

public opinion polls and held them secret. The facts are that during that period we conducted three public opinion polls: one on energy, one on federal-provincial relations, and one on multiculturalism. The poll on the energy matter was released because there was a request, and instructions were given to officials of the departments of the Government of Canada, when we were the government, that all polls should be released in keeping with the freedom of information legislation that our government had introduced. That was our position, and I recommend it to the government today.

**Some hon. Members:** Hear, hear!

**Mr. Clark:** The Minister of Justice asks when they will be made public. He is now their custodian, Madam Speaker, and I would urge him to make them public today.

Let me go back to the point about the new and subtle means of persuading public opinion and influencing public opinion. We all know that these days extensive use is made of public opinion polls, not simply to determine what the public is thinking on a particular question but to determine what kind of appeals the public might be vulnerable to, what kind of fears or apprehensions might exist in the public mind or in the public psyche, that would allow a particular kind of presentation made by a government, made by a political party, to have some effect. We have had very recent testimony about the extent to which members of this government used that kind of technique.

Three or four weeks ago, before the Advertising and Sales Club of the city of New York, representatives of Goldfarb and other advertising agencies used by the Liberal Party of Canada, indicated to that club that in preparation for the 1980 election campaign the purpose of their polling was not to find what Canadians believed about issues, but what Canadians feared about the political opponents of the Liberal party. Indeed, they were not seeking information as to opinion, they were seeking information as to the vulnerability of the public of Canada, those fears they might have, those aspirations they might have, to which an appeal could be made that might cause people to be manipulated into a decision to which they might not normally have come to themselves.

● (1540)

That is not news which I bring to this House. That is simply a report of the admission made by the people who did the advertising, prepared the campaign, and ran the polls of the Liberal Party of Canada during the 1980 election campaign. They were clearly designed to poll opinion, not to find opinion, but to find fertile ground for sowing fear, fertile ground for trying to build support for particular proposals—

**An hon. Member:** On a point of order, Madam Speaker—

**Mr. Clark:** You are not in your seat.

**Mr. Baker (Nepean-Carleton):** Sit down.

**Some hon. Members:** Oh, oh!

*Privilege—Mr. McGrath*

**Mr. Clark:** The point here is that the same people who conducted public opinion polls to try to identify fears which they could subsequently exploit—

**Mr. Kelly:** A point of order—

**Madam Speaker:** The hon. member for Scarborough Centre (Mr. Kelly) on a point of order.

**Mr. Kelly:** Madam Speaker, my apologies for not observing earlier the rules of this forum.

**Mr. Baker (Nepean-Carleton):** Try it now.

**Mr. Kelly:** I would point out that members on this side have as much to be offended by in the performance of members of the opposition as they think they have with us.

**Some hon. Members:** Order!

**Mr. Kelly:** And I would point out to the Leader of the Opposition (Mr. Clark) that the public of Canada lost faith in the government of his day long before anything was done by this party—

**An hon. Member:** What is the point of order?

**Mr. Kelly:** —or long before anything was done in the election.

**Mr. Epp:** You did better in the other seat.

**Madam Speaker:** Order. I fail to see that the hon. member is raising a point of order. I believe he is participating in the debate. He can do that at another time, but at this juncture we were listening to the Right Hon. Leader of the Opposition (Mr. Clark). The Right Hon. Leader of the Opposition.

**Mr. Clark:** Thank you very much, Madam Speaker.

**Mr. Kelly:** Madam Speaker—

**An hon. Member:** Sit down!

**Madam Speaker:** Order, please.

**Mr. Kelly:** Madam Speaker—

**Mr. Baker (Nepean-Carleton):** Don't make an ass of yourself. Sit down.

**Madam Speaker:** Order, please. The hon. member was participating in the debate; he was not raising a point of order. I will now recognize again the Right Hon. Leader of the Opposition. If the hon. member at some point wants to raise a point of order, he can do it, but at this particular time I did not feel he was doing that. The Right Hon. Leader of the Opposition.

**Mr. Kelly:** Madam Speaker—

**Madam Speaker:** Order, please. I thought I told the hon. member that I did not feel he had a point of order. He cannot