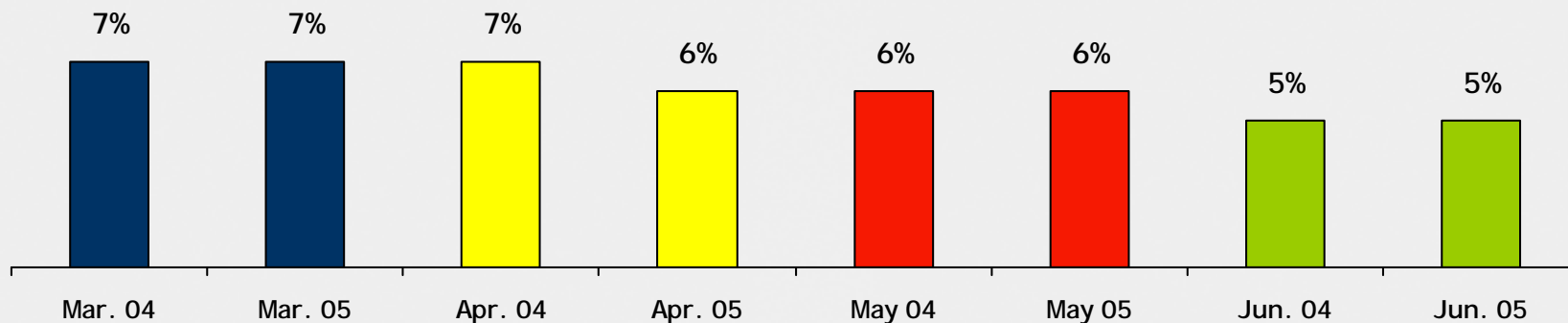




# Social Issues



All media average (2004 vs. 2005)



# Frontpage Coverage by Region

| Issue                            | Atlantic | Quebec | Ontario | Prairies | BC    |
|----------------------------------|----------|--------|---------|----------|-------|
| Aboriginals                      | 0.40%    | 0.52%  | 0.68%   | 0.36%    | 0.48% |
| Economy                          | 10%      | 7%     | 6%      | 7%       | 9%    |
| Foreign and Defence Policy       | 4%       | 2%     | 5%      | 1%       | 2%    |
| Global Security                  | 0.69%    | 4%     | 3%      | 0.49%    | 0.48% |
| Governance                       | 3%       | 18%    | 10%     | 4%       | 6%    |
| Health                           | 5%       | 2%     | 5%      | 5%       | 11%   |
| International Affairs            | 4%       | 16%    | 9%      | 6%       | 9%    |
| Miscellaneous                    | 27%      | 12%    | 23%     | 33%      | 18%   |
| Natural Resources                | 6%       | 1%     | 2%      | 2%       | 2%    |
| Politics                         | 5%       | 4%     | 7%      | 7%       | 7%    |
| Provincial and Municipal Affairs | 14%      | 20%    | 6%      | 11%      | 12%   |
| Justice and Public Safety        | 11%      | 8%     | 16%     | 14%      | 17%   |
| Social Issues                    | 10%      | 5%     | 8%      | 8%       | 6%    |
| Unity                            | --       | 0.52%  | 0.08%   | --       | --    |

Note: Totals exclude Globe & Mail and National Post

# Editorial Coverage by Region

| Issue                            | Atlantic | Quebec | Ontario | Prairies | BC.   |
|----------------------------------|----------|--------|---------|----------|-------|
| Aboriginals                      | 0.21%    | 0.82%  | 1%      | 2%       | 0.99% |
| Economy                          | 14%      | 14%    | 9%      | 13%      | 13%   |
| Foreign and Defence Policy       | 6%       | 2%     | 10%     | 9%       | 7%    |
| Global Security                  | 0.41%    | --     | 3%      | 2%       | 0.99% |
| Governance                       | 13%      | 28%    | 19%     | 16%      | 20%   |
| Health                           | 5%       | 6%     | 5%      | 6%       | 3%    |
| International Affairs            | 2%       | 2%     | 5%      | 6%       | 0.49% |
| Miscellaneous                    | 3%       | 0.27%  | 0.98%   | 4%       | 0.49% |
| Natural Resources                | 11%      | --     | 5%      | 4%       | 6%    |
| Politics                         | 9%       | 6%     | 10%     | 11%      | 19%   |
| Provincial and Municipal Affairs | 23%      | 35%    | 12%     | 11%      | 9%    |
| Justice and Public Safety        | 5%       | 2%     | 8%      | 8%       | 11%   |
| Social Issues                    | 9%       | 3%     | 11%     | 8%       | 7%    |
| Unity                            | 0.21%    | 2%     | 0.98%   | 0.45%    | 1%    |

Note: Totals exclude Globe & Mail and National Post



# APPENDIX





# Sources and Sample Details

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

## Sample Sizes

|                     | March 2005 | April 2005 | May 2005 | June 2005 |
|---------------------|------------|------------|----------|-----------|
| Frontpage Headlines | 1555       | 1384       | 1370     | 1360      |
| Editorial/Opinion   | 691        | 629        | 644      | 578       |
| Television          | 1700       | 1384       | 1320     | 1582      |



# Media Categories

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





# Contents

- This section presents an overview of the most recent publicly accessible data on public opinion regarding:
  - ↪ Government
  - ↪ The Economy
  - ↪ Canadian Democracy
  - ↪ Healthcare
  - ↪ Immigration
  - ↪ National Security
  - ↪ Canada-U.S. Relations



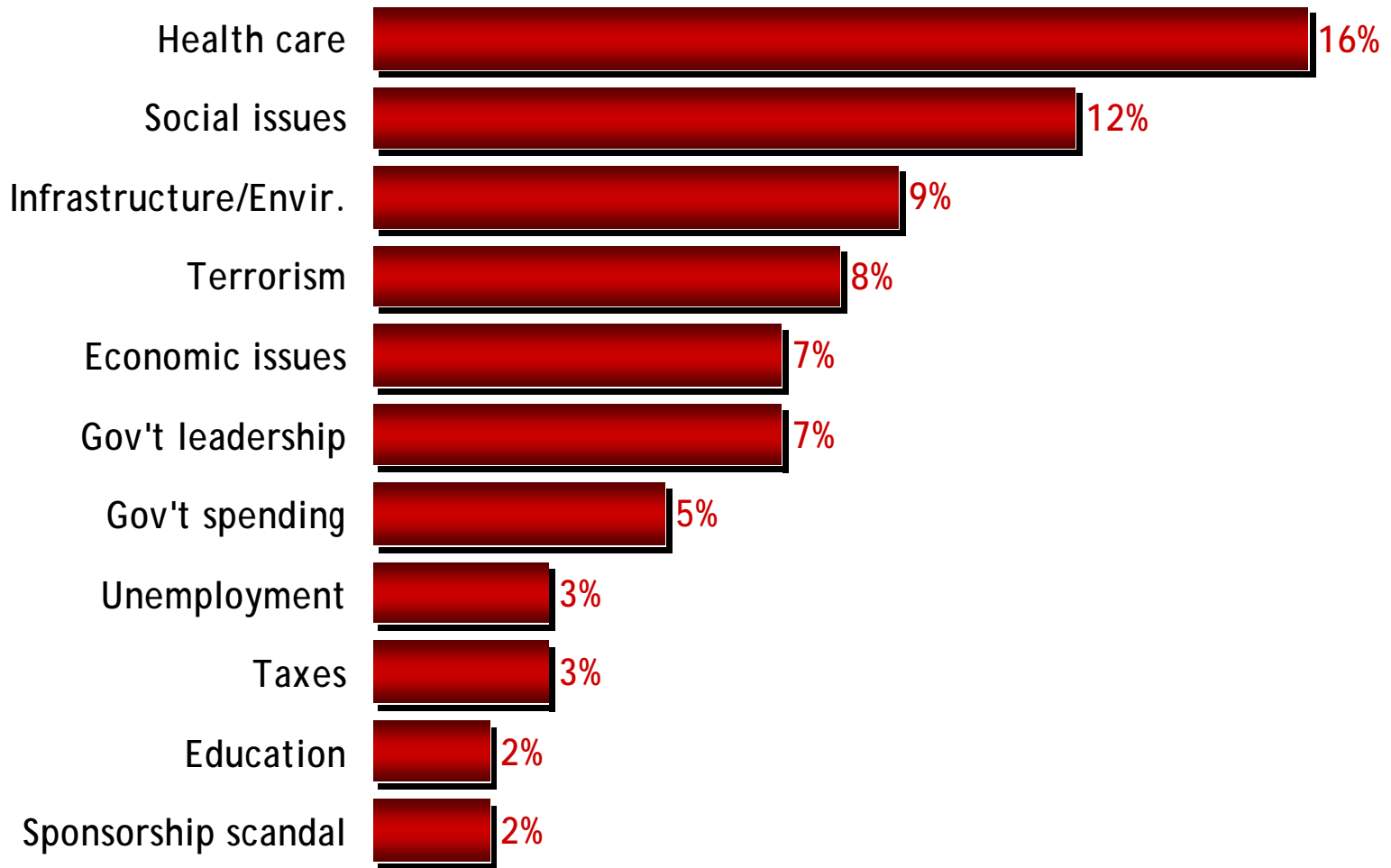
# GOVERNMENT



# Priorities



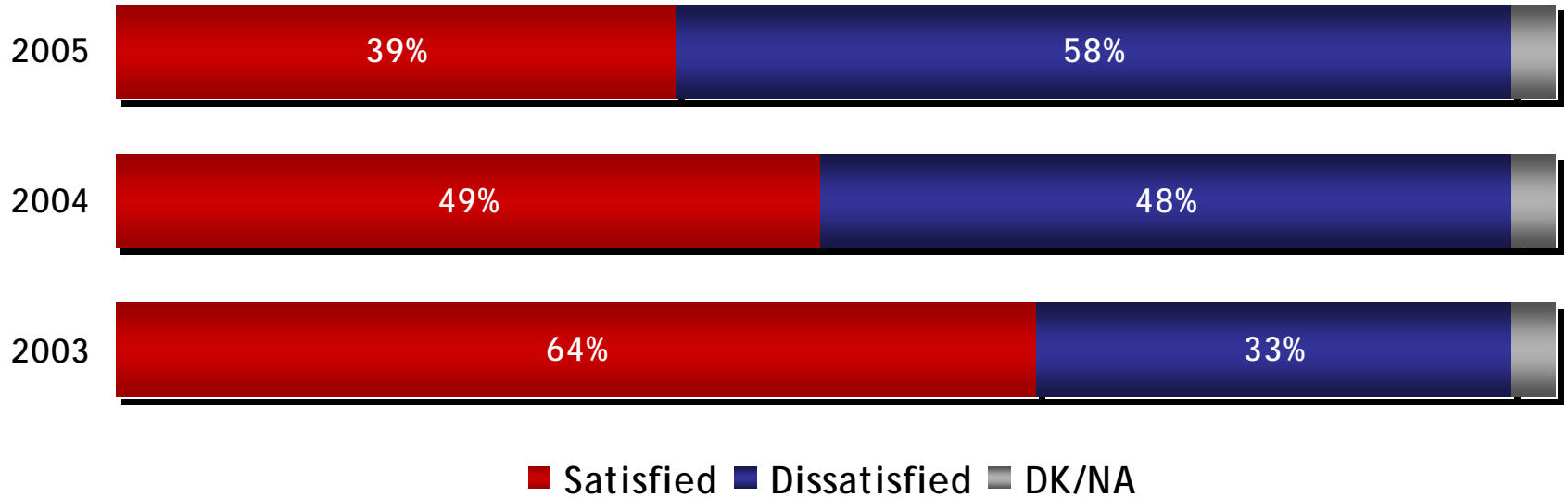
*“What is the most important issue facing Canada today?”*



# Direction of Country



*"Now thinking about Canada, overall, are you satisfied or dissatisfied with the way things are going in this country today?"*





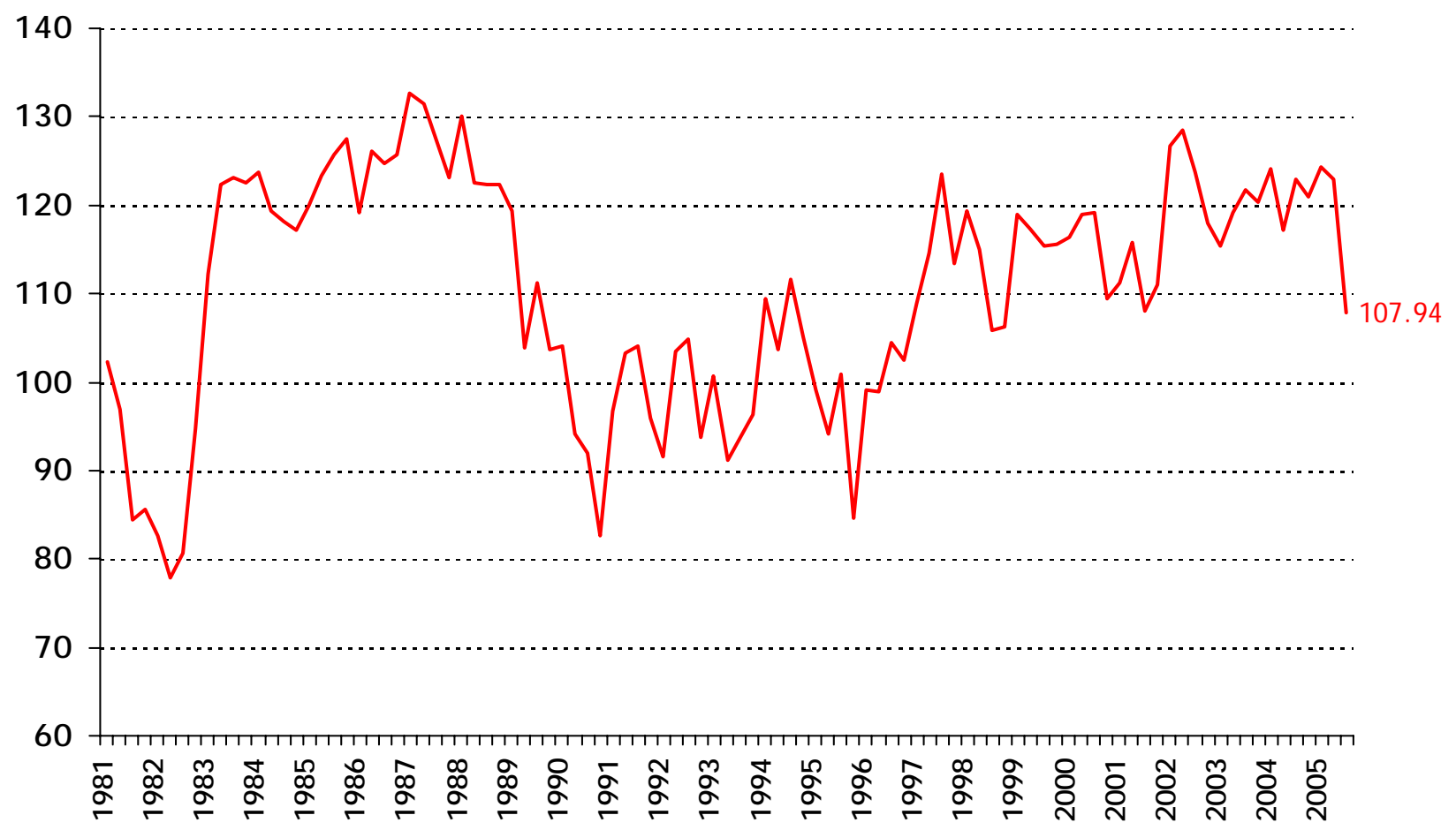
# ECONOMY



# Consumer Confidence



Data points by Quarter  
(Up to 3rd Quarter 2005)

