

FIELD FINAL - MAY 26, 1997

AC -
Project Registration # _____
ELECTION POLL (2) - MAY 1997 DATE X APPROVED BY CLIENT
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Jon Hughes, Analyst/ INTERVIEWED BY _____
SOM
May 1997 n=1,500

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)

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 #
 MAY SPECIAL
 - ELECTION POLL
 Gallup Canada, Inc.
 Jon Hughes, Analyst/
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(SECTION I - ASK EVERYONE)

1. How interested are you in the upcoming election? (Read 4-1)

- 4 Very interested
- 3 Somewhat interested
- 2 Not very interested
- 1 Not at all interested

5 (DK)
 6 (Refused)

_____ (550)

2. Of the following news sources, which one do you use most often for information on the federal election campaign? (Read 1-5)

- 1 Newspapers
- 2 News magazines
- 3 Television
- 4 Radio
- 5 Internet
- 6 Other (do NOT list)
- 7 (None of the above)
- 8 (All of the above)
- 9 (DK)
- 0 (Refused)

_____ (551)

3a. If a federal election were held today, which party's candidate do you think you would favour? (Open ended and code)

- 01 Other party (List) - (Skip to #4)
- 02 (DK/Undecided)
- 03 (Refused)
- 04 None (Continue)
- 05 HOLD

06 Not eligible - (Skip to #5a)

- 07 Liberal Party
- 08 Progressive Conservatives (P.C./Tories)
- 09 New Democratic Party (NDP)
- 10 Reform Party
- 11 Bloc Québécois (BQ)

(Skip to #4)

2.10

 (460) (461)

3b. (If code "02", "03" or "04" in #3a, 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 (List)
- 02 (DK/Undecided)
- 03 (Refused) (Skip to #5a)
- 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)

(If code "02-04" in #3b, Skip to #5a;
 Otherwise, Continue)

4. What is the main reason you intend to vote for (response in #3a or #3b, as appropriate)? (Open ended)

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

~~(552)~~ ~~(553)~~ 560:562

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)

3 (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

(526) (527)

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)

7. Tell me if you strongly agree (SA), somewhat agree (SWA), somewhat disagree (SWD), or strongly disagree (SD) with the following statements: (read and rotate A-B).

SA SWA SWD SD (DK) (RF)

A. People like me should be more directly involved in the decisions the federal government makes 1 2 3 4 5 6 ____ (554)

B. The federal government should intervene directly to stimulate the economy and create jobs 1 2 3 4 5 6 ____ (555)

DEMOGRAPHICS

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

- 1 Full-time
- 2 Part-time
- 3 Not at all

- 4 (DK)
- 5 (Refused)

21 (413)

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)

22 (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
- 07 French

93.10

 (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 |
| | | <u>(419) (420)</u> |

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

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

D6. What was your year of birth? (Open ended and code all four digits of year)

| | | | | | |
|------|--------------|--------------------------------|-------|--|--|
| 9999 | (DK/Refused) | | | | |
| | | | 98.40 | | |
| | | <u>(437) (438) (439) (440)</u> | | | |

D7. 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 | | | |
| | | <u>(150) (151) (152) (153) (154) (155)</u> | | | | |

D8. 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 | |
| 11 | (DK) | 99.50 |
| 12 | (Refused) | <u>(447) (448)</u> |

(VALIDATE PHONE NUMBER AND THANK RESPONDENT)

| | | | | |
|-------------------|--------------|--------------|--------------|--------------|
| INTERVIEWER I.D.# | | | | |
| | <u>(170)</u> | <u>(171)</u> | <u>(172)</u> | <u>(173)</u> |

