

FIELD FINAL - MAY 6, 1997

AC -	
Project Registration #41602290	<u> X </u> APPROVED BY CLIENT
TELEPHONE POLL - MAY 1997	DATE _____
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Jon Hughes, Analyst/ SOM	INTERVIEWED BY _____
May 1997	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 and marketing issues. 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)
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S1. AREA CODE: (Code from call record sheet)

_____ (450) (451) (452)

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)

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

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

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

- 1 English
- 2 French

_____ (449)

Project Registration #
OMNIBUS MAY
 - ELECTION POLL
 Gallup Canada, Inc.
 Jon Hughes, Analyst/
 SOM
 May, 1997

X APPROVED BY CLIENT
 DATE _____
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 INTERVIEWED BY _____

n=1,000

(SECTION I - ASK EVERYONE)

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

- 01 Other party (do NOT list) - (Skip to #3)
- 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 Québécois (BQ)

(Skip to #3)

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)
- 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 Québécois (BQ)

2.50

(614) (615)

2a-2b. HOLD

3. (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)

(519)

4. 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	_____ (520)
B. Liberal Party	1	2	3	4	_____ (521)
C. New Democratic Party	1	2	3	4	_____ (522)
D. <u>(If code "10" or "11" in S2, ask:)</u> Bloc Quebecois	1	2	3	4	_____ (523)
E. Reform Party	1	2	3	4	_____ (524)

5a. Did you vote in the last federal election on October 25, 1993?

1	Yes - (Continue)	
2	No	
3	Too young	
4	(DK)	(Skip to #6)
5	(Refused)	<u>3</u> (525)

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	Bloc Quebecois	
		3.10
<hr/>		<u>(526)</u> <u>(527)</u>

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 1-5)

1	Jean Chrétien	
2	Jean Charest	
3	Alexa McDonough	
4	Preston Manning	
5	Gilles Duceppe	
6	(None of these)	
8	(DK)	
9	(Refused)	_____ (528)

7a. 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 #8)
- 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

(529) (530)

7b. 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)

(531) (532)

8. 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-J)

	<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	_____ (533)
B. The state of the economy	1	2	3	4	5	6	_____ (534)
C. Unemployment	1	2	3	4	5	6	_____ (535)
D. Government deficit and debt	1	2	3	4	5	6	_____ (536)
E. Taxes	1	2	3	4	5	6	_____ (537)
F. Health Care	1	2	3	4	5	6	_____ (538)
G. National Unity/ Quebec Separation	1	2	3	4	5	6	_____ (539)
H. Honesty and accountability in Government	1	2	3	4	5	6	_____ (540)
I. Child Poverty	1	2	3	4	5	6	_____ (541)
J. The environment	1	2	3	4	5	6	_____ (542)

9. 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-J)

- 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)

A. Crime:	_____	(543)	(544)
B. The state of the economy:	_____	(545)	(546)
C. Unemployment:	_____	(547)	(548)
D. Government deficit and debt:	_____	(549)	(550)
E. Taxes:	_____	(551)	(552)
F. Health Care:	_____	(553)	(554)
G. National Unity/Quebec Separation:	_____	(555)	(556)
H. Honesty and accountability in Government:	_____	(557)	(558)
I. Child Poverty:	_____	(559)	(560)
J. The Environment:	_____	(561)	(562)

10. I am going to read off some personal characteristics or qualities. As I read each one, please tell me which of the following party leaders it best describes: (read and rotate 1-5). Which one is best described by the statement: (read and rotate A-G)?

- 1 Jean Charest
- 2 Jean Chrétien
- 3 Alexa McDonough
- 4 Preston Manning
- 5 Gilles Duceppes

- 6 (None)
- 7 (DK)
- 8 (Refused)

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

_____ (563) (564)

B. Has strong leadership qualities:

_____ (565) (566)

C. Would display good judgement in a crisis:

_____ (567) (568)

D. Honest and trustworthy:

_____ (569) (570)

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

_____ (607) (608)

F. Takes consistent positions on issues:

_____ (609) (610)

G. Has innovative ideas for moving Canada into the 21st Century:

_____ (611) (612)

11. Which, if any of the following federal party leaders do you believe is the most credible defender of Canadian federalism? Would you say it is (read and rotate 01-04)?

