

SERIAL # 1-4  
CARD # 5-6  
ASSIGN # 7-8  
JOB+WK # 11-14  
WEIGHTS 15-19

# 206-1

CAN, 11881  
T881

FIELD FINAL - 1992

AC Toronto  
Project Registration #21680600  
TELEPHONE OMNIBUS

X  APPROVED BY CLIENT

DATE \_\_\_\_\_

Copyright, Gallup Canada, Inc.

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

Gallup Canada, Inc.  
Susan Sluyter, Specwriter  
June, 1992

n=1000

I.D.#:

0  (1-  
6)

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

(32 - 41)

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

(42) (43)

D1. HEAD OF HOUSEHOLD: Are you the (male/female) head of the household?

1  
Yes

2  
No

3  
(DK)

4  
(RF)

312   
\_\_\_\_\_ ( )

(ASK EVERYONE:)

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)

313   
\_\_\_\_\_ ( )

D3. 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)

314   
\_\_\_\_\_ ( )

(DEMOGRAPHICS CONTINUED)

Carleton University  
Library

DATA CENTRE

D4. What was the language you first spoke in childhood and still understand?

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD
  
- 06 English
- 07 French

315 316

( ) ( )

D5. 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

317 318

( ) ( )

D6. 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 D7)
- 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

319 320

( ) ( )

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

- |     |    |      |      |  |
|-----|----|------|------|--|
| 1   | 2  | 3    | 4    |  |
| Yes | No | (DK) | (RF) |  |

321  
\_\_\_\_\_( )

(DEMOGRAPHICS CONTINUED)

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

- 01 Other (list)
- 02 HOLD
- 03 (Refused)
- 04 Not employed
- 05 Retired (Skip to "Note" before D8)
- 06 Student
- 07 Housewife

322 323

( ) ( )

D7a. What type of company do you work for? (Open ended)

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

324 325

( ) ( )

(If code "1" in D1,  
Skip to D9;  
Otherwise, Continue)

D8. What is the occupation of the head of the family? (Open ended and code)

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

326 327

( ) ( )

D8a. What type of company does the head of the family work for? (Open ended)

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

328 329

( ) ( )

(DEMOGRAPHICS CONTINUED)

D9. How many people, including yourself, are there in this household? (Open ended and code actual number)

01	(Skip to D12)		
98	(DK)		
99	(Refused)	330	331
		<hr/>	<hr/>
		( )	( )

D10. How many would be under 10 years? (Open ended and code actual number)

00	None		
98	(DK)		
99	(Refused)	332	333
		<hr/>	<hr/>
		( )	( )

D11. How many would be between 10 and 17 years? (Open ended and code actual number)

00	None		
98	(DK)		
99	(Refused)	334	335
		<hr/>	<hr/>
		( )	( )

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)	336	
6	(Refused)		( )

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

9999	(DK/RF)	337	338	339	340
		<hr/>	<hr/>	<hr/>	<hr/>
		( )	( )	( )	( )

D14. Please give me the first three characters of your postal code? (Open ended and code actual)

999	(DK/RF)			
		341	342	343
		<hr/>	<hr/>	<hr/>
		( )	( )	( )

D15. What is your city or town name? (Open ended)

- 001 Other (list)
- 002 (DK)
- 003 (Refused)
- 004 HOLD
- 005 HOLD

344    345    346

---

( ) ( ) ( )

D16. Would you 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 (Refused)
- 12 (DK)

347    348

---

( ) ( )

D17. (Code language interview conducted in)

- 1 English
- 2 French

349

---

( )

(VALIDATE PHONE NUMBER AND THANK RESPONDENT)

---

Hello. My name is \_\_\_\_\_ from the Gallup Poll. We're doing the National Gallup Poll this evening on different topics concerning both national public opinion and marketing issues. I'd like to interview the youngest (male/female) who is 18 years of age or older, and who is at home right now. Would that be yourself?