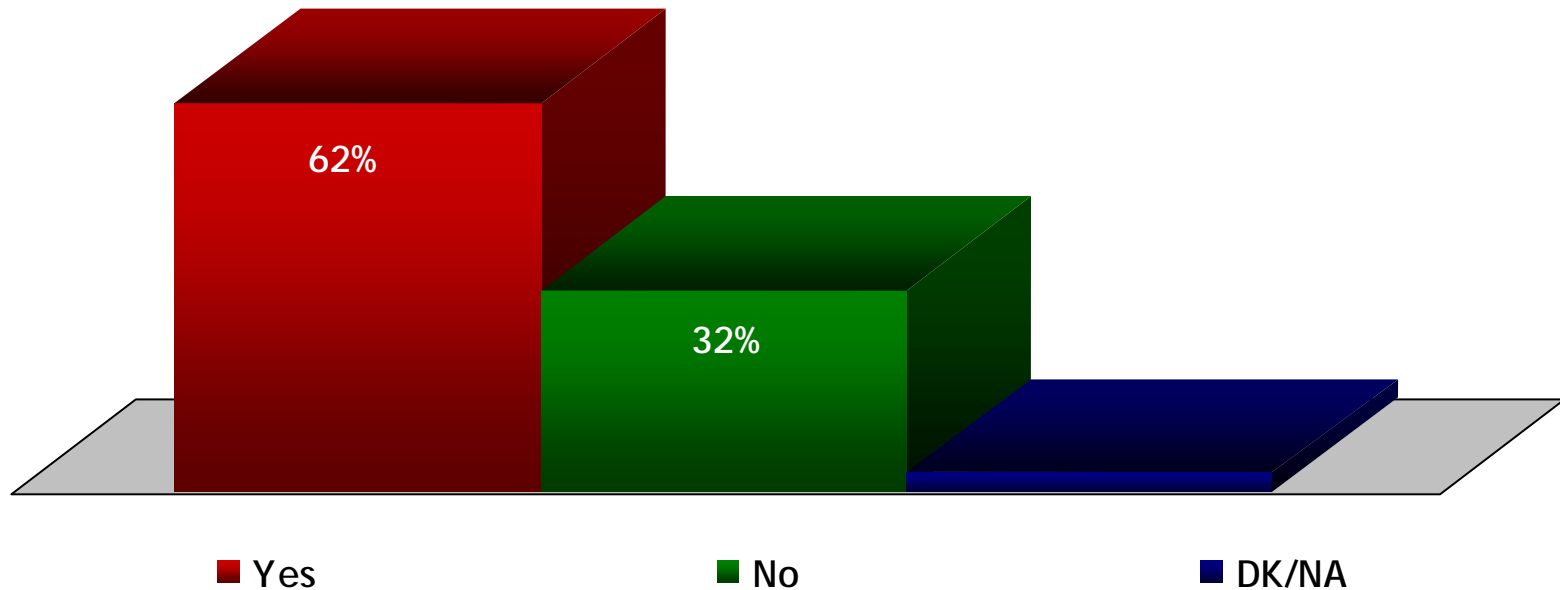


Source: Conference Board of Canada 1990-2005

# Higher Gas Prices



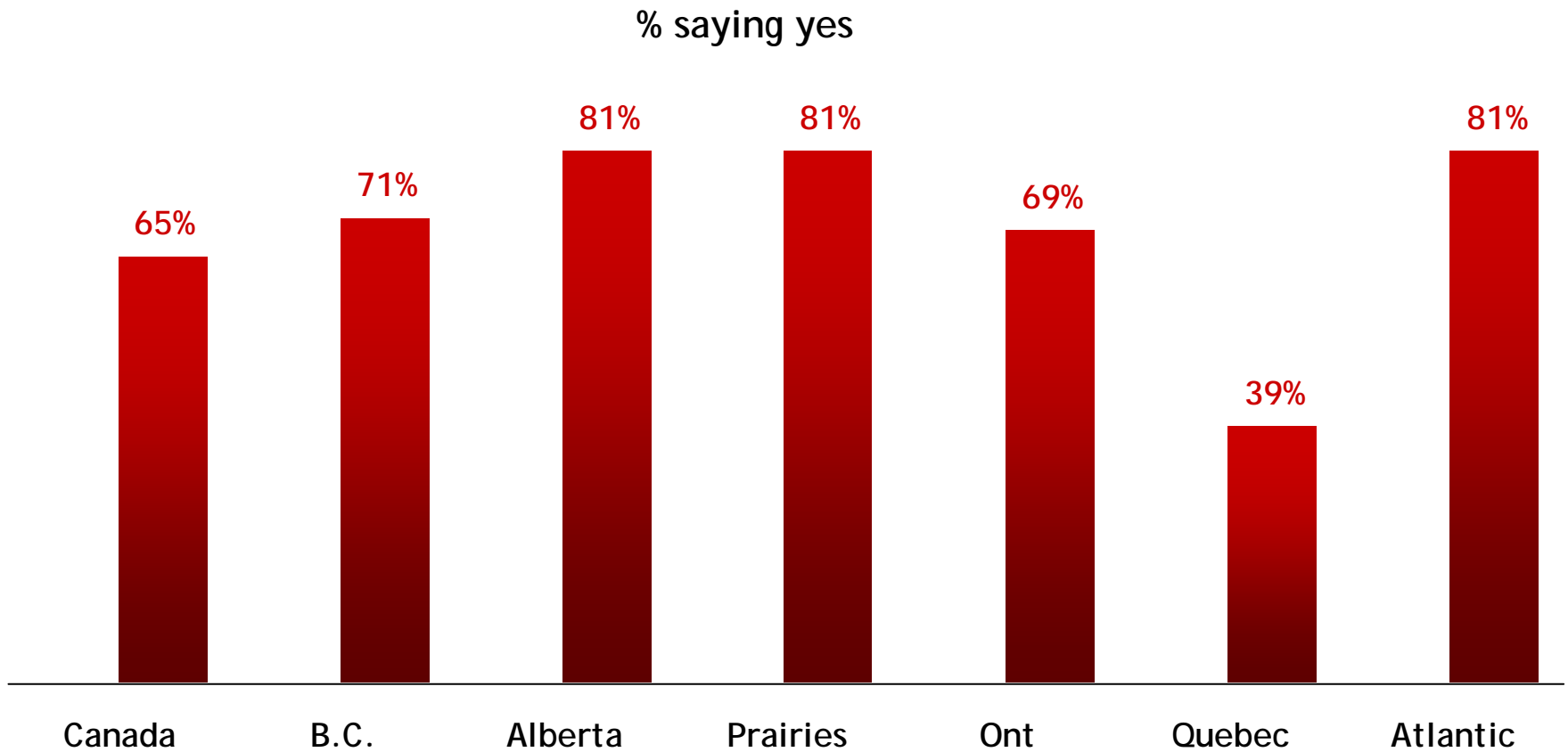
*“Do you think that governments in Canada have the ability to cushion Canadians from higher gas prices?”*



# Higher Gas Prices (by region)



*“Do you think that governments in Canada have the ability to cushion Canadians from higher gas prices?”*

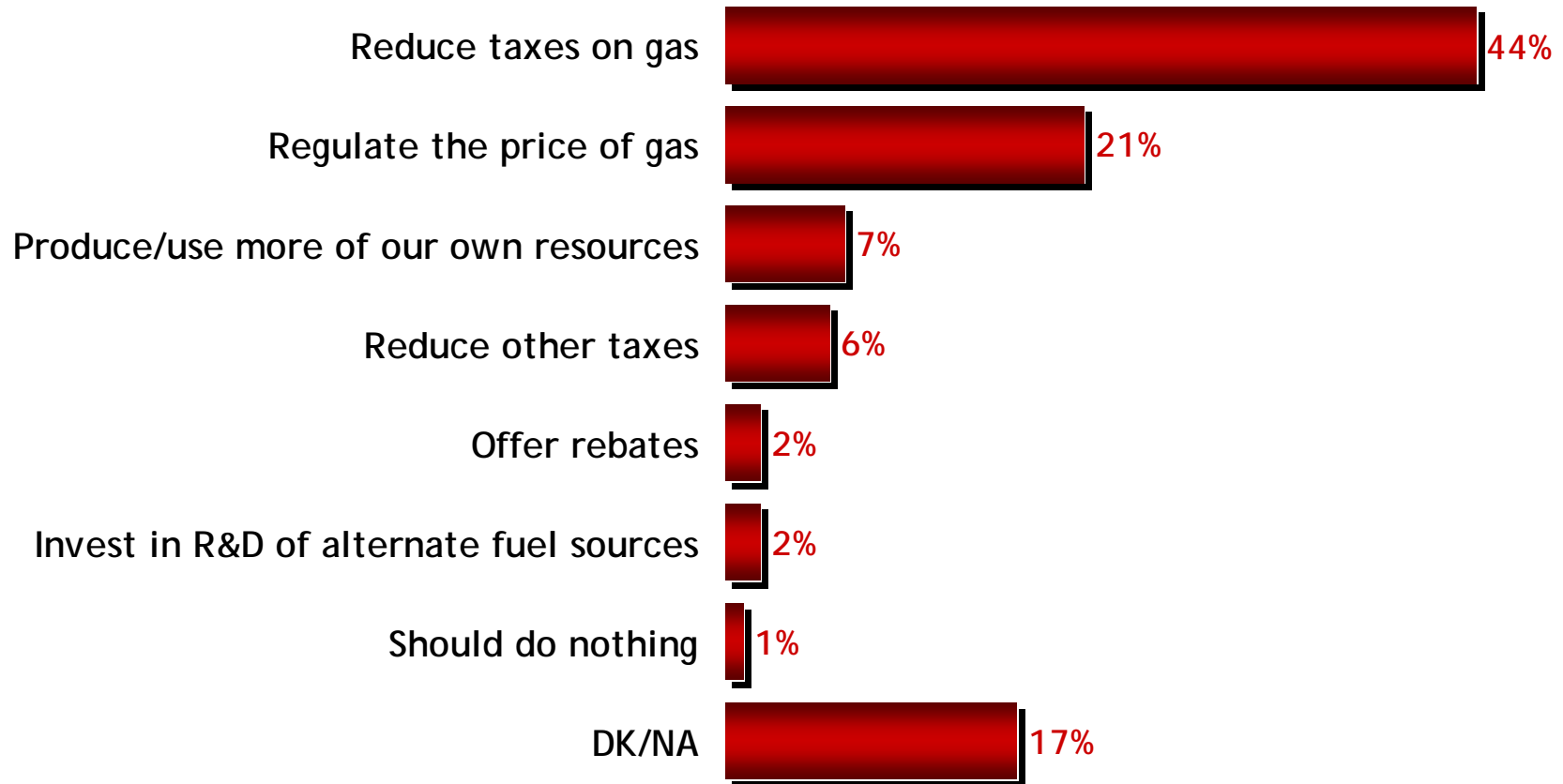




# What Can Governments Do?



*“What is the main thing that governments should do in order to cushion Canadians from higher gas prices?”*

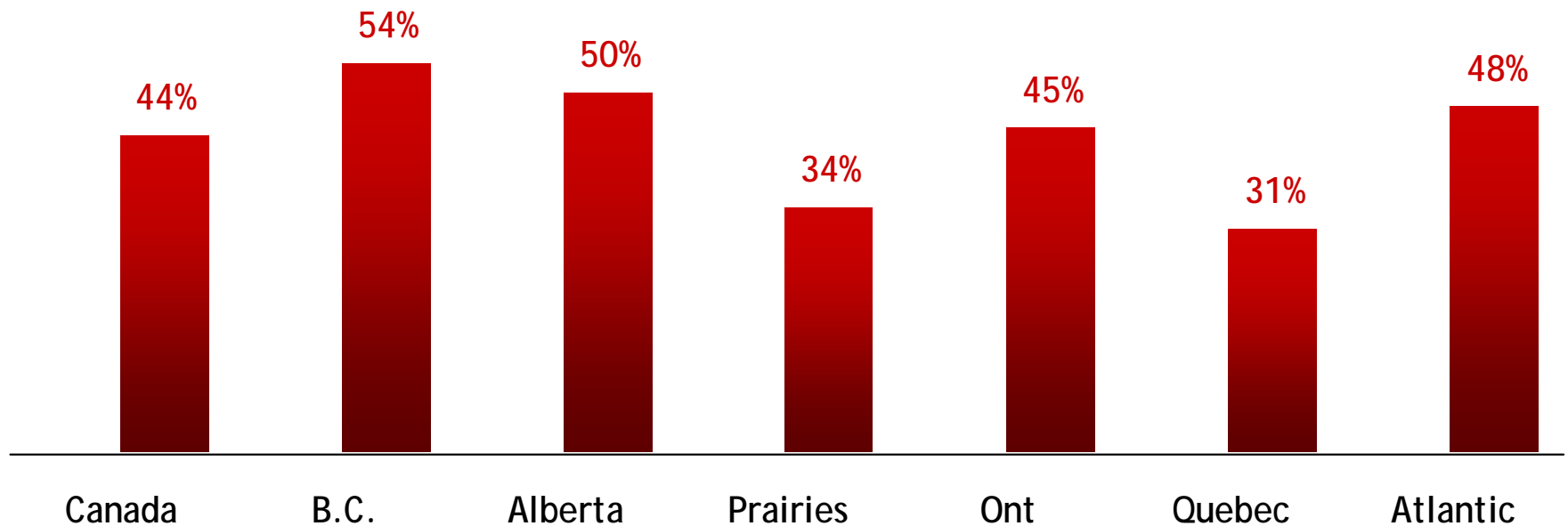


# What Governments Can Do? (by region)



*“What is the main thing that governments should do in order to cushion Canadians from higher gas prices?”*

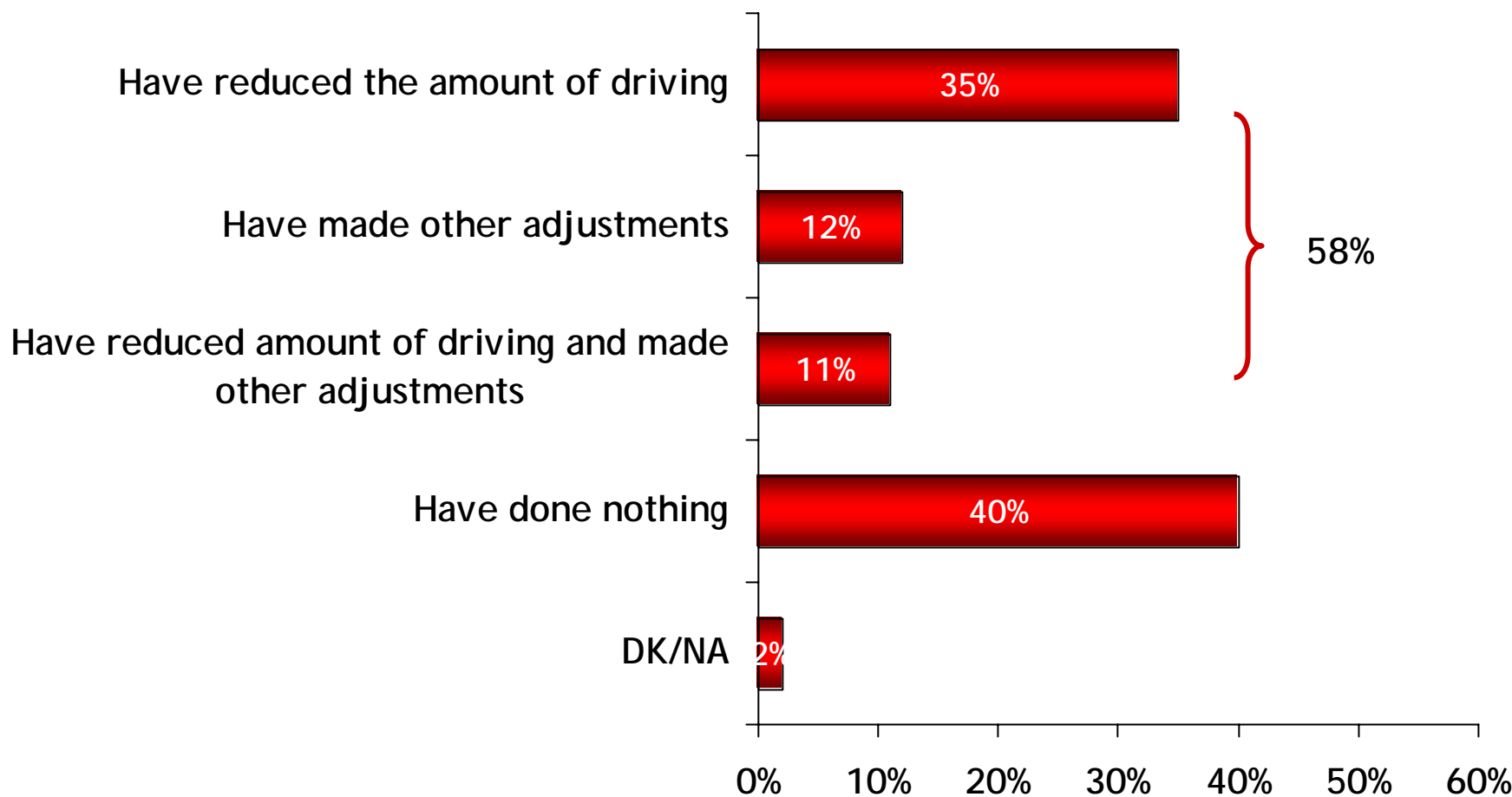
% “reduce taxes on gas”



# Impact on Driving Habits



*“Thinking about you and your family, would you say that you have reduced the amount you drive, or made other adjustments to your daily life, as a result of the recent increase in gas prices?”*



Source: Ekos (September 13-19, 2005)