- 01 Jean Chretien of the Liberal Party
- 02 Jean Charest of the Progressive Conservative Party
- 03 Alexa McDonough of the New Democratic Party
- 04 Preston Manning of the Reform Party

- 05 (None of these)
- 06 (DK)
- 07 (Refused)

_____ (707) (708)

12. Which, if any, of the provincial premiers do you consider to be the MOST credible defender of Canadian Federalism? (Open ended and code)

- 01 Other (do NOT list)
- 02 (DK)
- 03 (Refused)
- 04 (None of them)
- 05 HOLD

- 06 Patrick Binns (PEI)
- 07 Brian Tobin (NFLD)
- 08 Frank McKenna (New Brunswick)
- 09 John Savage (Nova Scotia)
- 10 Lucien Bouchard (Quebec)
- 11 Mike Harris (Ontario)
- 12 Gary Filmon (Manitoba)
- 13 Roy Romanow (Saskatchewan)
- 14 Ralph Klein (Alberta)
- 15 Glen Clark (British Columbia)

 (709) (710)

13. Other politicians have played a role in Canadian federalism. Of the following individuals, who do you believe is the most credible defender of Canadian federalism? Would you say it is (read and rotate 16-21)?

- 16 Paul Martin
- 17 Brian Mulroney
- 18 Bob Rae
- 19 Stephane Dion
- 20 Daniel Johnson
- 21 Pierre Trudeau

- 22 (None of these)
- 23 (DK)
- 24 (Refused)

 (711) (712)

(If code "05-07" in #11, AND code "01-05" in #12, AND code "22-24" in #13, Skip to #16; Otherwise, Continue)

14a. AUTOCODE: (If ANY code "01-04" in #11, AUTOCODE as code "01" in #14a)

- 01 (Response if code "01-04" in #11):

 (713) (714)

14b. AUTOCODE: (If ANY code "06-15" in #12, AUTOCODE as code "01" in #14b)

- 01 (Response if code "06-15" in #12):

 (715) (716)

14c. AUTOCODE: (If code "16-21" in #13, AUTOCODE as "01" in #14c)

- 01 (Response if code "16-21" in #13):

 (717) (718)

15a. ([If ONLY ONE response in #14a, #14b, AND #14c, AUTOCODE "01-21" in #15a, then Skip to #16])

- 01 Jean Chretien of the Liberal Party
- 02 Jean Charest of the Progressive Conservative Party
- 03 Alexa McDonough of the New Democratic Party
- 04 Preston Manning of the Reform Party
- 05 HOLD
- 06 Patrick Binns (PEI)
- 07 Brian Tobin (NFLD)
- 08 Frank McKenna (New Brunswick)
- 09 John Savage (Nova Scotia)
- 10 Lucien Bouchard (Quebec)
- 11 Mike Harris (Ontario)
- 12 Gary Filmon (Manitoba)
- 13 Roy Romanow (Saskatchewan)
- 14 Ralph Klein (Alberta)
- 15 Glen Clark (British Columbia)
- 16 Paul Martin
- 17 Brian Mulroney
- 18 Bob Rae
- 19 Stephane Dion
- 20 Daniel Johnson
- 21 Pierre Trudeau

(719) (720)

(If MORE THAN ONE response in #14a, #14b,
AND #14c, Continue,
Otherwise, Skip to #16)

15b. You indicated that (responses in #14a, #14b, and #14c, as appropriate) were credible defenders of Canadian federalism, which ONE of these individual BEST REPRESENTS the interests of Canadian federalism?

- 01 Jean Chretien of the Liberal Party
- 02 Jean Charest of the Progressive Conservative Party
- 03 Alexa McDonough of the New Democratic Party
- 04 Preston Manning of the Reform Party
- 05 HOLD
- 06 Patrick Binns (PEI)
- 07 Brian Tobin (NFLD)
- 08 Frank McKenna (New Brunswick)
- 09 John Savage (Nova Scotia)
- 10 Lucien Bouchard (Quebec)
- 11 Mike Harris (Ontario)
- 12 Gary Filmon (Manitoba)
- 13 Roy Romanow (Saskatchewan)
- 14 Ralph Klein (Alberta)
- 15 Glen Clark (British Columbia)
- 16 Paul Martin
- 17 Brian Mulroney
- 18 Bob Rae
- 19 Stephane Dion
- 20 Daniel Johnson
- 21 Pierre Trudeau

- 97 (Neither/None of them)
- 98 (DK)
- 99 (Refused)

(721) (722)

16. On June 1, Canadian Donovan Bailey will ran against American Michael Johnson in a 150 metre race, who do you think will win the race?

- 1 Canadian Donovan Bailey
- 2 American Michael Johnson
- 3 (DK)
- 4 (Refused)

(723)

DEMOGRAPHICS

D1a. Are you employed full-time, part-time or not at all?

