

Serial # 1:4
CARD # 5:6
JOB # 11:13
Weights 15:19

Aug

TORONTO, CAN15747
T747

FIELD FINAL - AUGUST 3, 1993

AC - 419

Project Registration #41601080
TELEPHONE OMNIBUS - WAVE I

X APPROVED BY CLIENT
DATE _____

Gallup Canada, Inc.
Jane Wood, Specwriter
August, 1993

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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)

D1. HOLD

(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)

91 (413)

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)

92 (414)

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. 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)

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

95.10

(419) (420)

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

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

95.50 (421)

(DEMOGRAPHICS CONTINUED)

- 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
- 08 Professional/Technical
 09 Business Executives/self Employed
 10 SALES WORKERS
 11 CLERICAL WORKERS
 12 SKILLED LABOUR WORKER
 13 UNSKILLED LABOUR/SERVICE WORKER.
- PROFESS/TECH
BUSIN Exec/Self emp
- (Skip to "Note" before D8)

96.10

(422) (423)

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

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

96.50

(424) (425)

(If code "1" in S5,
Skip to D9;
Otherwise, Continue)

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

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

+ D7 Addition.
08 to 13

(Skip to D9)

97.10

(426) (427)

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

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

97.50

(428) (429)

D9. How many people, including yourself, are there in this household? (Open ended <u>and code actual number</u>)					
01	One - (Skip to D12)				
98	(DK)				
99	(Refused)				
				98	
				<u>(430)</u>	<u>(431)</u>
<hr/>					
D10. How many would be under 10 years? (Open ended <u>and code actual number</u>)					
00	None				
98	(DK)				
99	(Refused)				
				98.10	
				<u>(432)</u>	<u>(433)</u>
<hr/>					
D11. How many would be between 10 and 17 years? (Open ended <u>and code actual number</u>)					
00	None				
98	(DK)				
99	(Refused)				
				98.20	
				<u>(434)</u>	<u>(435)</u>
<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)				
6	(Refused)				
				<u>98.30</u>	<u>(436)</u>
<hr/>					
D13. What was your year of birth? (Open ended <u>and code all four digits of year</u>)					
9999	(DK/Refused)				
				98.40	
				<u>(437)</u>	<u>(438)</u>
				<u>(439)</u>	<u>(440)</u>
<hr/>					
D14. Please give me the six characters of your postal code. (Open ended <u>and code all six digits of postal code</u>)					
999999	(DK/Refused)				
				98.50	
				<u>(932)</u>	<u>(933)</u>
				<u>(934)</u>	<u>(935)</u>
				<u>(936)</u>	<u>(937)</u>
<hr/>					

(DEMOGRAPHICS CONTINUED)

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

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

99.10

(444) (445) (446)

D16. 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)

Hello. My name is _____ from the Gallup Poll. We are doing the National Gallup Poll this evening on different topics concerning both national public opinion and marketing issues. I would 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 _____(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. TELEPHONE COMPANY: (Auto code from S2; Code "1" in S2 = Code "1" in S2a, etc.)

- 01 AGT
- 02 BC Tel
- 03 BC Tel
- 04 MTS
- 05 NB Tel
- 06 Newfoundland Tel
- 07 Maritime Tel & Tel
- 08 Bell
- 09 Bell
- 10 Bell
- 11 Bell
- 12 SaskTel
- 13 Island Tel

(453) (454)

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)

Project Registration #416007

POLL (OMNI)

Jon Hughes, Analyst

(SECTION I - ASK EVERYONE)

- 1a. In general, how would you rate the overall quality of manufactured goods produced in Canada? Would you say they are typically excellent, very good, good, fair or poor?

- 1 Excellent
2 Very good
3 Good
4 Fair
5 Poor
6 (DK)
7 (Refused)

_____ (465)

- 1b. What about manufactured goods produced in (read and rotate A-K)? (Repeat scale, if necessary) E=Excellent; VG=Very good; G=Good; F=Fair; P=Poor

		<u>E</u>	<u>VG</u>	<u>G</u>	<u>F</u>	<u>P</u>	<u>(DK)</u>	<u>(RF)</u>	
A.	Japan	1	2	3	4	5	6	7	_____ (630)
B.	Italy	1	2	3	4	5	6	7	_____ (631)
C.	China	1	2	3	4	5	6	7	_____ (632)
D.	Germany	1	2	3	4	5	6	7	_____ (633)
E.	France	1	2	3	4	5	6	7	_____ (634)
F.	Taiwan	1	2	3	4	5	6	7	_____ (635)
G.	Mexico	1	2	3	4	5	6	7	_____ (636)
H.	The United States	1	2	3	4	5	6	7	_____ (637)
I.	Spain	1	2	3	4	5	6	7	_____ (638)
J.	Britain	1	2	3	4	5	6	7	_____ (639)
K.	Russia	1	2	3	4	5	6	7	_____ (640)

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 (list) - (Skip to #3a)

02 (DK/Undecided)

03 (Refused)

04 None

05 HOLD

(Continue)

06 Not eligible

07 Liberal

08 Progressive Conservatives/
P.C./Tories

09 New Democratic Party/NDP

10 Reform Party

11 Bloc Quebecois/BQ

(Skip to #3a)