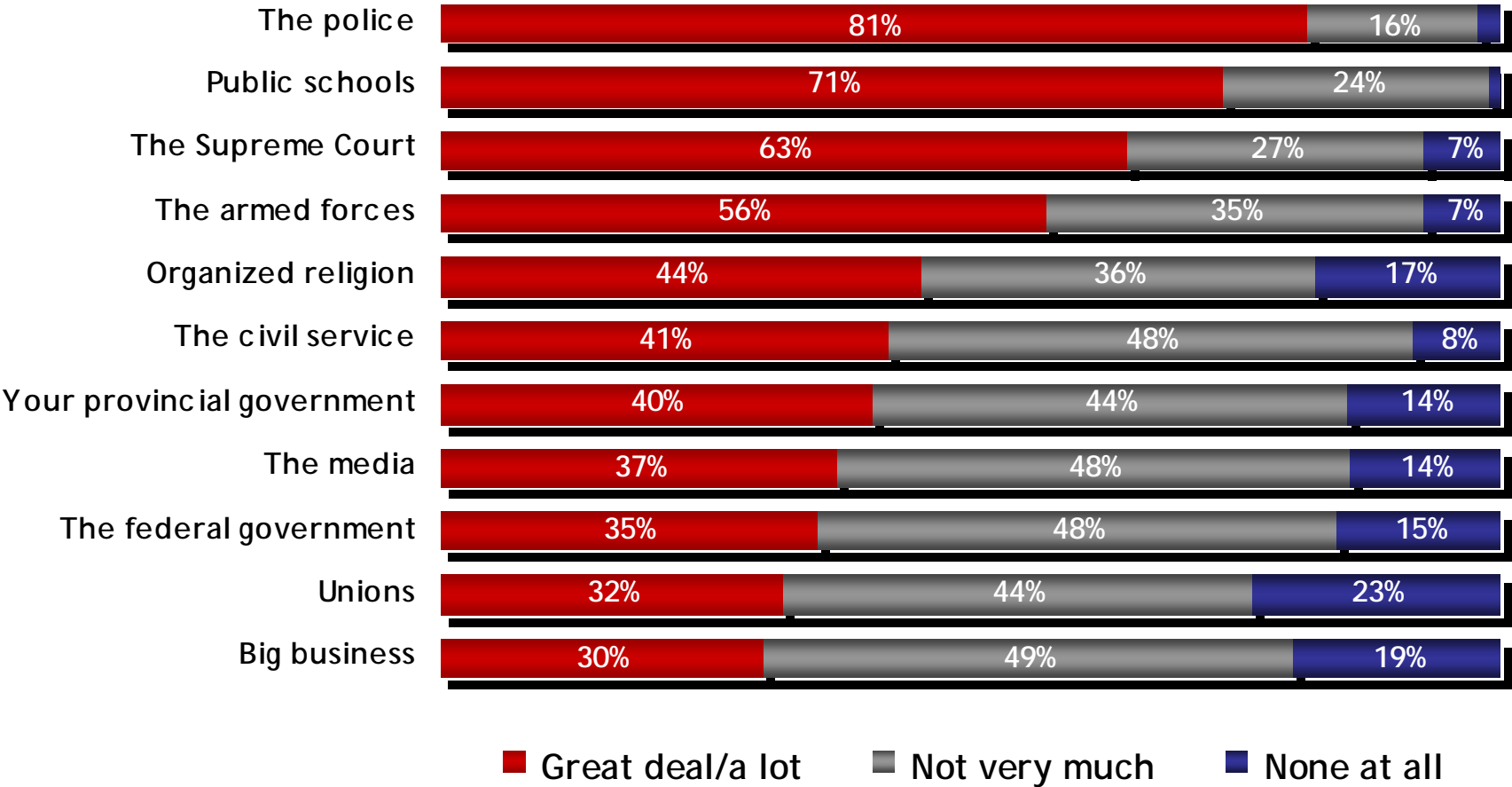
# CANADIAN DEMOCRACY





# Confidence in Institutions

*“Please indicate how much confidence you have in the following institutions.”*



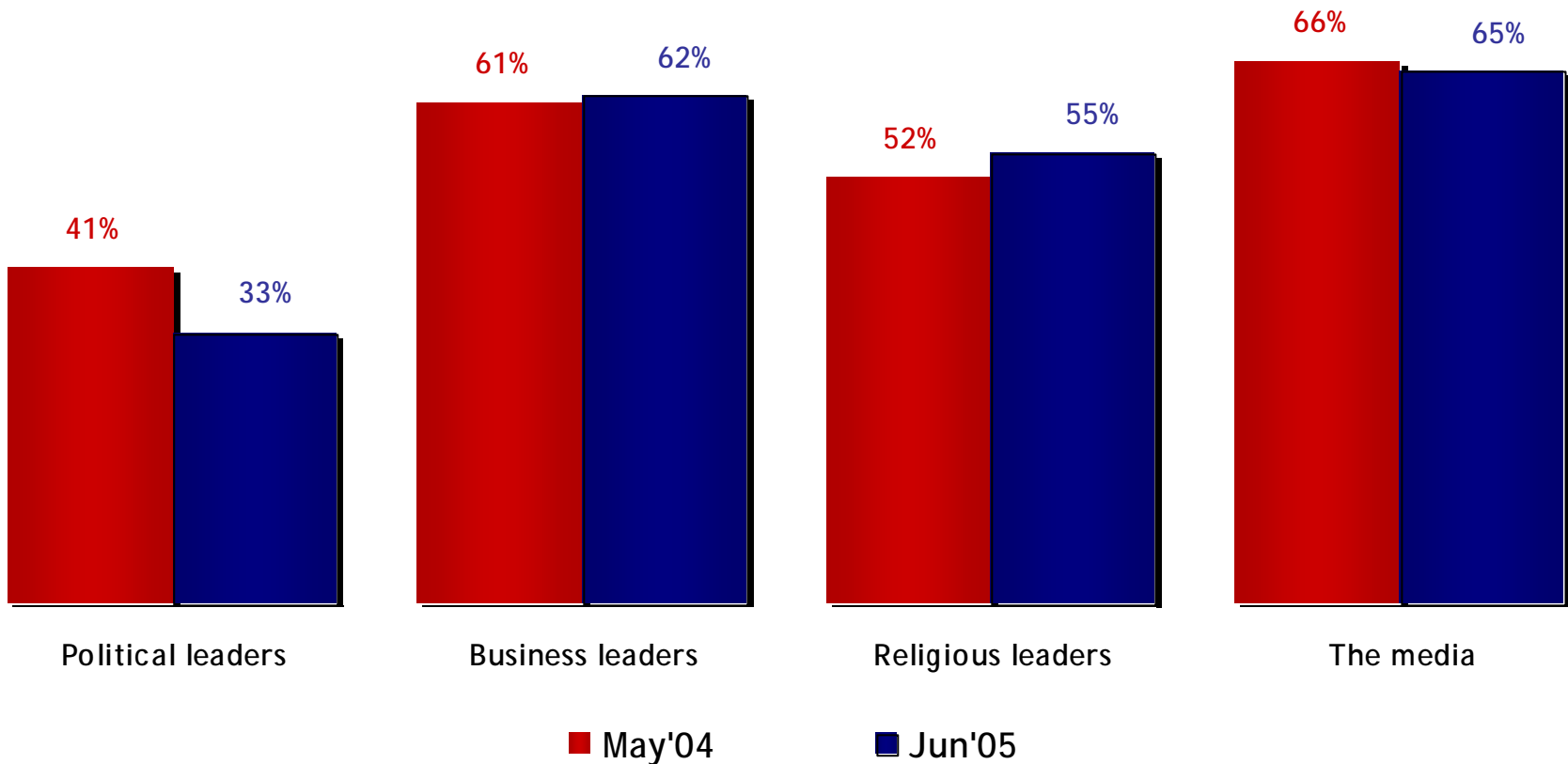
Source: Canadian Election Studies (Mail Back Study 2004)

# Confidence in Institutions/Professions



*“Do you have a great deal of confidence, some confidence, a little confidence, or no confidence at all in each of the following?”*

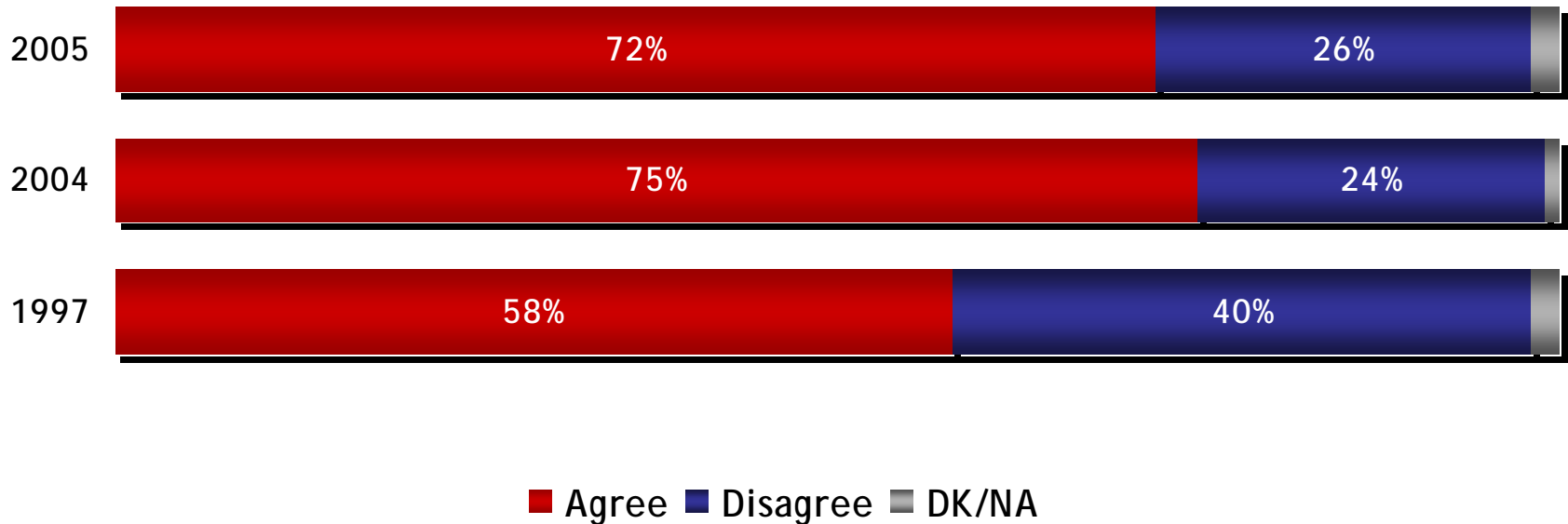
*Great deal and some confidence*



# Confidence in Politicians



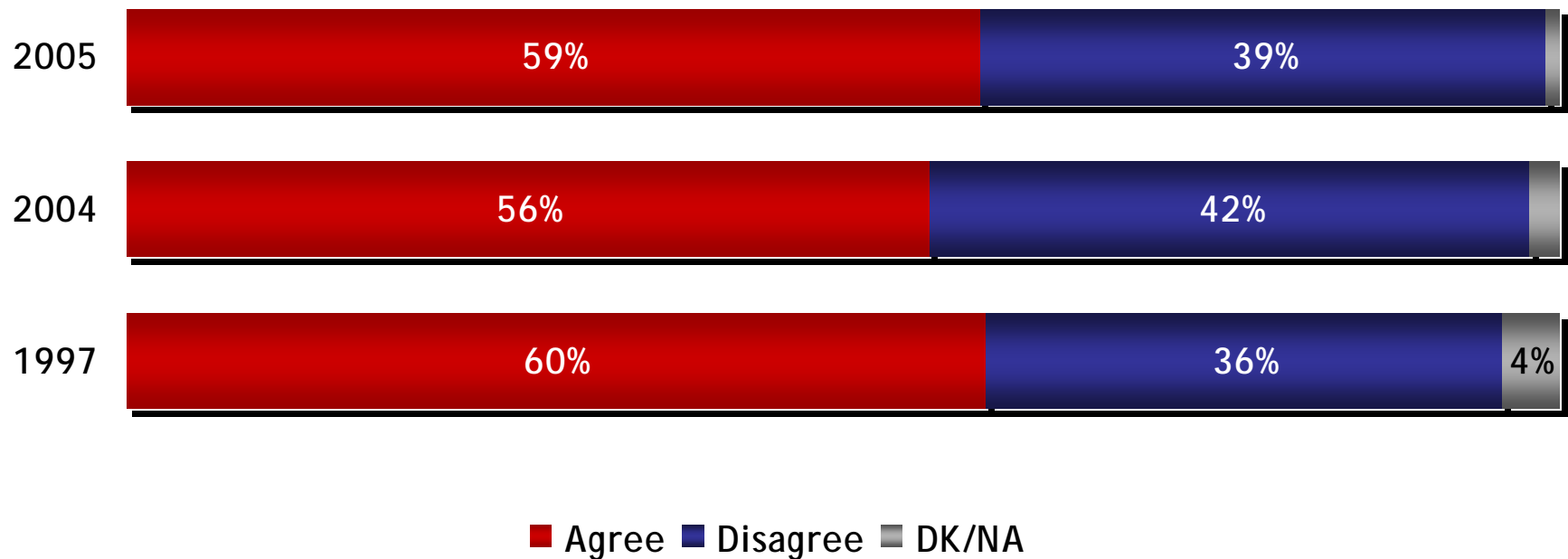
*"You don't really expect that politicians will keep their election promises once they are in power."*



# Confidence in Political Parties



*"None of the federal political parties really addresses the problems of people like yourself."*