- | | | | |
|---|------------|--------------|----------|
| 1 | Full-time | | |
| 2 | Part-time | (Continue) | |
| 3 | Not at all | | |
| 4 | (DK) | (Skip to D2) | |
| 5 | (Refused) | | 91 (413) |

D1b. Is your place of employment at home or outside the home?

- | | | | |
|---|--------------|--|-------------|
| 1 | At home | | |
| 2 | Outside home | | |
| 3 | (DK) | | |
| 4 | (Refused) | | _____ (472) |

D2. What is your marital status? (Open ended and code)

- | | | | |
|---|----------------------------|--|----------|
| 1 | Single | | |
| 2 | Married | | |
| 3 | Widowed/Divorced/Separated | | |
| 4 | Living as married | | |
| 5 | (DK) | | |
| 6 | (Refused) | | 92 (414) |

D3. 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 | | 93.10 |
| 07 | French | | |
| | | | _____ |
| | | | (415) (416) |

D4. What is your religious preference? (Open ended and code)

- | | | | |
|----|----------------|--|-------------|
| 01 | Other (list) | | |
| 02 | (DK) | | |
| 03 | (Refused) | | |
| 04 | None | | |
| 05 | HOLD | | |
| 06 | Protestant | | |
| 07 | Jewish | | |
| 08 | Roman Catholic | | 94.10 |
| | | | _____ |
| | | | (417) (418) |

(DEMOGRAPHICS CONTINUED)

D5a. Which of these was the last school that you attended?
(Read 06-10)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 No formal schooling (Skip to D6)
- 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
<hr/>			(419) (420)

D5b. Did you graduate from (response in D5a)?

1	2	3	
Yes	No	(DK/RF)	95.50 (421)

D6. 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
<hr/>			(422) (423)

D7. How many people, including yourself, are there in this household? (Open ended and code actual number)

01	One - (Skip to D10)		
98	(DK)		
99	(Refused)		98
<hr/>			(430) (431)

D8. How many would be under 10 years? (Open ended and code actual number)

00	None		
98	(DK)		
99	(Refused)		98.10
<hr/>			(432) (433)

D9. How many would be between 10 and 17 years? (Open ended and code actual number)

- 00 None
- 98 (DK)
- 99 (Refused)

98.20

 (434) (435)

D10. Are you yourself, a member of a labour union, or is your husband/wife a labour union member?

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

98.30 (436)

D11. What was your year of birth? (Open ended and code all four digits of year)

- 9999 (DK/Refused)

98.40

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

D12. 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

_____ (150) (151) (152) (153) (154) (155)

D13. Please tell me your total annual family income from all sources before tax deductions. Is it (read 01-10)?

- 01 Under \$10,000
- 02 \$10,000 to less than \$15,000
- 03 \$15,000 to less than \$20,000
- 04 \$20,000 to less than \$30,000
- 05 \$30,000 to less than \$40,000
- 06 \$40,000 to less than \$50,000
- 07 \$50,000 to less than \$60,000
- 08 \$60,000 to less than \$70,000
- 09 \$70,000 to less than \$80,000
- 10 \$80,000 and over

99.50

- 11 (DK)
 - 12 (Refused)
- _____ (447) (448)

(VALIDATE PHONE NUMBER AND THANK RESPONDENT)

INTERVIEWER I.D.#

_____ (170) (171) (172) (173)

OMNI**97126**

Most important problem facing the country today (cols. 529-530)

- 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
- 14 Goods and Service Tax (GST)/High Taxes
- 15 Honesty/Honesty in government
- 16 Health Care
- 17 Immigration Policy
- 18 Inflation/High Prices
- 19 Labour 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
- 25 Lack of leadership
- 26 Poverty
- 27 Break ups of family/Family values
- 28 Foreign aid
- 29 Welfare system
- 30 Social program
- 31 Child abuse

**Most important problem facing the country today (cols. 529-530)
(continued)**

- 32 Policies about seniors
- 33 Foreign ownership
- 34 Hold
- 35 Youth/Kids in trouble
- 36 Abortion
- 37 Firearms/Gun control
- 38 Politicians/Spending/Pensions
- 39 Moral problems
- 40 Hold
- 41 Legal system
- 42 Racism
- 43 Lack of Canadian identify
- 44 Hold
- 45 Overpopulation
- 46 Bureaucracy
- 47 Hold
- 48 A rise of the right wing
- 49 Fear of the future
- 50 Communication
- 51 Prince Edward Island
- 52 Cutbacks
- 53 Religion
- 54 Solidarity/Cooperation
- 55 The way Harris is handling everything
- 56 Apathy
- 57 Hold
- 58 Hold
- 59 Hold
- 60 Selfishness
- 61 Bilingualism