

Cols 1-4 SERIAL #
5-6 CARD #
11:13 Study #
15:19 Weights

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TORONTO, CAN
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FIELD FINAL - SEPTEMBER 9, 1993

AC - 352

Project Registration #41602290

TELEPHONE POLL - SEPTEMBER

Gallup Canada, Inc.

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September 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)

(ASK EVERYONE:)

D1. Generally speaking, do you think of yourself as a Liberal, Conservative, New Democrat, Reform, Bloc Quebecois or National Party supporter?

- 1 Liberal Party
- 2 Progressive Conservatives (P.C./Tories)
- 3 New Democratic Party (NDP)
- 4 Reform Party
- 5 Bloc Quebecois (BQ)
- 6 National Party
- 7 (None)
- 8 (DK)
- 9 (Refused)

(507)

D2. 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)

91 (413)

D3. HOLD

D4. What was the language you first spoke in childhood and still understand? (Open ended and code)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD

- 06 English
- 07 French

93.10

(415) (416)

(DEMOGRAPHICS CONTINUED)

D5. HOLD

D6. Which of these was the last school that you attended?
(Read 06-10)

- 01 Other (list)
- 02 (DK)
- 03 (Refused) (Skip to D7)
- 04 No formal schooling
- 05 HOLD
- 06 Public/Grade school
- 07 Secondary school
- 08 University

Post secondary and non-university

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

95.10

(419) (420)

D6a. Did you graduate from (response in D6)?

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

95.50 (421)

D7. What is your occupation? (Open ended and code)

- 01 Other (list)
- 02 HOLD
- 03 (Refused)
- 04 Not employed
- 05 Retired
- 06 Student
- 07 Housewife

96.10

(422) (423)

D8.-

D11. HOLD

D12. Are you, yourself, a member of a labor union, or is your husband/wife a labor union member?

- 1 Yes, myself
- 2 Yes, my spouse
- 3 Yes, both
- 4 No
- 5 (DK)
- 6 (Refused)

98.30 (436)

(DEMOGRAPHICS CONTINUED)

D13. What was your year of birth? (Open ended and code all four digits of year)

9999 (DK/Refused)

98.40

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

D14. 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)

D15. HOLD

D16. 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

99.50

- 07 (DK)
- 08 (Refused)

(447) (448)

(VALIDATE PHONE NUMBER AND THANK RESPONDENT)

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)**

1 Male 2 Female _____(44)

S1. HOLD

S2. PROVINCE: (Code from call record sheet)

- 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:)

- 1 English
- 2 French

_____(449)

S5. HEAD OF HOUSEHOLD: Are you the (male/female) head of the household?

1
Yes

2
No

3
(DK/RF)

_____(412)

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 #2)
 - 02 (DK/Undecided)
 - 03 (Refused)
 - 04 None
 - 05 HOLD
- (Continue)
- 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 #2)

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)

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

2.50

(614) (615)

2. (If code "01" or "07-12" in #1a or #1b, ask:) Right now, how strongly do you feel about your choice - very strongly, fairly strongly, or not strongly at all?

- 1 Very strongly
- 2 Fairly strongly
- 3 Not strongly at all
- 4 (DK)
- 5 (Refused)

(514)

3. (If code "01" or "07-12" in #1a or #1b, ask:) Of the remaining federal parties, which one would be your second choice? (Open ended and code)

- 01 Other (do NOT list)
- 02 (DK)
- 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

(515) (516)

(If code "10" or "11" in S2, Continue;
Otherwise, Skip to #4b)

4a. 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 #4a, Skip to #5a)

4b. (If NOT code "10" or "11" in S2, ask:) 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)

5a. Did you vote in the last federal election on November 21, 1988?

- 1 Yes - (Continue)
- 2 No
- 3 Too young
- 4 (DK) (Skip to #6)
- 5 (Refused)

3 (462)

5b. (If code "1 - Yes" in #5a, 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)

6. 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)

7. HOLD

8a. What do you think is the most important problem facing the country today? (Open ended and code)

- 01 Other (list) - (Continue)
- 02 (DK)
- 03 (Refused) (Skip to #9)
- 04 HOLD
- 05 HOLD

- 06 Constitution
- 07 Crime/Drugs
- 08 Debt/Deficit
- 09 Defence policy
- 10 The Economy (general)
- 11 Education
- 12 Environment/Pollution/Clean air
- 13 Free trade: U.S. Trade Relations (Continue)
- 14 Goods & Services Tax (GST)/High Taxes
- 15 Government/Honesty in Government
- 16 Health care
- 17 Immigration policy
- 18 Inflation/High prices
- 19 Labor Unions/Strikes
- 20 National unity/Inter-provincial relations/Quebec Separation
- 21 Other economic problems
- 22 Treatment of native Canadians
- 23 Unemployment
- 24 World peace/International problems/Prospect of War

(528) (529)

8b. Which federal party do you think can do the best job of handling the problem you have just mentioned? (Open ended and code)

- 01 Other (do NOT list)
- 02 (DK)
- 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

(530) (531)

9. I am going to read a list of possible issues in the federal election campaign. As I read off each issue, please indicate whether it will be very important (VI), somewhat important (SI), somewhat unimportant (SU) or very unimportant (VU) in determining which party you will vote for. (Read and rotate A-H)

	<u>VI</u>	<u>SI</u>	<u>SU</u>	<u>VU</u>	<u>(DK)</u>	<u>(RF)</u>	
A. Crime	1	2	3	4	5	6	_____ (532)
B. The state of the economy	1	2	3	4	5	6	_____ (533)
C. Unemployment	1	2	3	4	5	6	_____ (534)
D. Government deficit and debt	1	2	3	4	5	6	_____ (535)
E. Taxes	1	2	3	4	5	6	_____ (536)
F. Health Care costs	1	2	3	4	5	6	_____ (537)
G. The North American Free Trade Agreement	1	2	3	4	5	6	_____ (538)
H. Honesty and accountability in Government	1	2	3	4	5	6	_____ (539)

10. Regardless of which federal party you support, which one do you think would do the best job of handling the following? (Read and rotate A-H)

- 01 Other (do NOT list)
- 02 (DK)
- 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

A. Crime:

_____ (540) (541)

B. The state of the economy:

_____ (542) (543)

C. Unemployment:

_____ (544) (545)

D. Government deficit and debt:

_____ (546) (547)

E. Taxes:

_____ (548) (549)

F. Health Care costs:

_____ (550) (551)

G. The North American Free Trade Agreement:

_____ (552) (553)

H. Honesty and accountability in Government:

_____ (554) (555)

11. I am going to read off some personal characteristics or qualities. As I read each one, please tell me which of the following party leader it best describes: (read and rotate 1-6). Which one is best described by the statement: (read and rotate A-F)?

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

A. Has a clear program for solving the nation's problems:

_____ (556) (557)

B. Has strong leadership qualities:

_____ (558) (559)

C. Would display good judgement in a crisis:

_____ (560) (561)

D. Honest and trustworthy:

_____ (562) (563)

E. Has the experience it takes to be Prime Minister:

_____ (564) (565)

F. Takes consistent positions on issues:

_____ (566) (567)

(GO TO DEMOGRAPHICS)

INTERVIEWER I.D.#

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