

TORONTO, CAN  
T

(var label)

AC -  
 Project Registration # \_\_\_\_\_  
**OMNIBUS & GALLUP POLL**  X  APPROVED BY CLIENT  
**SCREENER SECTION** DATE \_\_\_\_\_  
 Gallup Canada, Inc. Copyright, Gallup Canada, Inc.  
 SOM INTERVIEWED BY \_\_\_\_\_  
 January-December, 2000 n=1,000

I.D.#: \_\_\_\_\_ 0 (1-6)

\*\*AREA CODE AND TELEPHONE NUMBER: ( ) \_\_\_\_\_ (32 - 41)

\*\*INTERVIEW TIME: ----- (42) (43)

Hello. My name is \_\_\_\_\_ with The Gallup Organization, the company that conducts the Gallup Poll. We are doing the National Gallup Poll this evening on different public opinion topics.

~~S1.~~ AREA CODE: (Code from call record sheet)

\_\_\_\_\_  
 (450) (451) (452)

(prov)

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)



**SCREENER SECTIONS IS FOLLOWED BY:  
SECTION I - THE GALLUP POLL SECTION,  
THEN THE DEMOGRAPHICS**

**DEMOGRAPHICS**

*(employ)*

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)

*(plwork)*

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

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

\_\_\_\_\_ (472)

*(marstat)*

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)

*(mtongue)*

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)

*(religion)*

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)

(educ)

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)

(grad)

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

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

(occup)

D6. What is your occupation? (Open ended and code)

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

			96.10
			<hr/>
		(422)	(423)

(hhhd)

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)

(hhhd10)

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)

(hhhd1017)

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

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

			98.20
			<hr/>
		(434)	(435)

(Union)

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)

(yr birth)

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)

X 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)

(income)

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)

X D14. How many different RESIDENTIAL phone lines; that is non-business lines, do you have in your household? We need the number of non-business phone lines, NOT the actual number of telephones. (Open ended and code actual number of residential lines)

- 97 97+
- 98 (DK)
- 99 (Refused)

(469) (470)

(VALIDATE PHONE NUMBER AND THANK RESPONDENT)

INTERVIEWER I.D.#

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

Project Registration #  
**OMNIBUS JANUARY '00**  
 - POLL  
 Gallup Canada, Inc.  
 Josephine Mazzuca, Analyst/  
 SOM  
 January, 2000

X  APPROVED BY CLIENT  
 DATE \_\_\_\_\_  
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 INTERVIEWED BY \_\_\_\_\_  
 n=1,000

(SECTION I - ASK EVERYONE)

*Other party*

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)

*Lean*

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. Do you approve or disapprove of the way Jean Chrétien is handling his job as Prime Minister?

- 1 Approve
- 2 Disapprove
- 3 (DK)
- 4 (Refused)

(570)

4a. 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 #5)
- 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

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(520) (521)

4b. 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 Québécois (BQ)

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(522) (523)



5. Thinking now about the different ways people keep informed about the news, which of the following news sources do you use? How about (read and rotate A-H)?

Yes No (DK) (RF)

- A. Nightly network television news shows, such as The National or CTV News 1 2 3 4 \_\_\_\_\_ (524)
- B. Nightly local television news shows 1 2 3 4 \_\_\_\_\_ (525)
- C. Television news magazine shows, such as W5 or 60 Minutes 1 2 3 4 \_\_\_\_\_ (526)
- D. Daily newspapers 1 2 3 4 \_\_\_\_\_ (527)
- E. Radio news programs 1 2 3 4 \_\_\_\_\_ (528)
- F. Weekly news magazines, such as Maclean's or Time 1 2 3 4 \_\_\_\_\_ (529)
- G. Specialty news television channels, such as CBC Newsworld or CNN 1 2 3 4 \_\_\_\_\_ (530)
- H. Through the Internet 1 2 3 4 \_\_\_\_\_ (531)

6a. Which of the following descriptions most accurately reflects your relationship with your current spouse or partner? Would you say it is (read 1-5)?

- 1 Steaming hot
- 2 Warm and cosy
- 3 Lukewarm
- 4 A little chilly
- 5 Ice cold
- 6 (Not currently involved in a relationship)
- 7 (DK)
- 8 (Refused) \_\_\_\_\_ (532)

6b. For St. Valentine's Day, do you intend to do any of the following for your spouse or partner - buy chocolates, buy flowers, buy a card?

- 01 Buy chocolates
- 02 Buy flowers
- 03 Buy a card
- 04 (All of the above)
- 05 (None of the above)
- 06 Other (do NOT list)
- 07 (DK)
- 08 (Refused) (533-534)

**OMNI**

**00028**

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**Most important problem facing the country today (cols. 520-521)**

- 06 Constitution
- 07 Crime/Drugs/Violence
- 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 Government/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/Jobs/Job security
- 24 World Peace/International Problems/Prospect of War
- 25 Lack of leadership
- 26 Poverty/Homeless people
- 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. 520-521)  
(continued)**

- ✓32 Policies about seniors
- 33 Foreign ownership
- \*34 Foolish laws
- ✓35 Youth/Kids in trouble
- ✓36 Abortion
- 37 Firearms/Gun control
- ✓38 Politicians/Spending/Pensions
- ✓39 Moral problems/Values
- \*40 Hospitals
- ✓41 Legal system
- ✓42 Racism
- 43 Lack of Canadian identify
- \*44 Lack of support for the art/Creativity
- ✓45 Overpopulation
- 46 Bureaucracy
- ✓47 Government ask more of the poor than of the rich
- 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 Technology
- \*58 Indecision from the Liberal Party
- 59 NDP Government
- ✓60 Selfishness
- 61 Bilingualism

**Most important problem facing the country today (cois. 520-521)  
(continued)**

- 62 Ice storm/OK Gallup 26-01-98
- ~~63~~ Lack of love
- ~~64~~ Hunger
- ~~65~~ The media
- ~~66~~ The value of Canadian dollar
- ~~67~~ Internationalization
- 68 Political transparency
- 69 Privatization
- 70 Year 2000 bug
- 71 Death Penalty
- 72 Employment of unskilled personnel
- ~~73~~ Language
- ~~74~~ Disappearance of the middle class/Differences between social classes
- ~~75~~ Farm crisis
- ~~76~~ Government spending out of control
- 77 Suicide
- ~~78~~ Distribution of budget supplement
- 79 Cultural content of magazines
- 80 Corporate agenda runs the world
- ~~81~~ Democracy
- 82 Pollution (same as 12)
- 83 Human rights
- 84 Religion
- ~~85~~ Jean Chrétien
- ~~86~~ The brain drain
- ~~87~~ Transfers to the provinces
- ~~88~~ Lack of political opposition by national party/Too many regional parties in  
Ottawa
- ~~89~~ Birth rate
- ~~90~~ Professional sports

**Most important problem facing the country today (cols. 520-521)  
(continued)**

- 91 Highway condition
- 92 Climate/Winter
- 93 Lack of support for entrepreneurship