---

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

- 1 Male
- 2 Female

250    ( )

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

251    252    253

---

( ) ( )

S2. PROVINCE: (Code from call record sheet)

- 01 Newfoundland
- 02 P.E.I.
- 03 Nova Scotia
- 04 New Brunswick
- 05 Quebec
- 06 Ontario
- 07 Manitoba
- 08 Saskatchewan
- 09 Alberta
- 10 B.C.

also on card 1 cols 7-8

254 255  
( ) ( )

S2a. PROVINCIAL REGION: (Code from call record sheet)

260 261  
( ) ( )

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

256 257 258 259  
( ) ( ) ( ) ( )

(SECTION I - ASK EVERYONE)

1a. Do you favor or oppose permanently moving Canada Day to a Monday, so that it will always be part of a long holiday weekend?

- 1 Favor
- 2 Oppose
- 3 (DK)
- 4 (Refused)

335  
\_\_\_\_ ( )

1b. This year, do you plan on doing anything special to celebrate Canada Day, or not?

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

336  
\_\_\_\_ ( )

2a. If a federal election were held today, which party's candidate do you think you would favor? (Open ended and code)

- 01 Other party (write in) (Skip to #3a)
- 02 Undecided
- 03 Refused (Continue to #2b)
- 04 None
- 05 HOLD
- 06 Not eligible
- 07 Liberal
- 08 Progressive Conservatives/  
P.C./Tories (Skip to #3a)
- 09 New Democratic Party/NDP
- 10 Reform Party (Skip to #2c)
- 11 Bloc Quebecois/BQ (Skip to #2d)

308 309  
\_\_\_\_\_  
( ) ( )

2b. (If code "02", "03" or "04" in #2a, ask:) Although you may not have made up your mind, which party do you tend to lean towards at the present time? (Open ended and code)

- 01 Other (Do not list)
- 02 Undecided
- 03 Refused
- 04 None
- 05 HOLD (Skip to #3a)
- 06 HOLD
  
- 07 Liberal
- 08 Progressive Conservatives/P.C./Tories
- 09 NDP\New Democratic Party
  
- 10 Reform Party (Skip to #2c)
- 11 Bloc Quebecois/BQ (Skip to #2d)

310 311

( ) ( )

2c. (If code "10" at either #2a or #2b, ask:) If the Reform Party does not run candidates in the next federal election, which party's candidate do you think you would favor? (Open ended and code)

- 01 Other (Do not list)
- 02 Undecided
- 03 Refused
- 04 None
- 05 HOLD
- 06 HOLD
  
- 07 Liberal
- 08 Progressive Conservatives/P.C./Tories
- 09 NDP\New Democratic Party
- 10 HOLD
- 11 HOLD

331 332

( ) ( )

2d. (If code "11" at either #2a or #2b, ask:) If the Bloc Quebecois does not run candidates in the next federal election, which party's candidate do you think you would favor? (Open ended and code)

- 01 Other (Do not list)
- 02 Undecided
- 03 Refused
- 04 None
- 05 HOLD
- 06 HOLD
  
- 07 Liberal
- 08 Progressive Conservatives/P.C./Tories
- 09 NDP\New Democratic Party
- 10 HOLD
- 11 HOLD

333 334

( ) ( )

3a. Did you vote in the last federal election on November 21, 1988?

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

312  
\_\_\_\_\_ ( )

3b. (If "Yes" in #3a, ask:) Which party did the candidate for whom you voted represent? (Open ended and code)

- 01 Other Party (Write in)
- 02 (DK)
- 03 Refused
- 04 None
- 05 HOLD
- 06 HOLD
  
- 07 Liberal
- 08 Progressive Conservative/P.C./Tories
- 09 N.D.P./New Democratic Party
- 10 Reform Party
- 11 HOLD

313 314  
\_\_\_\_\_  
( ) ( )

4. To reduce economic difficulties, which of the following proposals should be adopted concerning Air Canada and Canadian Airlines International? Should these airlines merge and form one airline, or should each enter into a marketing alliance with an airline company in the United States without giving up control of ownership?