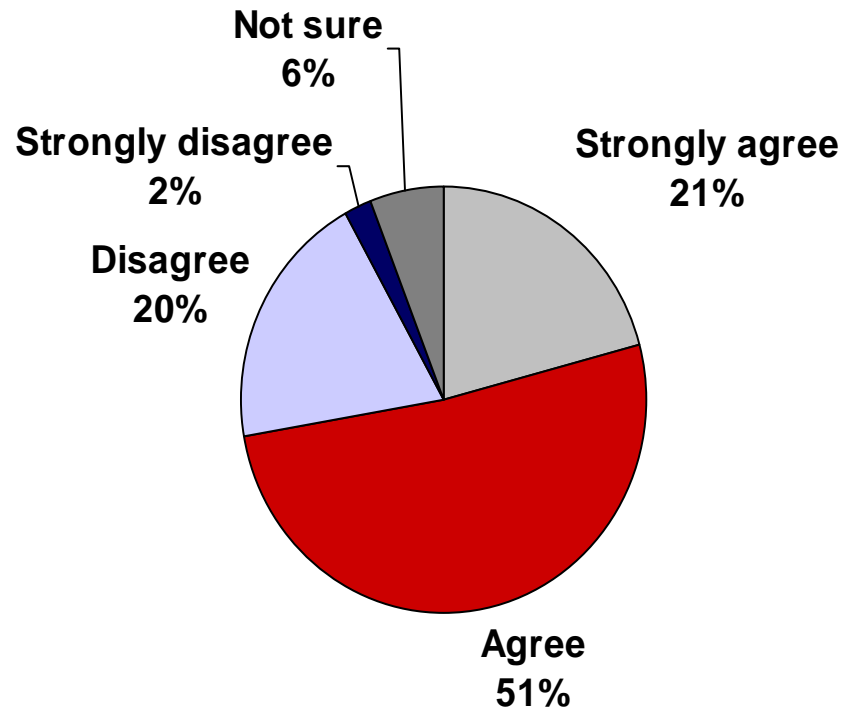




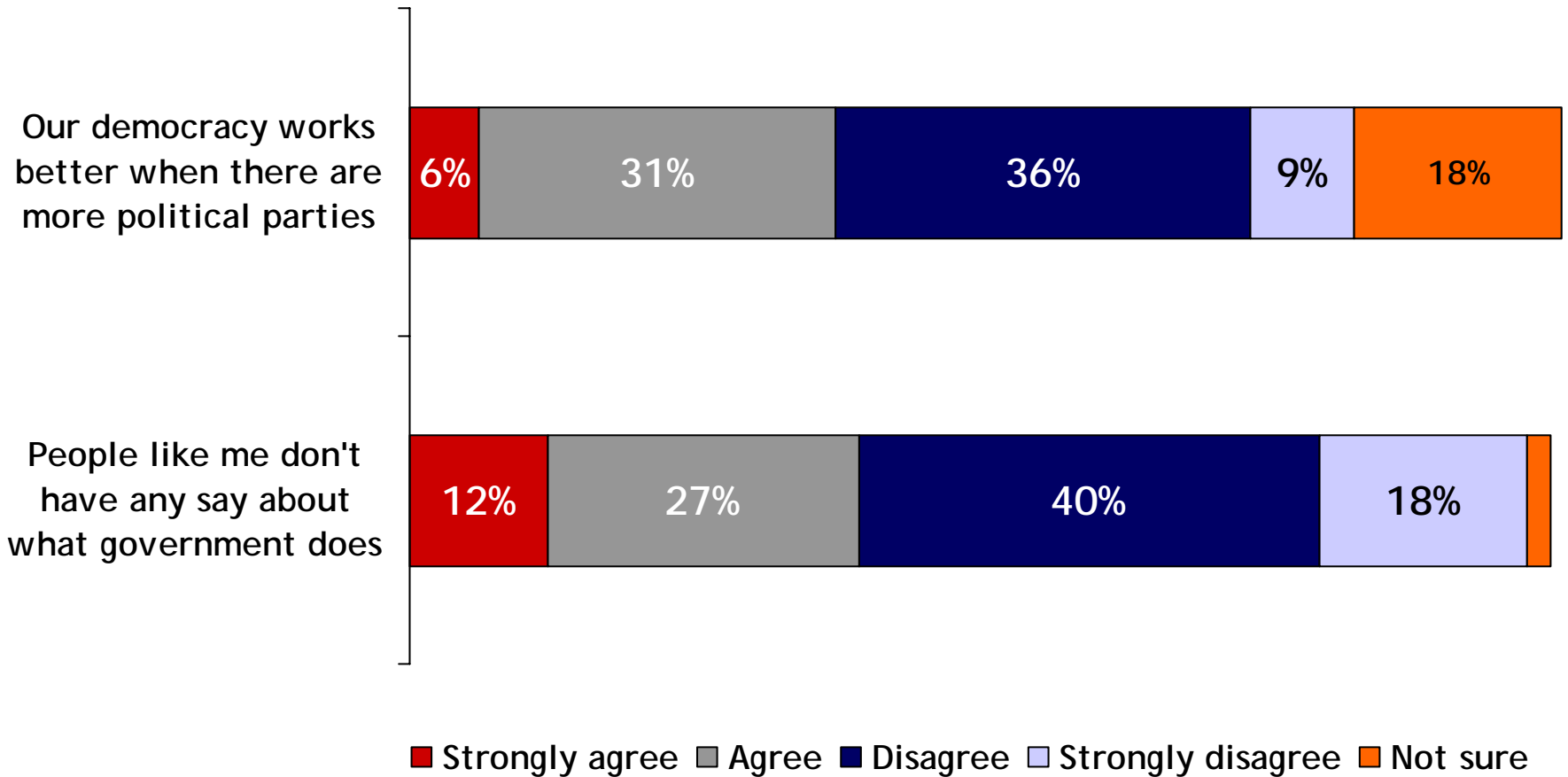
# Role of MPs



*"Those elected to Parliament soon lose touch with the people."*



# Democracy

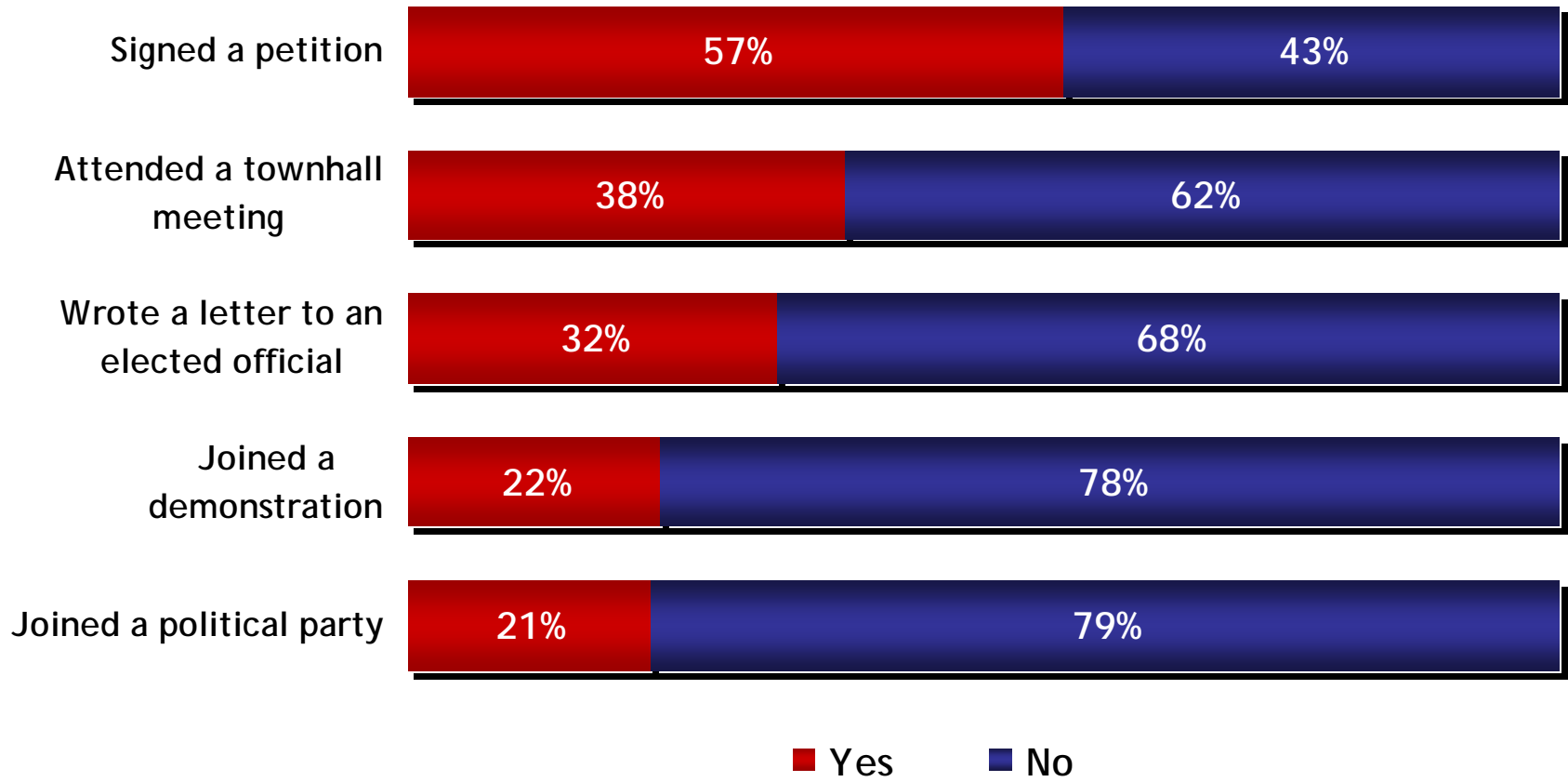


■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree ■ Not sure



# Participation in Political Activity

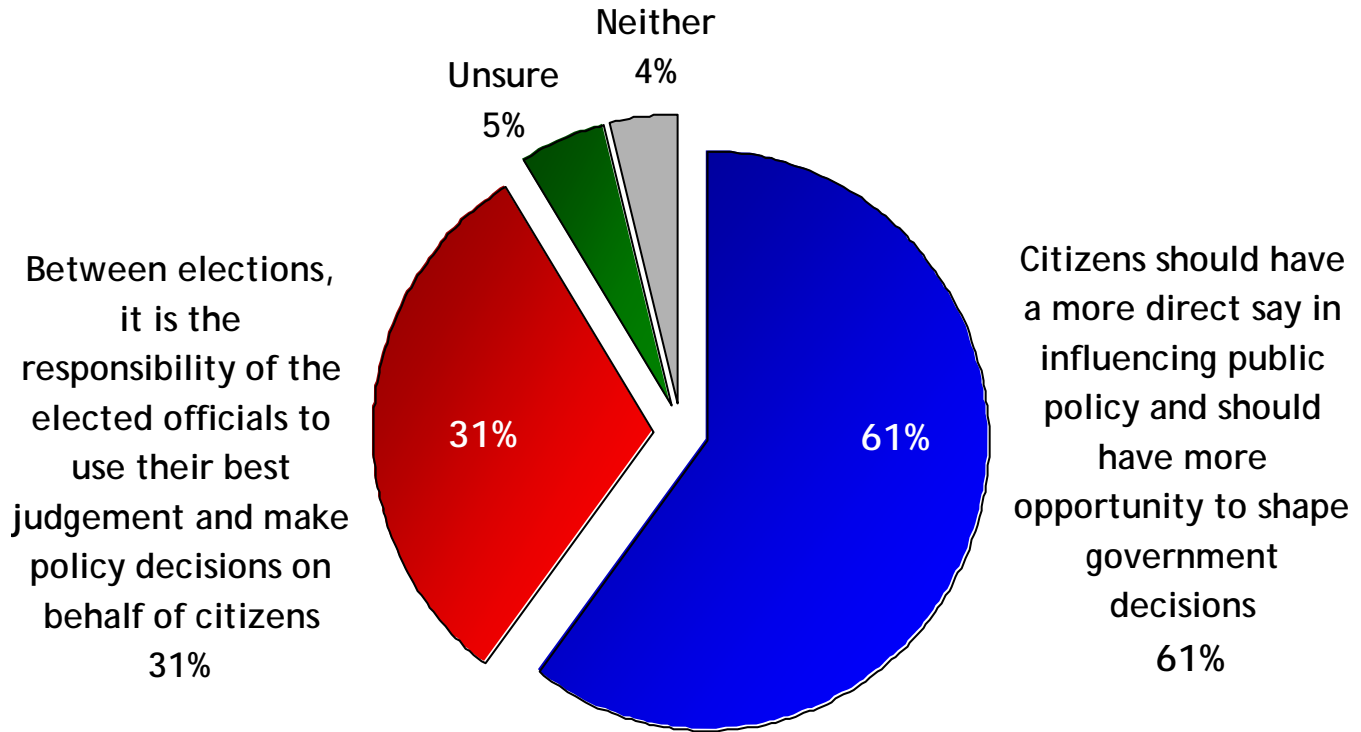
*“Outside of elections, have you ever taken part in any of the following activities: signed a petition, wrote a letter to an elected official, attended a townhall meeting, joined a demonstration, joined a political party?”*





# Citizen Engagement in Public Policy

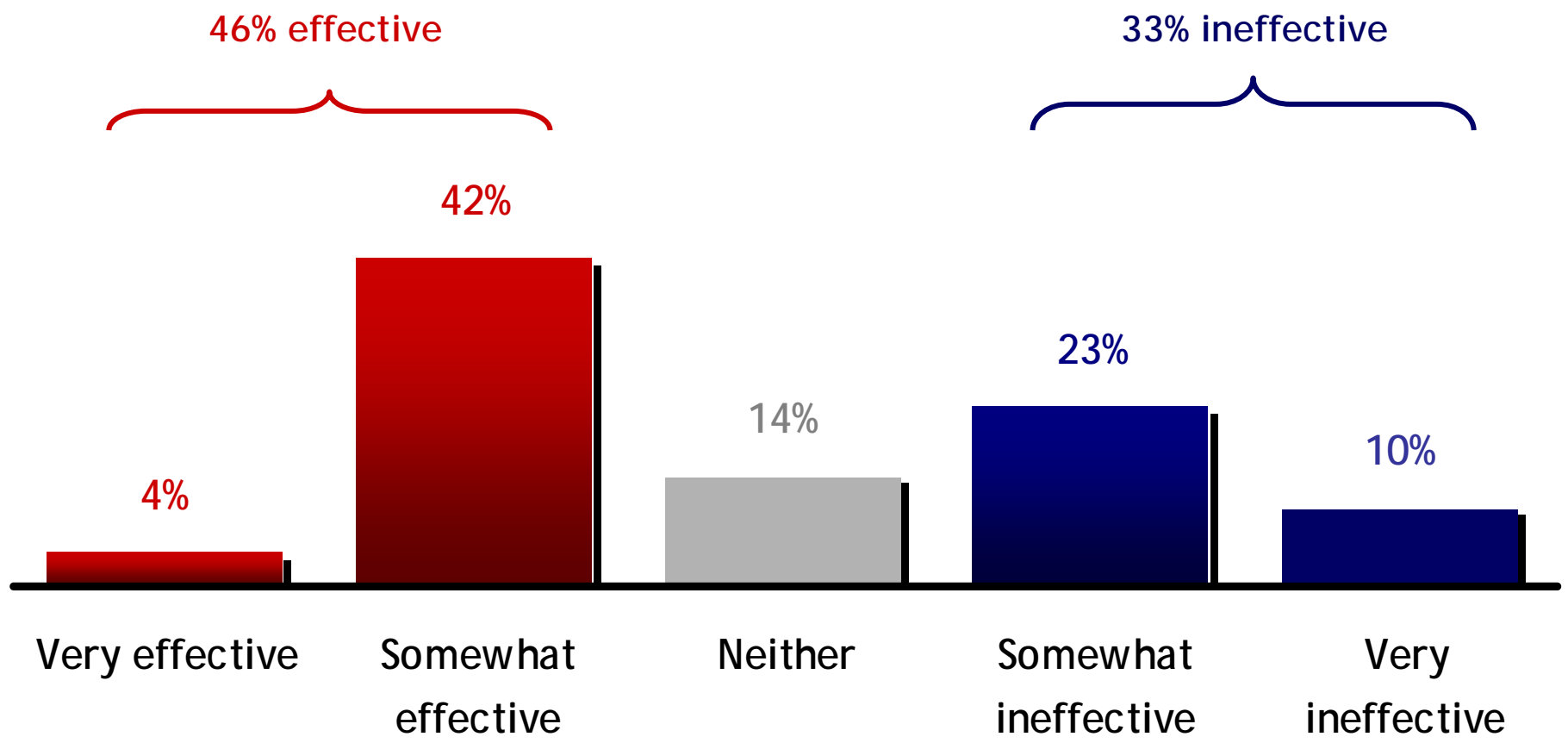
*“Which statement comes closer to your view?”*





# Attitudes on Political Parties

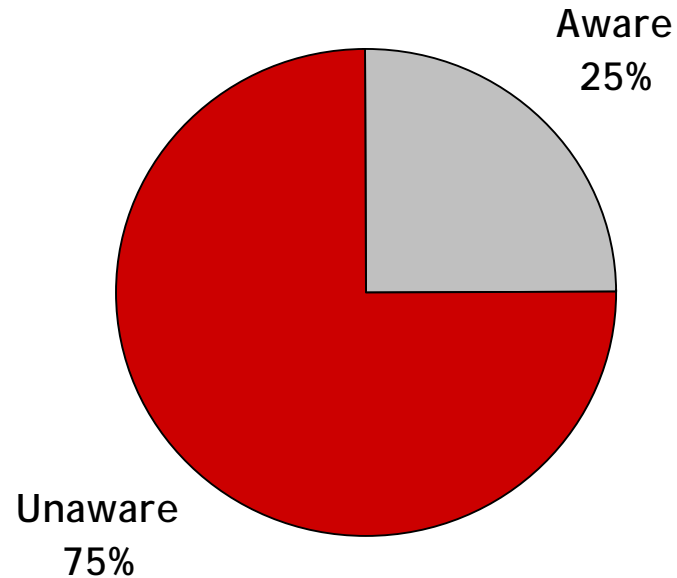
*"Do you think that political parties have been very effective, somewhat effective, neither effective nor ineffective or very ineffective in fulfilling roles you identified?"*



# Public Funding for Parties



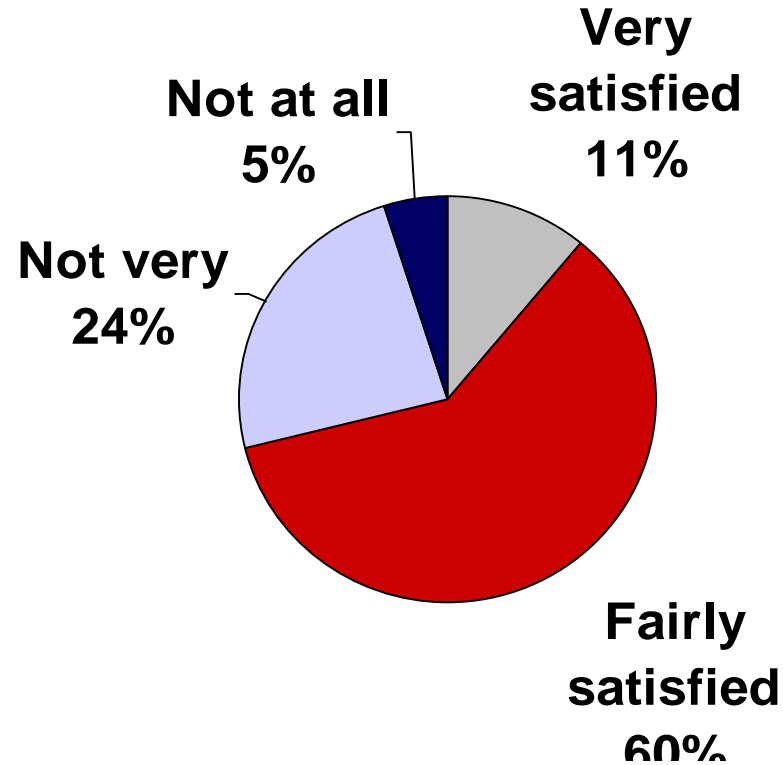
*“Are you aware or unaware that each federal political party received \$1.75 of taxpayers’ money per year for every vote they received in the most recent election?”*



# Electoral System



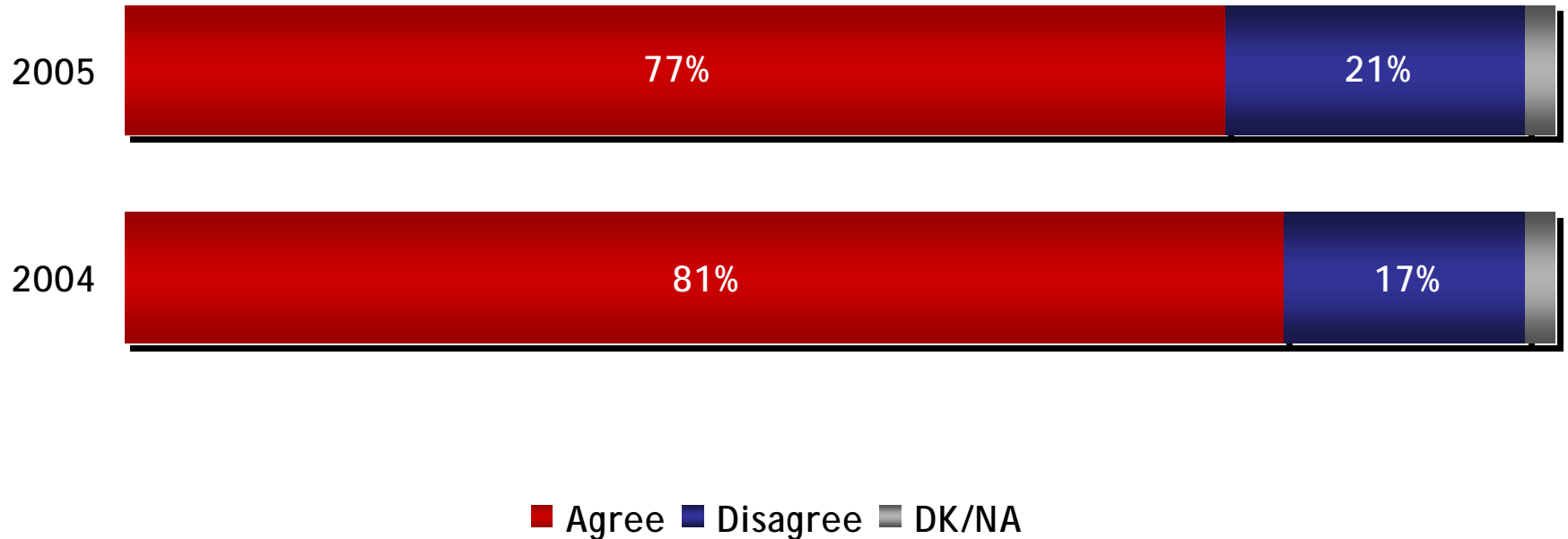
*"How satisfied are you with the way the electoral system works in Canada?"*



# Fixed Election Date



*“Federal elections should be held on a fixed date every four years instead of whenever the party in power wants to call it.”*





# Fixed Election Date



*"Do you think that there should be a fixed date for federal elections?"*

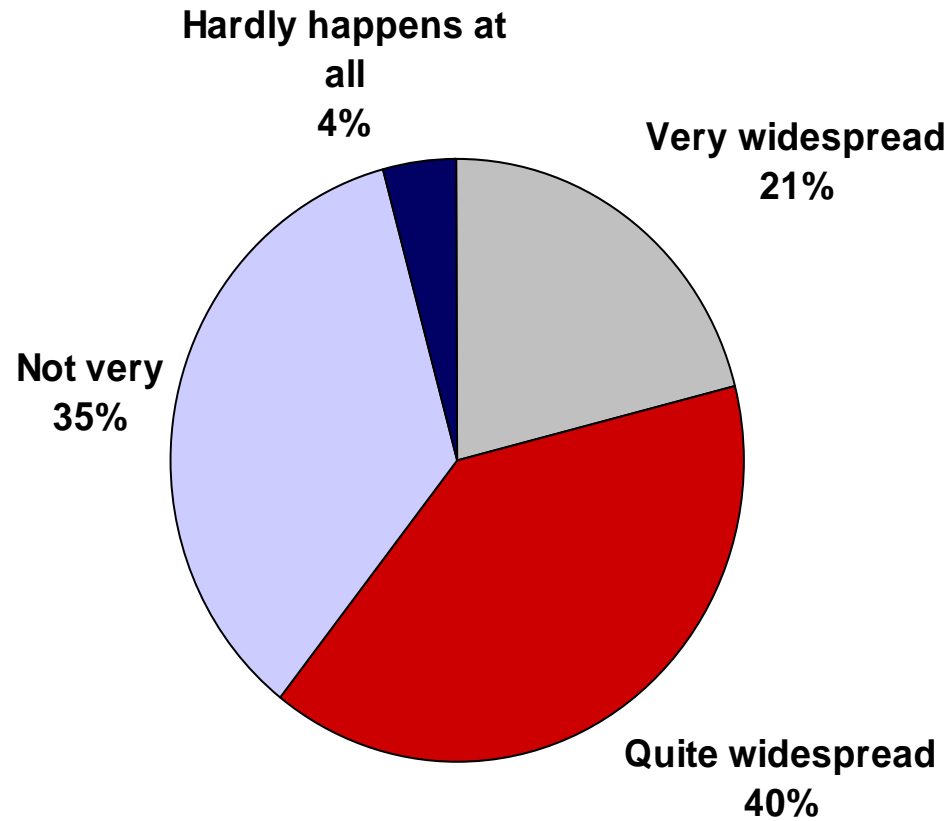


■ Yes ■ No ■ DK/NA

# Corruption



*"How widespread do you think corruption such as bribe taking is among politicians in Canada?"*