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POLL GALLUP**(97141)**

Question 4**560 - 562**

- 6 The representative
- 7 Party that best represents Quebecers at the Federal *Level*
- 8 Like Jean Chrétien as a political person
- 9 Is the most convincing/Better ideas/Best choice
- 10 This party has decreased the deficit/Performance
- 11 Region candidate was born in our village
- 12 Answers my desire/Relation Quebec/Canada
- 13 Has confidence in the candidate/Like the candidate
- 14 Because of the party leader Jean Charest
- 15 Because of the leadership
- 16 Like what the party achieved, its program
- 17 Based on the debate Jean Charest is our man
- 18 It represents myself
- 19 Its a habit/Tradition/Parents influence
- 20 Do not like the other parties
- 21 Jean Charest looks less like a liar
- 22 To keep national unity/Against separation
- 23 I am a separatist/Sovereignty
- 24 The chief is young
- 25 As a Federalist I want new energy in the Government
- 26 Better chances of winning my election
- 27 Less vain promises than other parties
- 28 Only decent party/Better party/Like their platforms
- 29 Only party represented in all provinces
- 30 Our current MP has done a good job
- 31 To get rid of the conservative

**Question 4
(continued)**

- 32 Government system needs to be modernized
- 33 The candidate that I know the best/Only party that I know about
- 34 Need a chance to be in power
- 35 Better ideas overall/Different outlook
- 36 Everyone else votes Liberal
- 37 Protect the health care/Best health care/Social issues
- 38 Fair proposition
- 39 Not impressed with Liberals/Fed up/Not satisfied
- 40 Lack of confidence in the other programs
- 41 It is time for a change/Express a need for change
- 42 From what I heard on TV it sounds good
- 43 Helpful for the native people
- 44 I don't want two medicare systems
- 45 Because of their financial policy/Policies in general
- 46 I appreciate how they handle the campaign
- 47 Stability/Changing parties over and over is detrimental
- 48 Ralph Klein is a friend of a relative/Good job
- 49 Because he is a member of Christ
- 50 He is good/Best deputy
- 51 Do not like what the Bloc, Liberals, Reform and Conservatives have done
- 52 More for the middle-people
- 53 The only viable alternative/Best deal
- 54 Better chance of forming majority
- 55 Against the Bloc
- 71 & 56 The debate
- 57 Against the Liberals/Liberal party
- 58 Doing well for the west
- 59 The best of the worst/Best of the bunch
- 60 We need opposition/Good opposition
- 61 Alternatives are too far on the right
- 62 They keep the other politicians in line

**Question 4
(continued)**

- 63 Because of my religion
- 64 Crack down on criminals/Stand on justice/Gun law
- 65 Did a good job provincially
- 66 Like the deal with Québec
- 67 Need longer period to see what they can do
- 68 Chrétien has been lying
- 69 All the others have lied/Do not trust others
- 70 Best balanced
- NA → 71 Impress by debate on TV
- 72 For labour/Jobs/Better propositions
- 73 For its orientation/Provincial policies/Economic management
- 74 Do not believe anymore in Canada
- 75 I don't want to see the PCs in the Federal Level/Don't like PC
- 76 I prefer the NPD policies
- 77 They tax the rich/Will cut taxes
- 78 To get rid of Rock
- 79 More down to earth
- 80 More truthful/Honest/Moral objective
- 81 Do not like Chrétien
- 82 Bill C68
- 83 First language, English
- 84 The PC is still in tag with Mulroney time
- 85 Their experience/Their expertise to run country
- 86 Reputation of the Manning family
- 87 Alternative to liberal and PC/Fed up of
- 88 No changes from other parties
- 89 I hate the federal
- 90 The way the candidate talks, he communicates
- 91 History/Political history
- 92 Not experienced enough
- 93 Recognition of the party

**Question 4
(continued)**

- 94 A woman would do better
- 95 No respect with each other
- 100 Only left wing party
- 101 Reform party is going to help Ontario
- 102 Voting NPD is a wasted vote
- 103 Against politician pension
- 104 I am a Liberal politician
- 105 Need to get out of the east
- 106 I don't want to loose my tongue
- 107 I like Harris
- 108 Give a chance to the young
- 109 Aware of local issues

POLL GALLUP**(97141)**

Question 3B**614 - 615**

- 12 Whatever independent party
- 13 Communist party
- 14 Heritage party
- 15 Green party
- 16 Natural law