

Cols 1-4 Serial #  
5-6 CARD #  
11-14 STUDY #  
15-19 Weights

Oct.

TORONTO, CAN  
T

FIELD FINAL - OCTOBER 17, 1993

AC -

Project Registration #416022X0

TELEPHONE POLL - OCTOBER

Gallup Canada, Inc.

Jon Hughes, Analyst/  
SOM

October, 1993

X APPROVED BY CLIENT  
DATE \_\_\_\_\_

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INTERVIEWED BY \_\_\_\_\_

n=1,000

I.D.#:

0 (1-  
6)

\*\*AREA CODE AND TELEPHONE NUMBER: ( ) \_\_\_\_\_

(32 - 41)

\*\*INTERVIEW TIME: -----

(42) (43)

Hello. My name is \_\_\_\_\_ from the Gallup Poll.  
We are doing the National Gallup Poll this evening on  
different public opinion topics. May I please speak with  
the youngest male, 18 years of age or older, who is now  
at home? (If no male, ask:) May I please speak with the  
oldest female, 18 years of age or older, who is now at  
home?

\*\*GENDER: (Do not ask; code only)

615 1 Male 2 Female \_\_\_\_\_ (44)

S1. HOLD

S2. PROVINCE: (Code from call record sheet)

- 600
- 01 Alberta
  - 02 Vancouver
  - 03 Other B.C.
  - 04 Manitoba
  - 05 New Brunswick
  - 06 Newfoundland
  - 07 Nova Scotia
  - 08 Toronto
  - 09 Other Ontario
  - 10 Montreal
  - 11 Other Quebec
  - 12 Saskatchewan
  - 13 P.E.I.

(453) (454)

S2a. HOLD

S2b. PROVINCIAL REGION: (Code from call record sheet)

(45) (46)

S3. CMA CODE: (Code from call record sheet)

(455) (456) (457) (458)

S4. LANGUAGE: (Code language interview conducted in:)

CIS

- 1 English
- 2 French

(449)

1a. If a federal election were held today, which party's candidate do you think you would favor? (Open ended and code)

- 01 Other party (do NOT list) - (Skip to #4a)
  - 02 (DK/Undecided)
  - 03 (Refused)
  - 04 None
  - 05 HOLD
- (Continue)

Ti  
1-3

- 06 Not eligible
  - 07 Liberal Party
  - 08 Progressive Conservatives (P.C./Tories)
  - 09 New Democratic Party (NDP)
  - 10 Reform Party
  - 11 Bloc Quebecois (BQ)
  - 12 National Party
- (Skip to #4a)

2.10

(460) (461)

1b. (If code "02", "03" or "04" in #1a, ask:) Although you may not have made up your mind, which federal party do you tend to lean towards at the present time? (Open ended and code)

4/5/6

- 01 Other (do NOT list) - (Skip to #4a)
  - 02 (DK/Undecided)
  - 03 (Refused)
  - 04 None
  - 05 HOLD
  - 06 HOLD
  - 07 Liberal Party
  - 08 Progressive Conservatives (P.C./Tories)
  - 09 New Democratic Party (NDP)
  - 10 Reform Party
  - 11 Bloc Quebecois (BQ)
  - 12 National Party
- (Skip to #4a)

2.50

(614) (615)

(If code "10" or "11" in S2 AND code "02-04"  
in #1a or #1b as appropriate, Continue;  
Otherwise, Skip to "Note" before #3)

2. For each of the federal parties that I read, please tell me if there is any chance (AC) you will vote for that party or if there is no chance (NC) whatsoever that you will vote for that party. (Read and rotate A-E)

	<u>AC</u>	<u>NC</u>	<u>(DK)</u>	<u>(RF)</u>	
A. Progressive Conservative Party	1	2	3	4	_____ (517)
B. Liberal Party	1	2	3	4	_____ (518)
C. New Democratic Party	1	2	3	4	_____ (519)
D. Bloc Quebecois	1	2	3	4	_____ (520)
E. National Party	1	2	3	4	_____ (521)