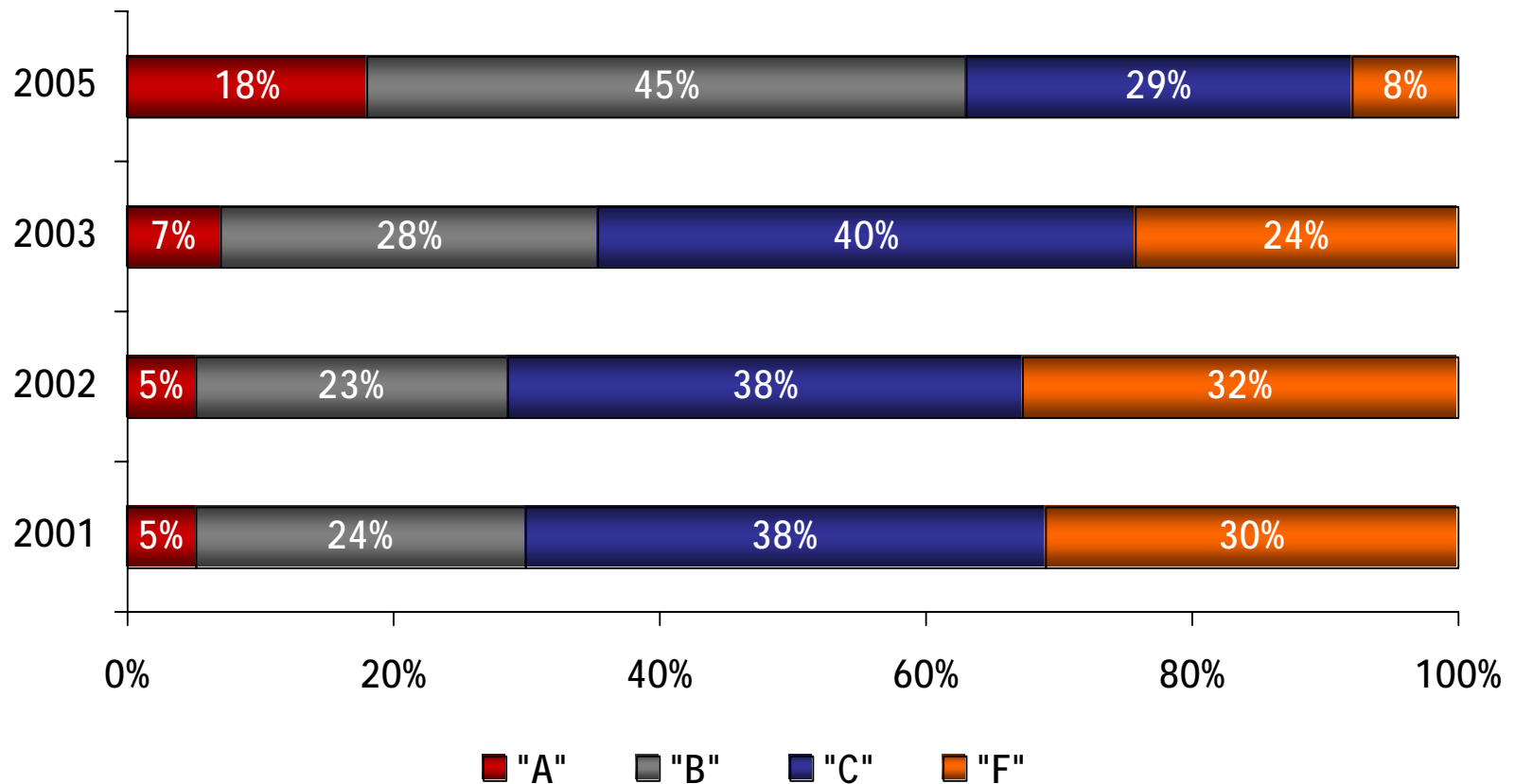
# HEALTH CARE



# Federal Performance



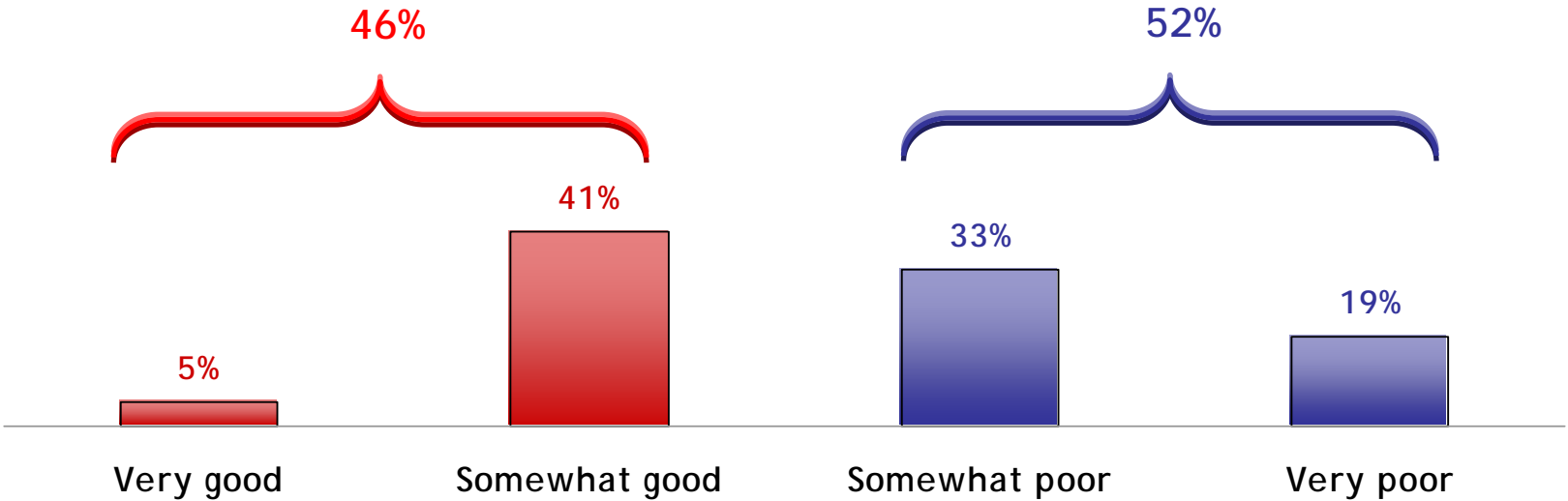
*“What grade would you give to:  
The federal government’s performance in dealing with health care in Canada?”*





# Performance of Health Care System

*“Do you think that Canada’s current health care system, where core services are funded by governments but there is no commitment to timely access to services, does a very good, somewhat good, somewhat poor or very poor job of ensuring positive health outcomes for Canadians?”*



- More likely to say good (46%):*
- 
- Sask/Man (59%)
  - Atlantic and Ontario (58%)
  - 18-34 (53%)
  - High school (51%)

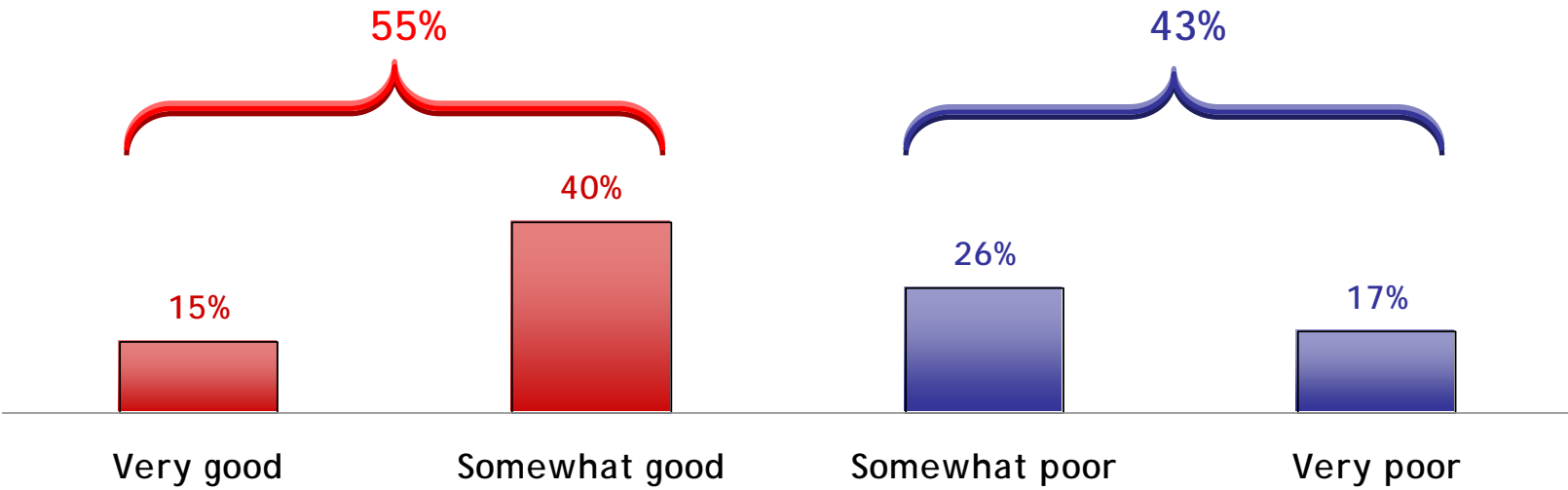
- More likely to say poor (52%):*
- 
- B.C.(59%), Quebec (54%)
  - 35-54 (57%)
  - Female (54%)
  - Less than high school (57%)

Source: Ipsos Canada (CMA Report Card July 11-15, 2005)



# Options for Private Funding

*“Do you think that a health care system, where core services are funded by governments and which includes the option for individuals to either purchase private insurance for, or pay out of pocket for core services if they so choose would do a very good, somewhat good, somewhat poor or very poor job of ensuring positive health outcomes for Canadians?”*



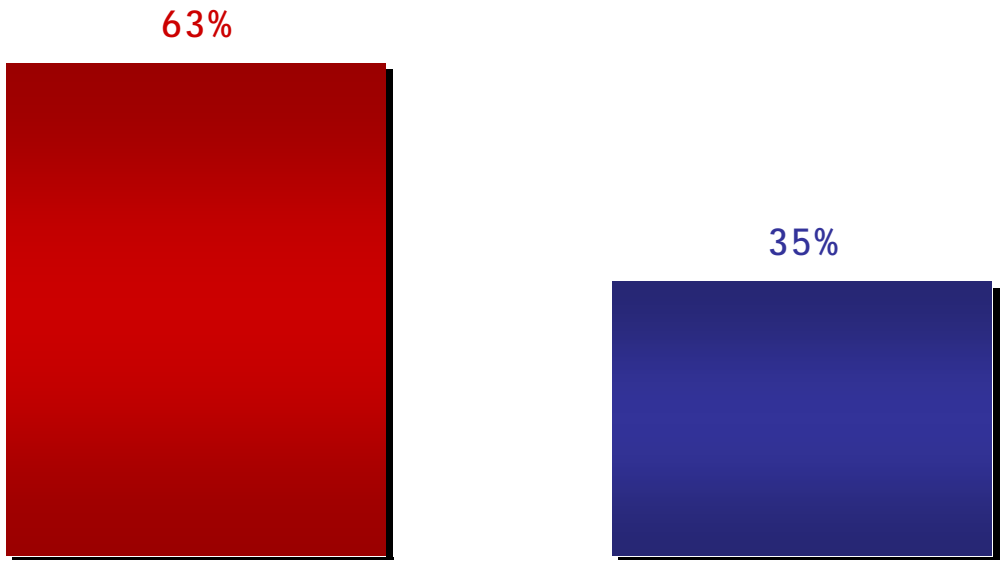
- More likely to say good (46%):*
- 
- B.C. (63%)
  - Alberta (59%)
  - 18-34 (59%)
  - Post sec (58%)

- More likely to say poor (52%):*
- 
- High school (54%)
  - Sk/Man (53%)
  - Female (46%)



# Public versus Two-Tiered System

*“Which of these two systems do you think would ensure the best health outcomes for Canadians?”*



A health care system, where core services are funded by gov'ts and which includes a commitment of timely access to services backed by adequate new resources

A health care system, where core services are funded by gov'ts and which includes the option for individuals to either purchase private insurance for, or pay out of pocket for core services

- Those most likely to choose public:
- Sk/Man (74%)
  - \$30k-\$60K (70%)
  - Ont (65%)
  - Women (87%)

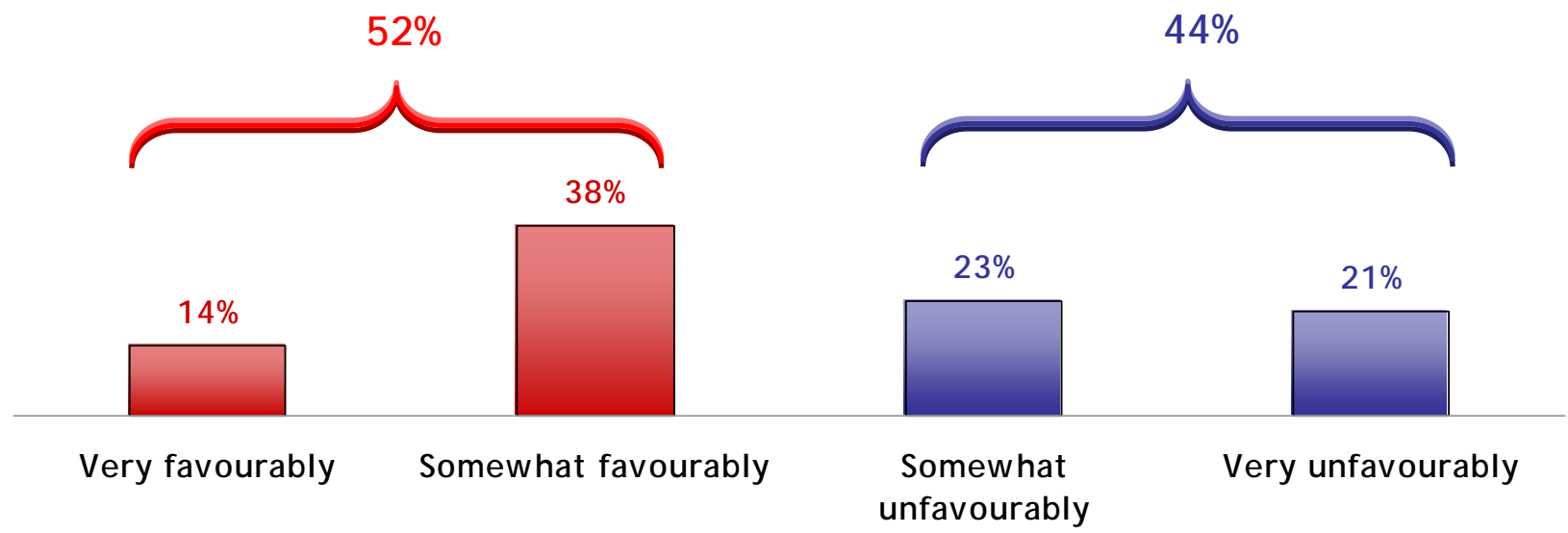
- Those most likely to choose pay option:
- Quebec (44%)
  - Atlantic (42%)
  - Less \$30K (40%)

1%  
DK/NR



# Chaoulli Decision

*“Personally, did you perceive the ruling by the Supreme Court of Canada last June 9, which in effect allows for private health insurance in the province of Quebec very favourably, somewhat favourably, somewhat unfavourably or very unfavourably?”*



- More likely to agree (52%):*
- 
- Quebec (62%) and B.C. (59%)
  - Males (54%)
  - High school (54%)
  - \$60K + (52%)

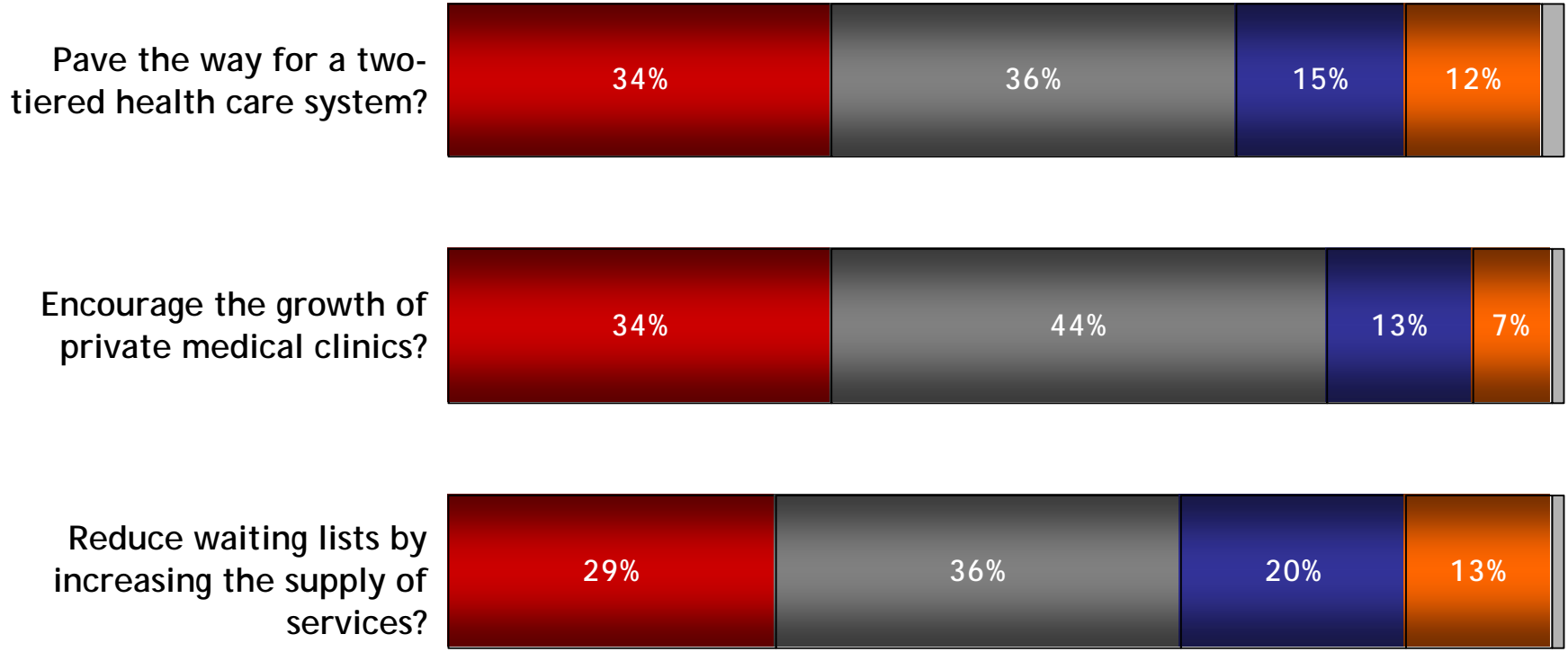
- More likely to disagree (44%):*
- 
- Sask/Man (54%)
  - Albertans (49%)
  - Ontarians (48%)
  - Less than high school (47%)





# Consequences of Chaoulli Decision

*“Generally, would you say that you completely agree, somewhat agree, somewhat disagree or completely disagree with the following statements: The consequences of the Supreme Court ruling will be to:...”*

