

Inside the Federal Liberal Franchise – Issues by Gender/Region



	All Canadians	Liberal Voters	Liberal Men	Liberal Women
Healthcare	46.9%	54.5%	49.9%	59.1%
Education	4.7%	5.0%	4.6%	5.4%
Jobs/Economy	5.2%	6.2%	7.5%	5.0%
Environment	3.0%	2.0%	2.1%	1.9%
Honesty in government	3.7%	2.5%	3.3%	1.6%
High taxes	4.7%	3.9%	4.9%	2.7%
Debt/deficit	2.1%	2.3%	3.3%	1.4%
Terrorism/war	2.0%	1.3%	1.1%	1.4%
Refused	14.4%	11.4%	12.3%	10.5%
Don't know	7.4%	6.4%	6.9%	5.9%
Other issues	5.9%	4.5%	4.1%	5.1%
Total	100.0%	100.0%	100.0%	100.0%
Number of Interviews	7000	1959	972	986
Accuracy (19 times out of 20)	±1.2%	±2.2%	±3.2%	±3.1%

CAMPAIGN ISSUE ANALYSIS

Methodology

The following data is compiled from the CPAC-SES Federal Election Tracking database comprised of 7,000 Canadians and 1,959 identified Liberal voters between May 23rd and June 24, 2005. The information cross correlates the national issue of concern and the demographic and geographic profiles of Liberal voters.

About SES

Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm. For more information on our full range of services please visit our website www.sesresearch.com. Media inquiries should be directed to:

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Liberal Issue Priority by Region

	All Canadians	Liberal Voters	Lib ATL	Lib QC	Lib ON	Lib M/S	Lib AB	Lib BC
Healthcare	46.9%	54.5%	57.3%	55.9%	57.3%	51.9%	48.8%	48.6%
Education	4.7%	5.0%	6.3%	4.3%	5.6%	2.8%	8.3%	3.1%
Jobs/Economy	5.2%	6.2%	7.5%	8.6%	4.4%	4.2%	5.4%	8.2%
Environment	3.0%	2.0%	0.4%	2.3%	2.1%	2.8%	2.4%	1.9%
Honesty in government	3.7%	2.5%	0.8%	2.5%	3.4%	2.3%	3.0%	1.2%
High taxes	4.7%	3.9%	1.3%	2.8%	5.0%	4.2%	5.4%	3.9%
Debt/deficit	2.1%	2.3%	2.5%	1.3%	2.7%	1.9%	0.6%	4.7%
Terrorism/war	2.0%	1.3%	0.8%	1.8%	1.0%	1.4%	0.6%	1.6%
Refused	14.4%	11.4%	12.1%	12.2%	9.4%	11.1%	12.5%	14.4%
Don't know	7.4%	6.4%	6.7%	3.0%	6.6%	9.7%	6.0%	8.2%
Other issues	5.9%	4.5%	4.3%	5.3%	2.5%	7.7%	7.0%	4.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Number of Interviews	7000	1959	239	395	679	216	168	257
Accuracy (19 times out of 20)	±1.2%	±2.2%	±6.4%	±5.0%	±3.8%	±6.8%	±7.7%	±6.2%

Inside the Federal Liberal Franchise – Issues by Age



Issue Priority - All Canadians Compared to Liberal Voters

	All Canadians	Liberal Voters
Healthcare	46.9%	54.5%
Education	4.7%	5.0%
Jobs/Economy	5.2%	6.2%
Environment	3.0%	2.0%
Honesty in government	3.7%	2.5%
High taxes	4.7%	3.9%
Debt/deficit	2.1%	2.3%
Terrorism/war	2.0%	1.3%
Refused	14.4%	11.4%
Don't know	7.4%	6.4%
Other issues	5.9%	4.5%
Total	100.0%	100.0%
Number of Interviews	7000	1959
Accuracy (19 times out of 20)	±1.2%	±2.2%

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Liberal Issue Priority by Age

	All Canadians	Liberal Voters	Lib 18-29	Lib 30-39	Lib 40-49	Lib 50-59	Lib 60+
Healthcare	46.9%	54.5%	43.0%	54.2%	53.7%	55.7%	61.0%
Education	4.7%	5.0%	14.0%	6.7%	3.7%	3.6%	1.0%
Jobs/Economy	5.2%	6.2%	4.4%	6.1%	8.3%	8.0%	4.4%
Environment	3.0%	2.0%	3.1%	2.3%	2.0%	2.1%	1.1%
Honesty in government	3.7%	2.5%	0.7%	0.6%	1.5%	4.4%	4.0%
High taxes	4.7%	3.9%	4.1%	5.2%	5.6%	2.6%	2.5%
Debt/deficit	2.1%	2.3%	2.0%	2.3%	2.9%	2.8%	1.7%
Terrorism/war	2.0%	1.3%	1.0%	1.2%	2.0%	1.0%	1.1%
Refused	14.4%	11.4%	14.0%	10.0%	11.0%	10.8%	11.6%
Don't know	7.4%	6.4%	9.6%	7.5%	4.9%	4.9%	6.1%
Other issues	5.9%	4.5%	4.1%	3.9%	4.4%	4.1%	5.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Number of Interviews	7000	1959	293	345	408	388	525
Accuracy (19 times out of 20)	±1.2%	±2.2%	±5.8%	±5.3%	±4.9%	±5.0%	±4.3%