(ALL in #2, Skip to #4a)

(If NOT code "10" or "11" in S2 AND code "02-04"  
in #1a or #1b, as appropriate, Continue;  
Otherwise, Skip to #4a)

3. For each of the federal parties that I read, please tell me if there is any chance (AC) you will vote for that party or if there is no chance (NC) whatsoever that you will vote for that party. (Read and rotate A-E)

	<u>AC</u>	<u>NC</u>	<u>(DK)</u>	<u>(RF)</u>	
A. Progressive Conservative Party	1	2	3	4	_____ (522)
B. Liberal Party	1	2	3	4	_____ (523)
C. New Democratic Party	1	2	3	4	_____ (524)
D. Reform Party	1	2	3	4	_____ (525)
E. National Party	1	2	3	4	_____ (526)

7-12

4a. Did you vote in the last federal election on November 21, 1988?

- 1 Yes - (Continue)
  - 2 No
  - 3 Too young
  - 4 (DK)
  - 5 (Refused)
- (Skip to #5)

3 (462)

TA 13

4b. (If code "1 - Yes" in #4a, ask:) Which party did the candidate for whom you voted represent? (Open ended and code)

- 01 Other Party (do NOT list)
- 02 (DK)
- 03 Refused
- 04 None
- 05 HOLD
- 06 HOLD
- 07 Liberal Party
- 08 Progressive Conservative/P.C./Tories
- 09 New Democratic Party/NDP
- 10 Reform Party
- 11 HOLD

3.10

(463) (464)

14-21

5. Regardless of any political feelings you may have, and thinking just of individuals, of the following, which person do you think would make the best Prime Minister for Canada? (Read and rotate 1-6)

- 1 Jean Chrétien
- 2 Kim Campbell
- 3 Audrey McLaughlin
- 4 Preston Manning
- 5 Lucien Bouchard
- 6 Mel Hurtig
- 7 (None of these)
- 8 (DK)
- 9 (Refused)

(527)

TA 22

6. Do you definitely plan to vote or not?

- 1 Yes
- 2 No
- 3 Maybe
- 4 (DK)
- 5 (Refused)

(528)

TA 23

**(ASK EVERYONE:)**

D1. Are you employed outside the home full-time, part-time or not at all?

- 1 Full-time
- 2 Part-time
- 3 Not at all
- 4 (DK)
- 5 (Refused)

603

91 (413)

D2. What was the language you first spoke in childhood and still understand? (Open ended and code)

- 01 Other (do NOT list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD
- 06 English
- 07 French

605

93.10

(415) (416)

D3. Which of these was the last school that you attended?  
(Read 06-10)

- 01 Other (do NOT list)
- 02 (DK)
- 03 (Refused)
- 04 No formal schooling
- 05 HOLD
- 06 Public/Grade school
- 07 Secondary school
- 08 University

(Skip to D5)

607

Post secondary and non-university

- 09 Community college
- 10 C.E.G.E.P

95.10

(419) (420)

D4. Did you graduate from (response in D3)?

- 1 Yes
- 2 No
- 3 (DK/RF)

95.50 (421)

D5. What was your year of birth? (Open ended and code all four digits of year)

- 9999 (DK/Refused)

98.40

(437) (438) (439) (440)

(DEMOGRAPHICS CONTINUED)

614

D6. Please give me the six characters of your postal code.  
(Open ended and code all six digits of postal code)

999999 (DK/Refused)

98.50

(508) (509) (510) (511) (512) (513)

D7. Please tell me your total annual family income from all sources before tax deductions. Is it (read 01-06)?

- 01 Under \$20,000
- 02 \$20,000 to less than \$30,000
- 03 \$30,000 to less than \$40,000
- 04 \$40,000 to less than \$50,000
- 05 \$50,000 to less than \$70,000
- 06 \$70,000 and over

616

99.50

- 07 (DK)
- 08 (Refused)

(447) (448)

(VALIDATE PHONE NUMBER AND THANK RESPONDENT)

INTERVIEWER I.D.#

(241) (242) (243) (244)