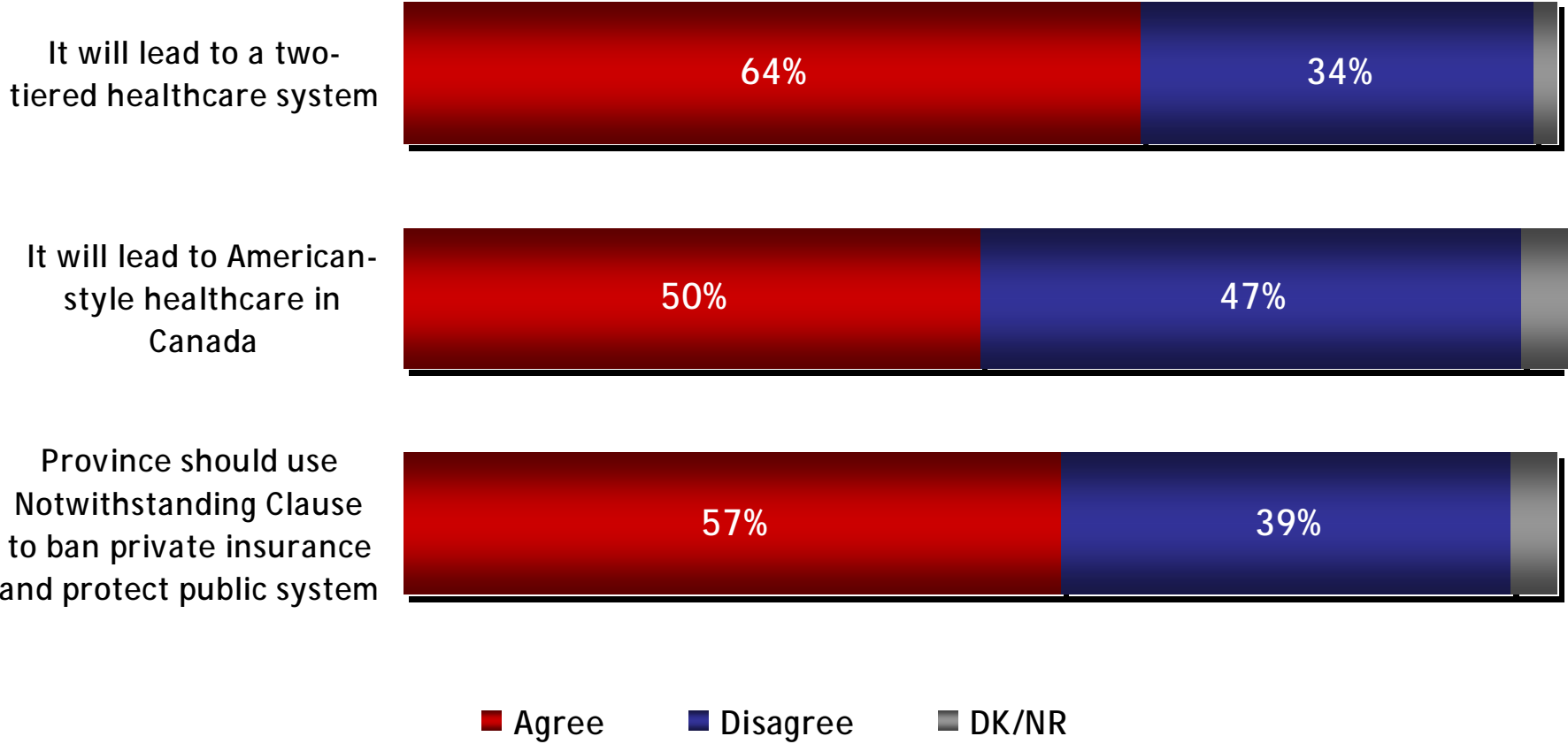


■ Completely agree   ■ Somewhat agree   ■ Somewhat disagree   ■ Completely disagree   ■ DK/NA



# Consequences of Chaoulli Decision

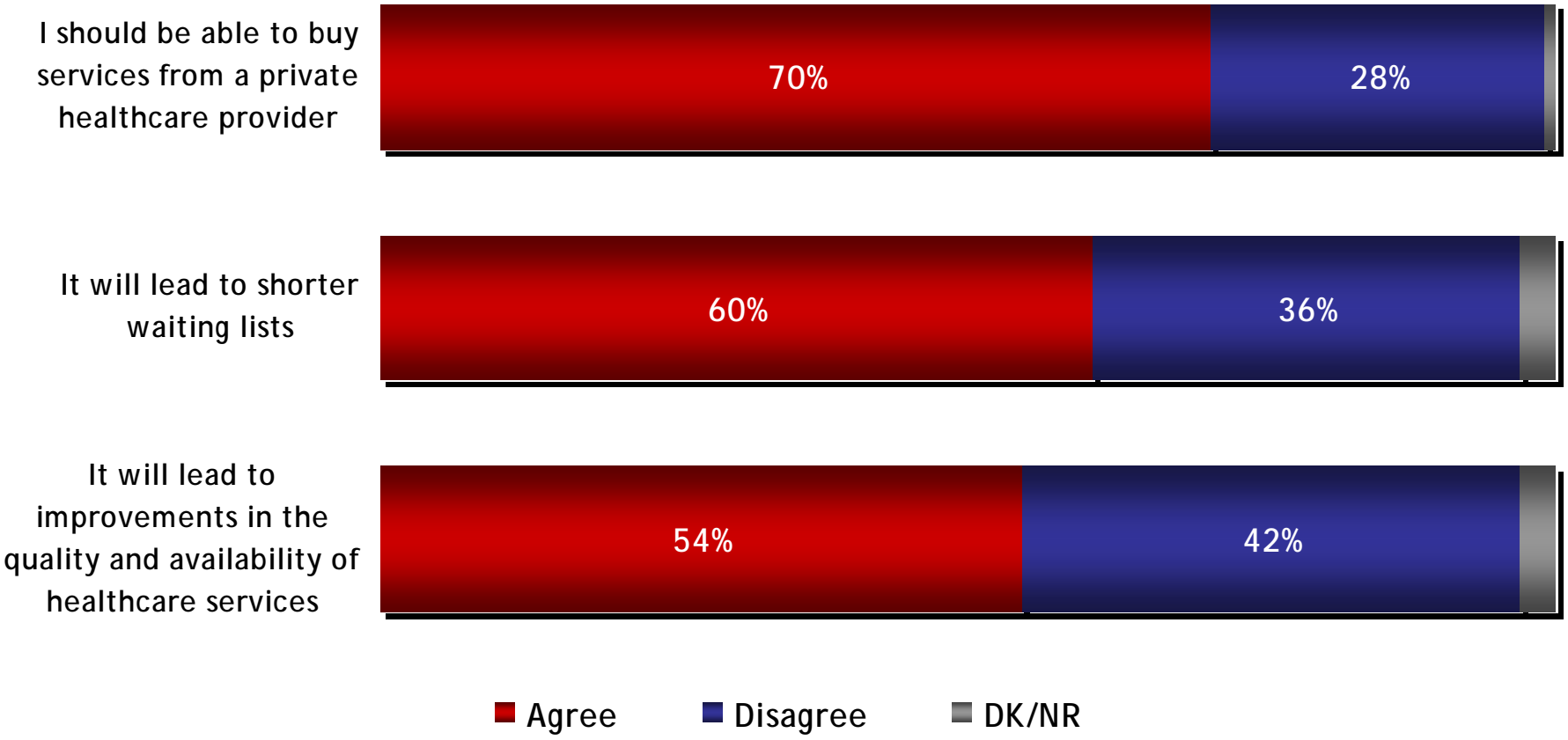
*“The Supreme Court of Canada struck down the ban on private medical insurance being used to pay for basic services offered by the public health care system. I’d like to read you some statements about the impact of this ruling, and I’d like you to tell me if you agree or disagree:...”*





# Consequences of Chaoulli Decision

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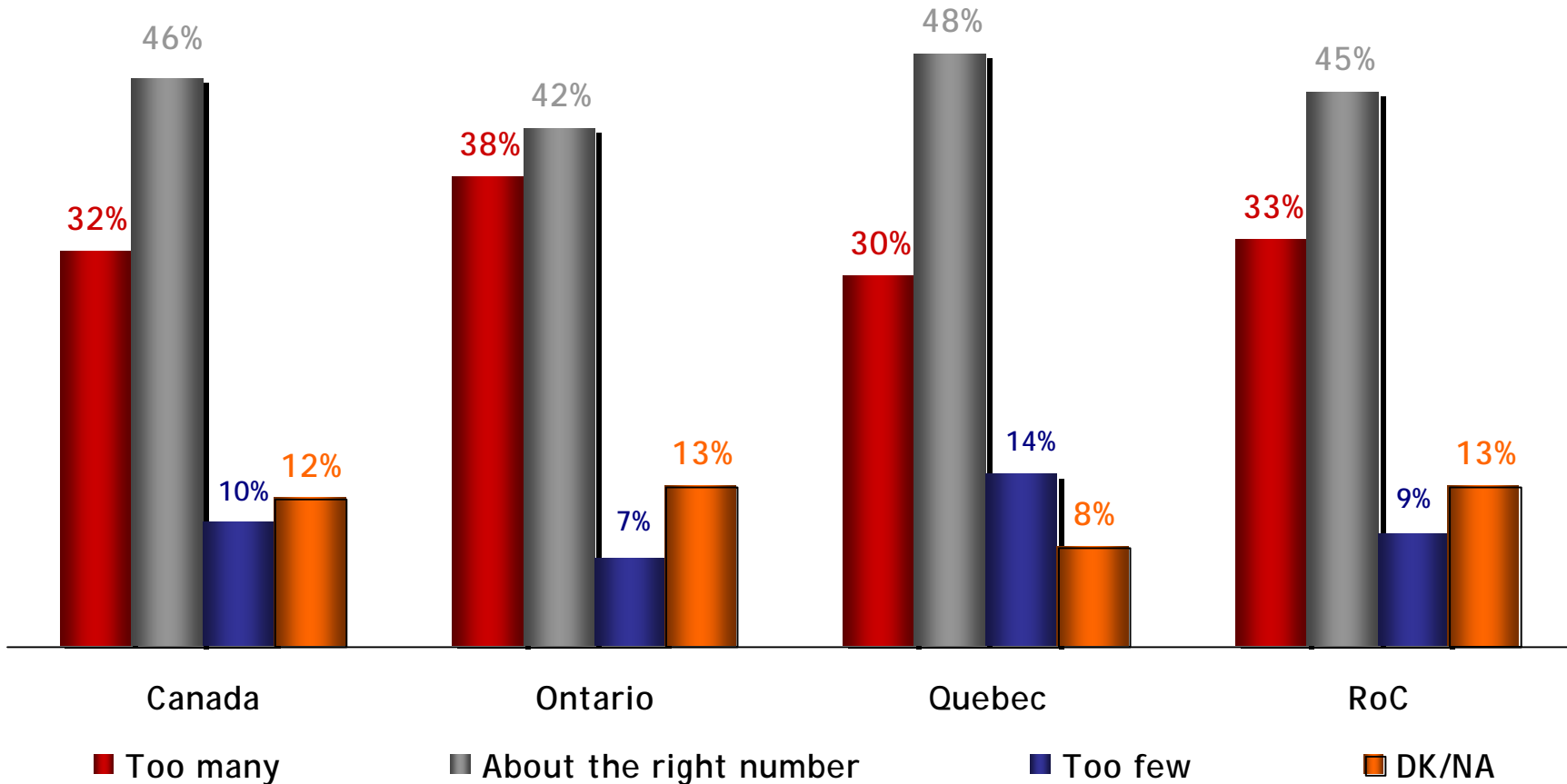
# IMMIGRATION



# Immigration Levels



*“Does Canada accept the right number of immigrants per year?”*



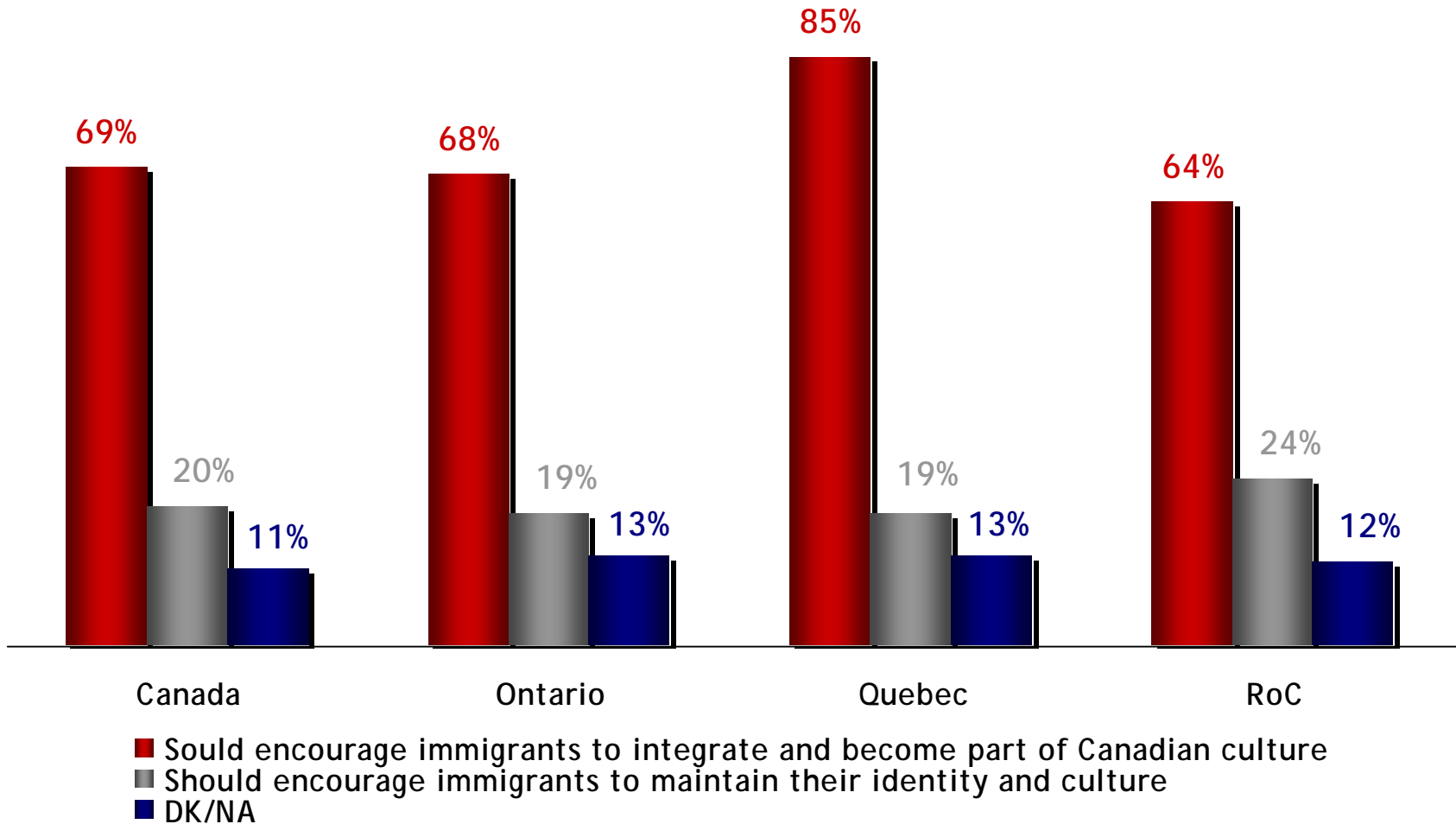
Note: Only regional breaks available.

Source: Strategic Council (August 3-7, 2005)

# Approach to Immigration



*“What approach should Canada take with new immigrants?”*

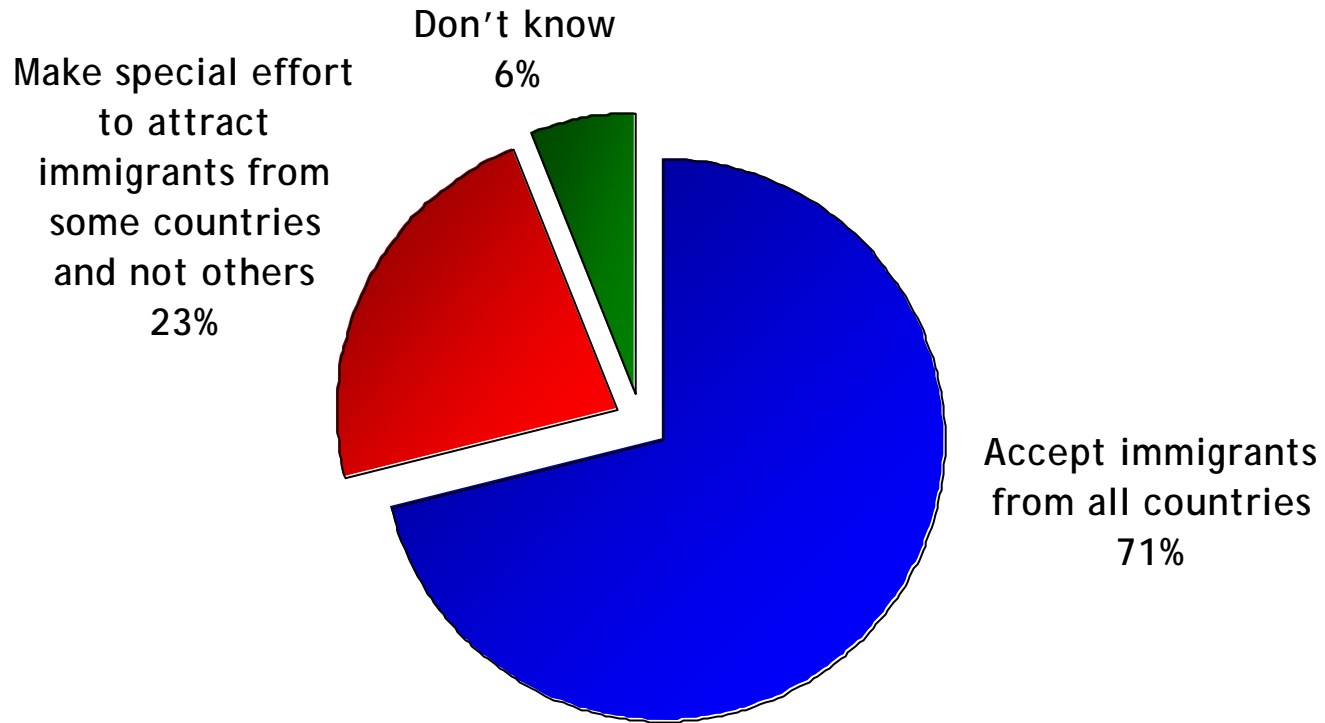


Note: Only regional breaks available.