- 1 Should merge and form one airline
- 2 Should enter into a marketing alliance with an airline company in the U.S.
- 3 (DK)
- 4 (Refused)

315  
\_\_\_\_\_ ( )

5a. Which of these things would you like to see done about the Canadian Senate - continue the present system under which the government appoints Senators, elect Senators as we elect Members of Parliament, or do away with the Senate altogether?

- 1 Continue the present system
- 2 Elect Senators
- 3 Do away with the Senate altogether
- 4 (DK)
- 5 (Refused)

316  
\_\_\_\_\_ ( )

5b. Do you favor or oppose having a so-called "Triple E Senate" in Canada? "Triple E" stands for elected, effective and equal.

- 1 Favor
- 2 Oppose
- 3 (DK)
- 4 (Refused)

317  
\_\_\_\_\_ ( )



5c. As you may know, at present the senate is legally in a position to turn back legislation passed by the House of Commons. Should they or should they not continue to have this power?

- 1 Yes, continue
- 2 No, should not
- 3 (DK)
- 4 (Refused)

318  
\_\_\_\_( )

5d. Do you favor changing the Canadian Senate so that each province has an equal number of Senators, or do you think that the provinces with larger populations should have more seats in the Senate?

- 1 Equal number of Senators
- 2 Larger populations, more Senators
- 3 (DK)
- 4 (Refused)

319  
\_\_\_\_( )

6. In your opinion, should retail outlets in this area be allowed to sell goods or services on Sunday or not?

- 1 Yes, should
- 2 Yes, should under special circumstances
- 3 No, should not
- 4 (DK)
- 5 (Refused)

320  
\_\_\_\_( )

7. Are you in favor of, or opposed to replacing the present constitutional system with two separate countries, Quebec and the rest of Canada, which would be associated in an economic union?

- 1 Favor
- 2 Opposed
- 3 (DK)
- 4 (Refused)

321  
\_\_\_\_( )

8. Just suppose for a minute that Canadians were allowed to vote in a U.S. presidential election. If the U.S. election were held today, would you cast your vote for Republican George Bush, Democrat Bill Clinton or Independent Ross Perot (Per-row)?

- 1 George Bush
- 2 Bill Clinton
- 3 Ross Perot
- 4 (DK)
- 5 (Refused)

322  
\_\_\_\_( )

9. Do you believe that the Reform Party is just a party of protest, or do you believe that it is a serious contender to win the next federal election?

- 1 Just a party of protest  
 2 A serious contender  
 3 (DK)  
 4 (Refused)

323  
 \_\_\_\_\_ ( )

10a. Do you support the goals of the feminist movement or not?

- 1 Yes                      2 No                      3 (DK)                      4 (RF)

324  
 \_\_\_\_\_ ( )

10b. Do you think the women's movement in Canada reflects the views of most women in the country, or not?

- 1 Yes                      2 No                      3 (DK)                      4 (RF)

325  
 \_\_\_\_\_ ( )

11. If the federal Progressive Conservative Party had Joe Clark as its leader, which party's candidate do you think you would favor? (Open ended and code)

01 Other (Do not list)  
 02 Undecided  
 03 Refused  
 04 None  
 05 HOLD  
 06 HOLD  
 07 Liberal  
 08 Progressive Conservatives/P.C./Tories  
 09 NDP\New Democratic Party  
 10 Reform Party  
 11 Bloc Quebecois/BQ

326 327

         

- 12a. Do you approve or disapprove of including Canada's native people in the Constitution as a "distinct society" within Canada?

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

328

     ( )

- 12b. Do you favor or oppose native "self-government", that is, granting Canadian natives governing status similar to the federal and provincial governments?

1 Favor  
 2 Oppose  
 3 (DK)  
 4 (Refused)

329

     ( )

- 12c. Do you favor or oppose native Canadians having voting status at future First Ministers Conferences of the Prime Minister and provincial Premiers?

1 Favor  
 2 Oppose  
 3 (DK)  
 4 (Refused)

330

     ( )