# Approach to Immigration



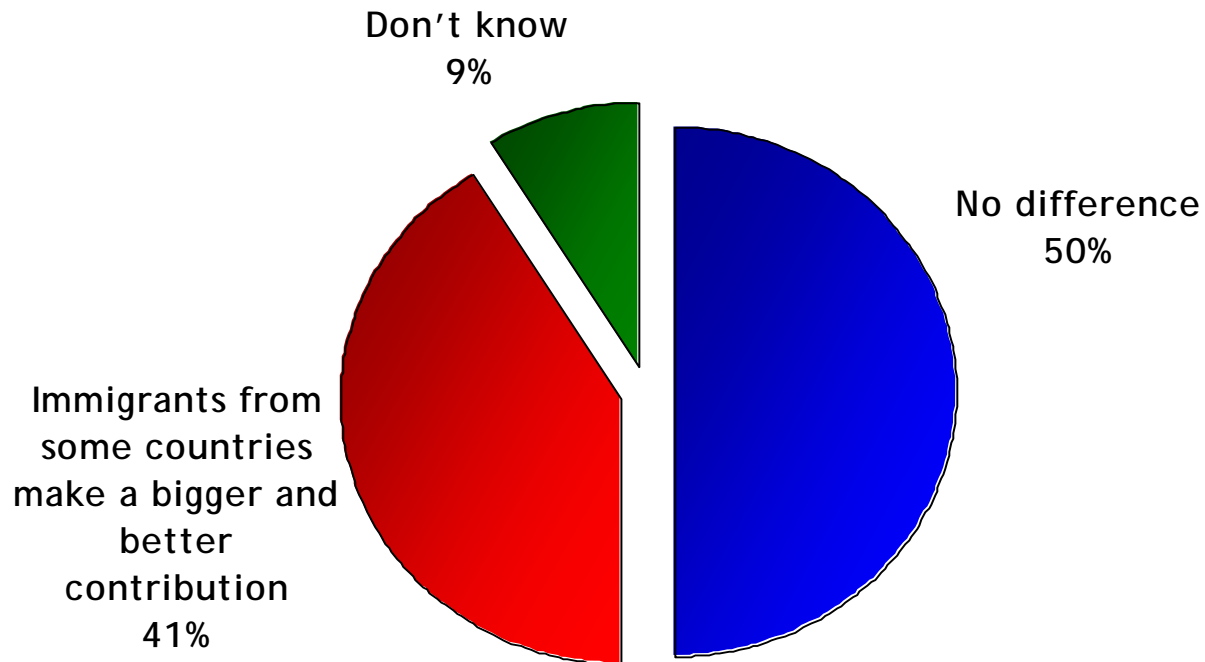
*"Do you think we should be making a special effort to attract immigrants from some countries and not others or should we make no distinction and accept immigrants from all countries?"*



# Contribution of Immigrant



*“Do immigrants from some countries make bigger and better contributions than others?”*

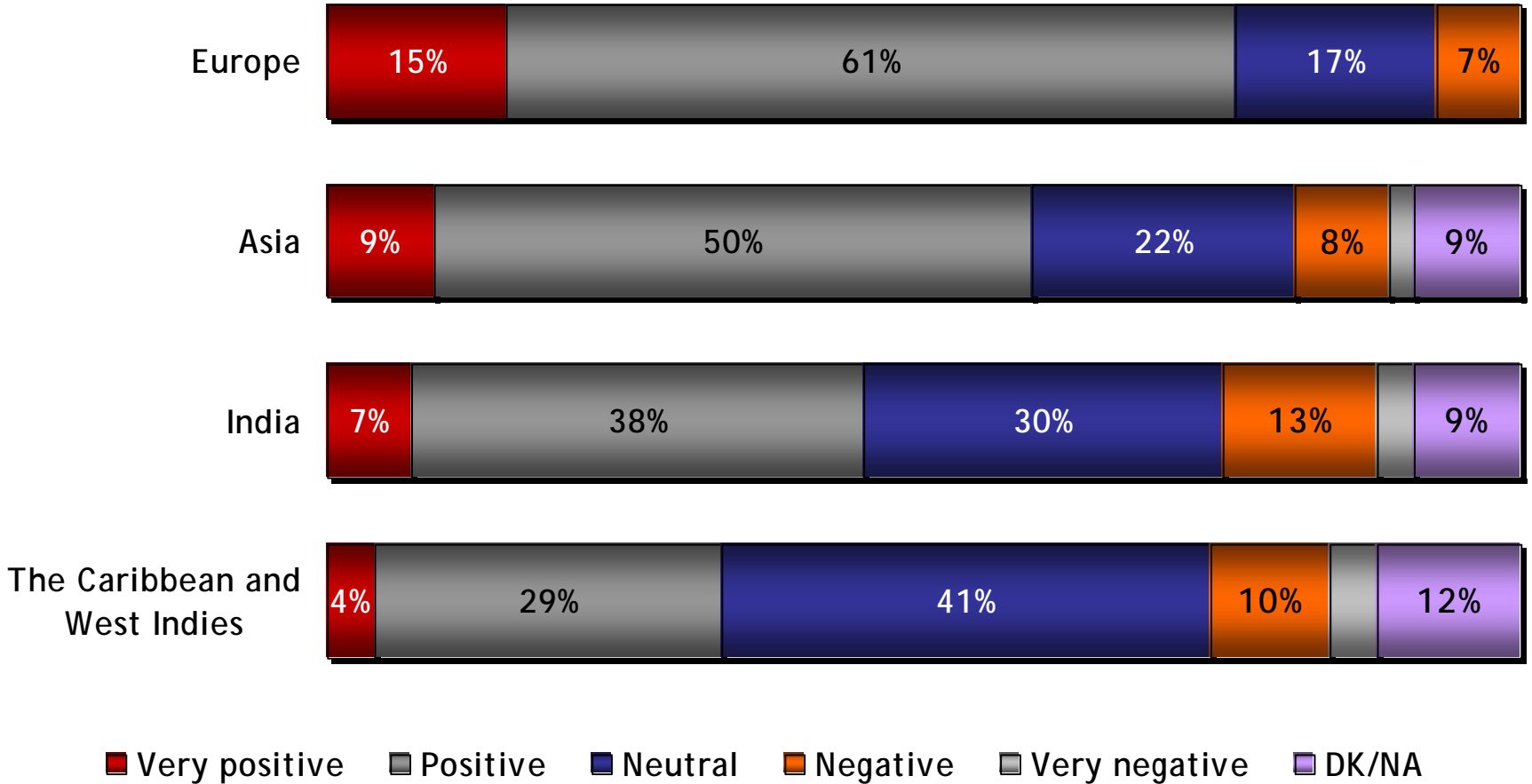






# Contribution of Immigrants (by origin)

*“What kind of contributions do immigrants from different countries make?”*





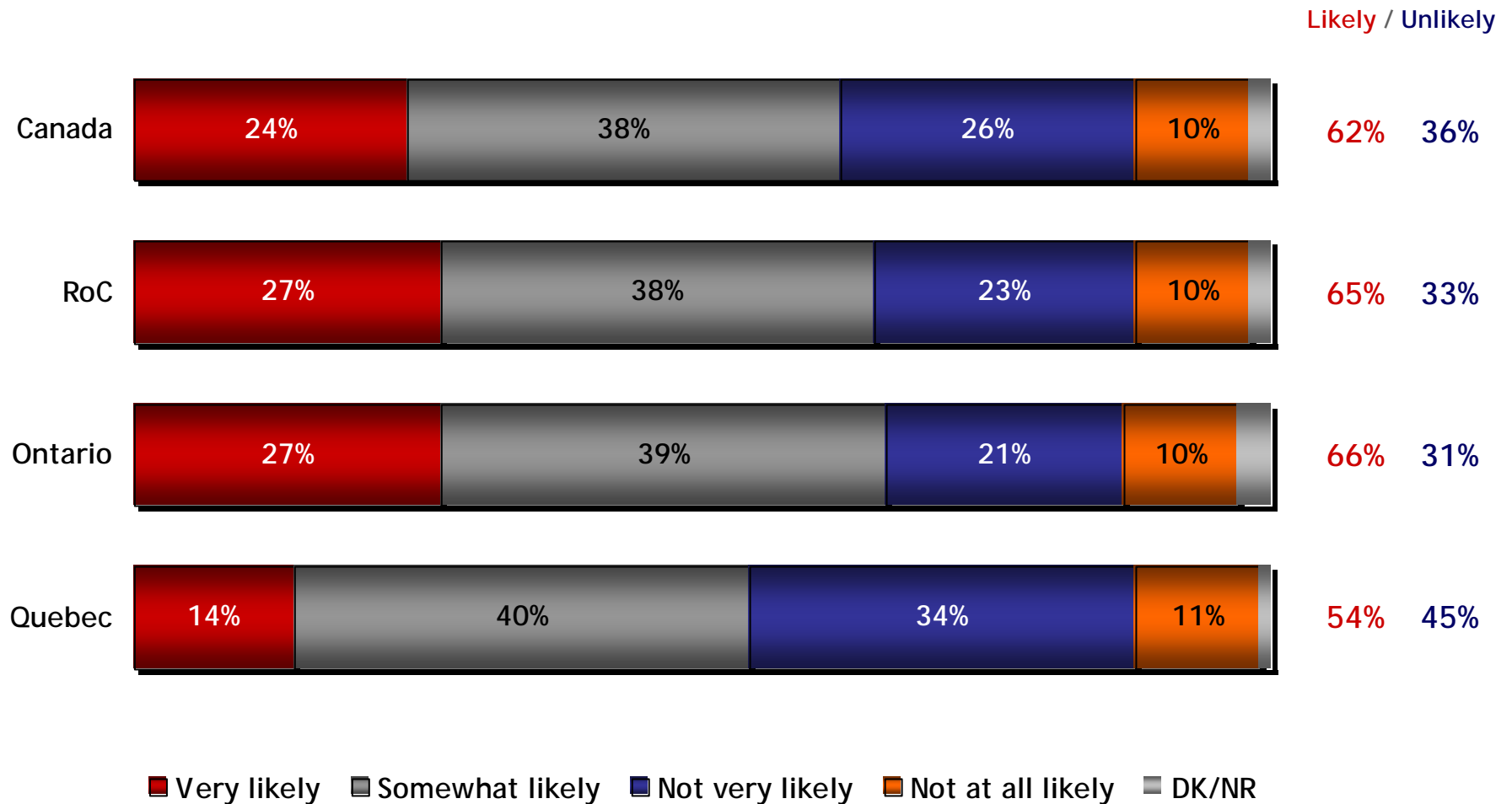
# NATIONAL SECURITY



# Fear of Attack



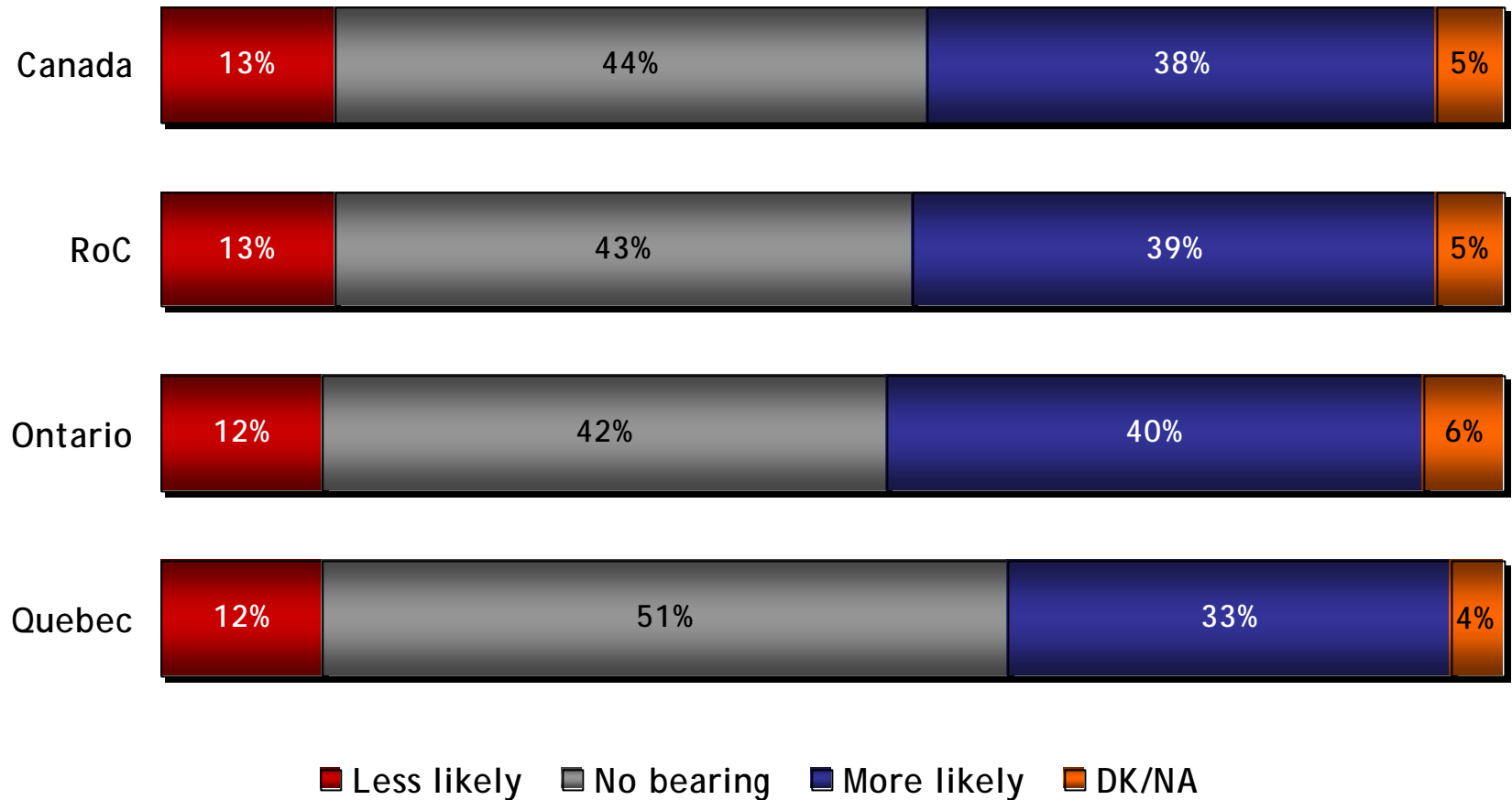
*“How likely is it that an act of terrorism will take place in Canada within the next few years?”*



# Canada at Risk?



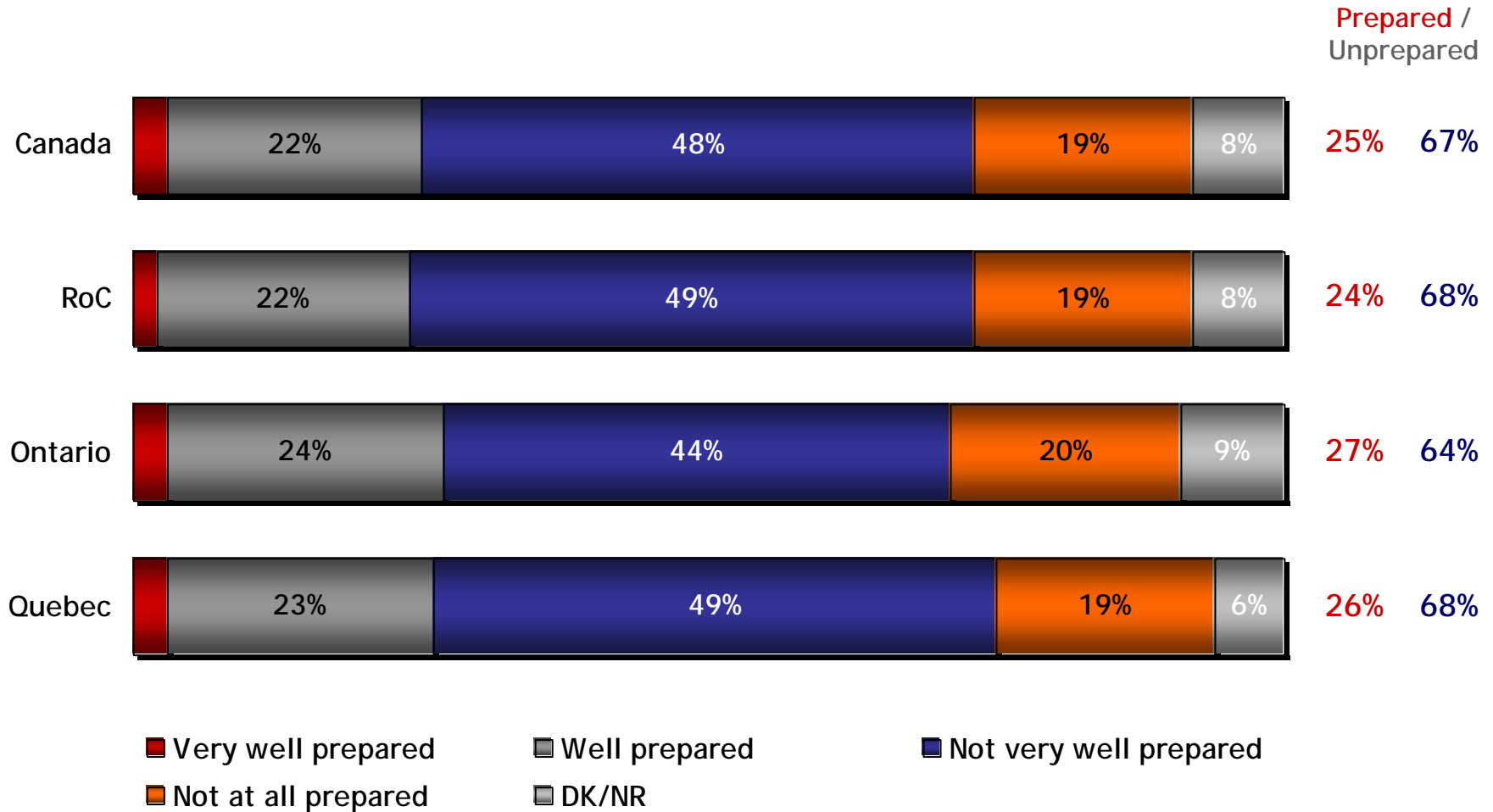
*“How likely is it that Canada will be a target of terrorism because it has troops in Afghanistan?”*



# Preparedness for Terrorist Threat



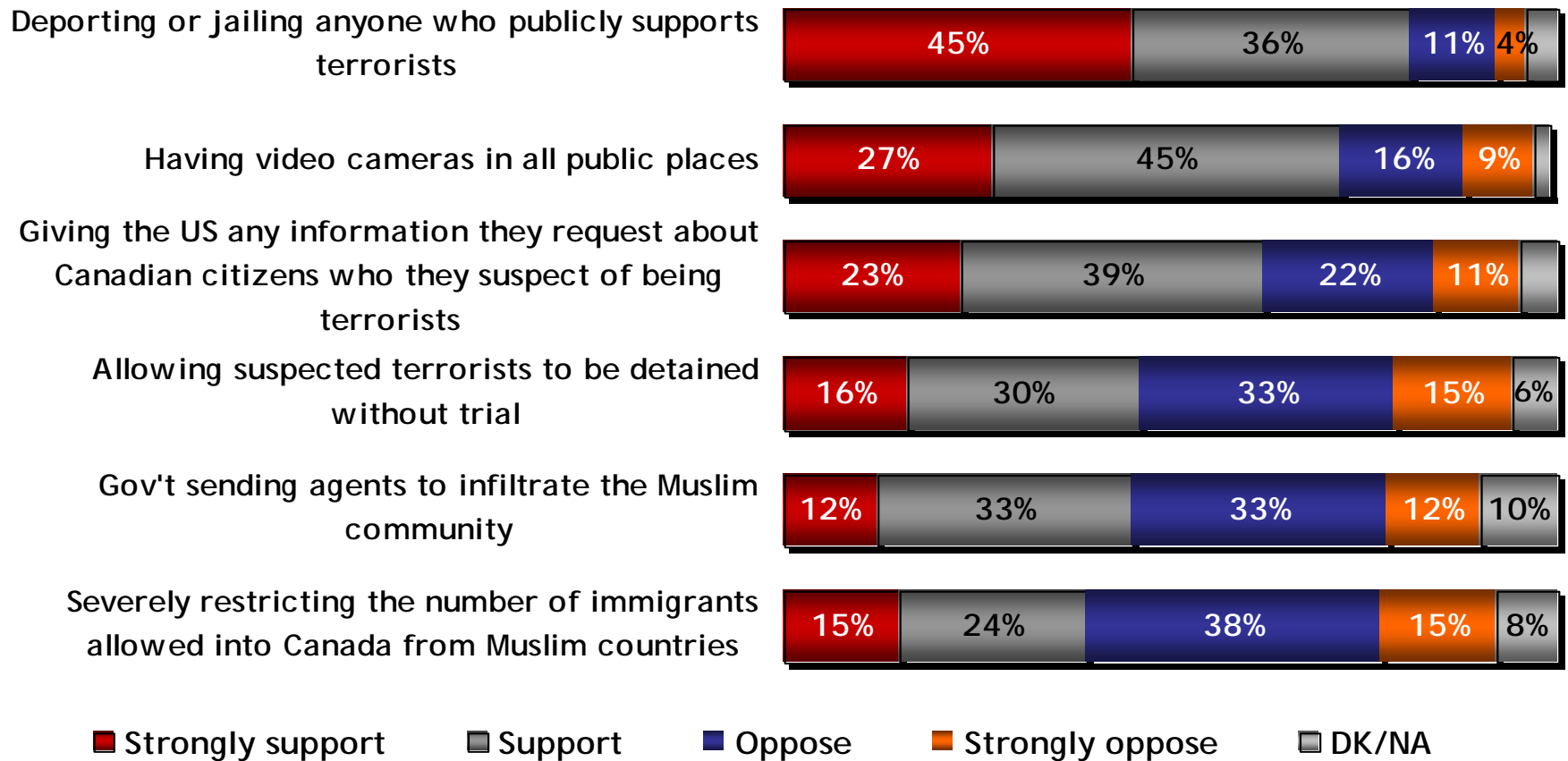
*"How well prepared is Canada to deal with a terrorist threat?"*



# Measures against Terrorism



*“As part of the war on terrorism, would you strongly support, support, oppose or strongly oppose the following measures?”*



# Canada-US Attitudes

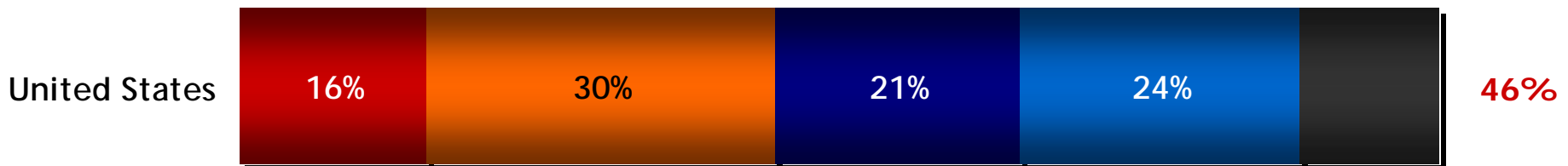
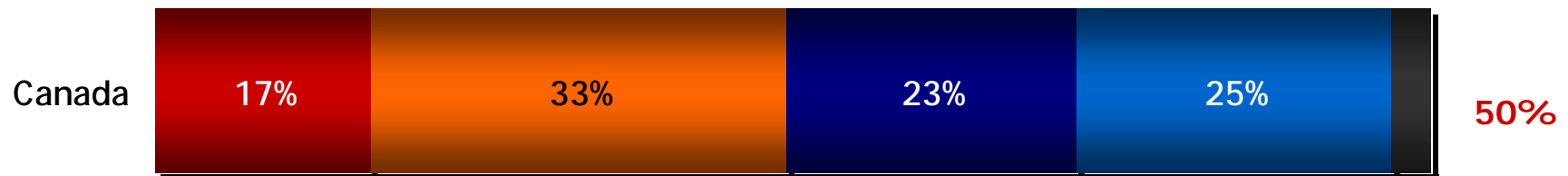


*"The powers of the government and police to combat terrorism have gone too far and threaten fundamental civil rights of all citizens?"*

AGREE



*"The Canadian Government has done enough to secure the border between our two countries to protect against terrorist attacks?"*



- Very much agree
- Somewhat agree
- Somewhat disagree
- Very much disagree
- Don't know/refused



# CANADA-U.S. RELATIONS



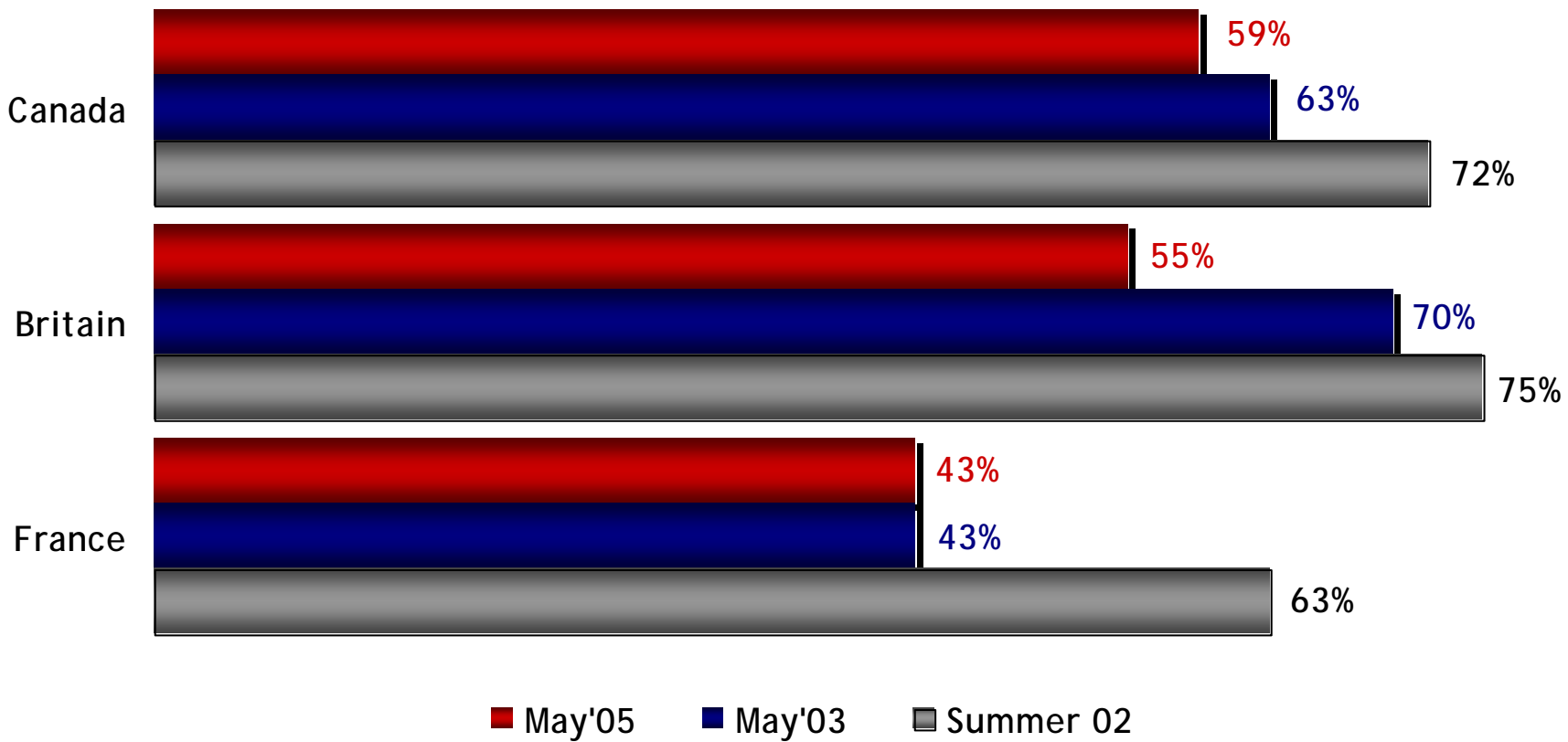




# General Perceptions of U.S.

*"Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of the United States?"*

% saying "favorable"

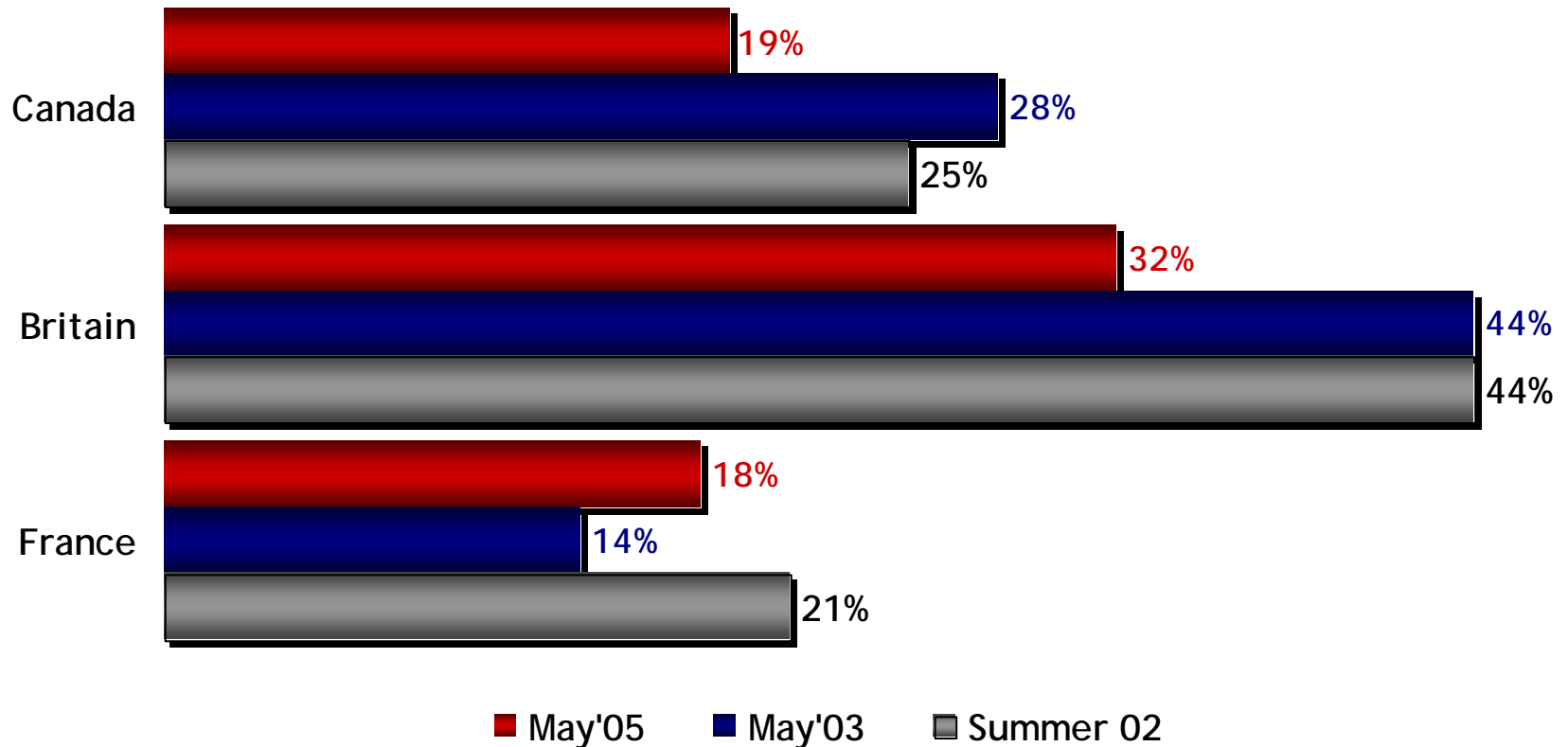


# U.S. Foreign Policy



*“In making international policy decisions, to what extent do you think the U.S. takes into account the interests of countries like (survey country) - a great deal, a fair amount, not too much or not at all?”*

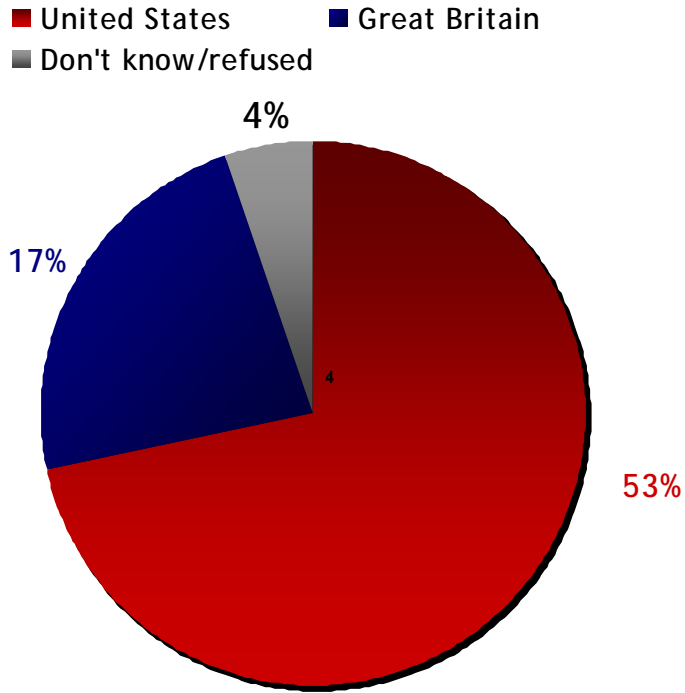
% saying “a great deal” and “a fair amount”





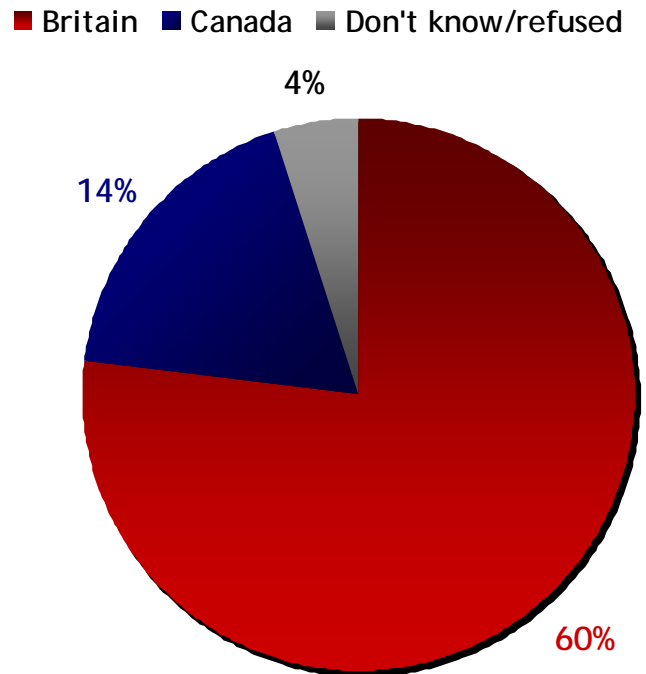
# Closest Ally

*"If you had to pick one country from around the world that you personally consider to be Canada's closest friend and ally, which country would it be?"*



**CANADIANS**

*"If you had to pick one country from around the world that you personally consider to be the United States' closest friend and ally, which country would it be?"*



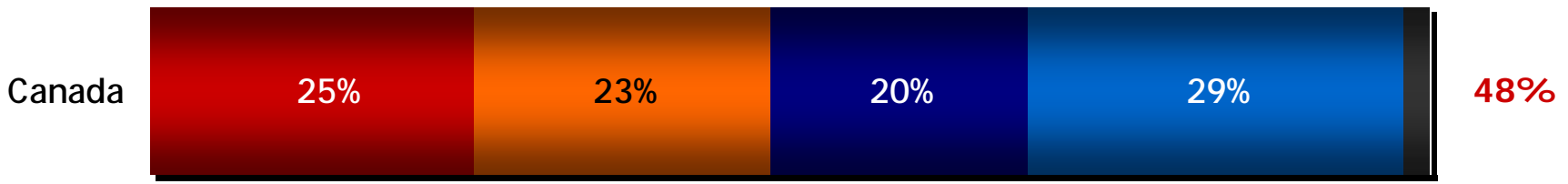
**AMERICANS**



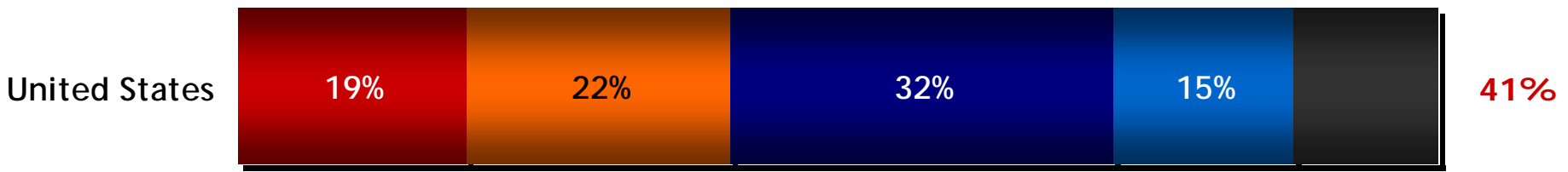
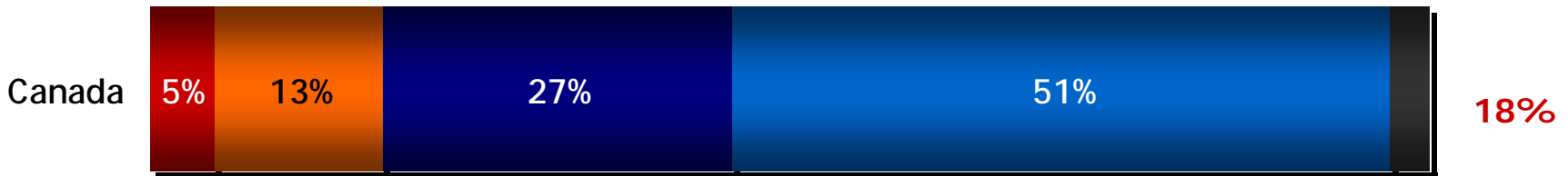
# Canada-US Trade

*"US citizens should be able to buy as many pharmaceutical drugs from Canada as they wish either directly or over the Internet?"*

AGREE



*"Canadians have an abundance of energy and should be sending more oil and gas to the United States?"*



- Very much agree
- Somewhat agree
- Somewhat disagree
- Very much disagree
- Don't know/refused