2.10

(460) (461)

2b. (If code "02", "03" or "04" in #2a, 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

08 Progressive Conservatives/P.C./Tories

09 New Democratic Party/NDP

10 Reform Party

11 Bloc Quebecois/BQ

2.50

(614) (615)

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

1 Yes - (Continue)

2 No

3 Too young

4 (DK)

5 (Refused)

(Skip to #4a)

3 (462)

3b. (If code "1 - Yes" in #3a, ask:) Which party did the candidate for whom you voted represent? (Open ended and code)

- 01 Other Party (list)
- 02 (DK)
- 03 Refused
- 04 None
- 05 HOLD

- 06 HOLD
- 07 Liberal
- 08 Progressive Conservative/P.C./Tories
- 09 New Democratic Party/NDP
- 10 Reform Party
- 11 HOLD

3.10

(463) (464)

4a. Now turning to football, all things considered, do you prefer the Canadian Football League (CFL), or the National Football League (NFL) in the United States?

- 1 Canadian Football League (CFL)
- 2 National Football League (NFL)
- 3 (No preference)
- 4 (Neither/Don't like football)
- 5 (DK)
- 6 (Refused)

_____ (641)

4b. Do you favor or oppose the Canadian Football League expanding to include teams in the United States?

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

_____ (642)

5. 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 Kim Campbell
- 3 Audrey McLaughlin
- 4 Preston Manning
- 5 Lucien Bouchard

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

_____ ⁶⁰⁷

6. Do you believe the Goods and Services Tax is a necessary source of revenue for the federal government, or do you think the federal government should abolish the GST?

- 1 Necessary source of revenue
- 2 Should abolish the GST
- 3 (DK)
- 4 (Refused)

_____ (643)

- 7a. Is it your impression that Canada or the United States has a better system of health care?
- 1 Canada has a better system
 - 2 The United States has a better system
 - 3 Equal
 - 4 (DK)
 - 5 (Refused)
- _____ (644)
- 7b. Overall, how would you rate the quality of health care available to residents of your community? Would you rate it (read 1-4)?
- 1 Excellent
 - 2 Good
 - 3 Fair
 - 4 Poor
 - 5 (DK)
 - 6 (Refused)
- _____ (645)
- 7c. Considering the quality and efficiency of services delivered, in general, do you think the costs Canadians pay for health care and prescription drugs through direct fees, insurance premiums and taxes is very high, high, about right, low or very low?
- 1 Very high
 - 2 High
 - 3 About right
 - 4 Low
 - 5 Very low
 - 6 (DK)
 - 7 (Refused)
- _____ (646)
8. Do you favor or oppose the Free Trade Agreement with the United States?
- 1 Favor
 - 2 Oppose
 - 3 (Neither favor nor oppose)
 - 4 (DK)
 - 5 (Refused)
- _____ (647)
- 9a. Do you think your present job is safe, or do you think there is a chance you may become unemployed?
- 1 Job is safe
 - 2 May become unemployed
 - 3 (Do not work) - (Skip to #10)
 - 4 (DK)
 - 5 (Refused)
- _____ 608
- 9b. If you became unemployed, do you think you would be able to find a new job fairly quickly, or do you think it might take longer?
- 1 Fairly quickly
 - 2 Might take longer
 - 3 (DK)
 - 4 (Refused)
- _____ 609

10. Are you in favor of or opposed to a free trade agreement among Canada, the United States and Mexico?

- 1 Favor
- 2 Oppose
- 3 (Neither favor nor oppose)
- 4 (DK)
- 5 (Refused)

_____ (648)

11a. Do you believe that federal government spending on poorer regions in Canada should increase, remain the same, decrease or be eliminated?

- 1 Increase
- 2 Remain the same
- 3 Decrease
- 4 Be eliminated
- 5 (DK/Refused)

_____ (649)

11b. Do you believe it is fair that unemployed Canadians who have moved to (response in S2) are given the same opportunity for job openings as are unemployed people born in (response in S2)?

- 1 Is fair
- 2 Is not fair
- 3 (DK/Refused)

_____ (650)

11c. Do you believe that the federal government should give financial assistance to unemployed people in Canada's poorer regions who wish to stay in their home area, or encourage them to move to a more prosperous region, or not become involved in such matters?

- 1 Give assistance to unemployed people who stay in home area
- 2 Encourage to move to more prosperous region
- 3 Government should not become involved
- 4 (DK/Refused)

_____ (651)

12. HOLD

(If code "08 - Toronto" or "09 - Ontario" in S2, Continue; Otherwise, Skip to Section II)

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

- 01 Other party (list)
- 02 Undecided
- 03 Refused
- 04 None
- 05 HOLD

- 06 Not eligible
- 07 Liberal
- 08 Progressive Conservatives/P.C./Tories
- 09 New Democratic Party/NDP
- 10 HOLD
- 11 HOLD

4.60

_____ (624) (625)

14a. Did you vote in the last provincial election on September 6th, 1990?

1 Yes - (Continue)

2 No

3 Too young

4 (DK)

(Skip to #15)

5 (Refused)

466 (626)

14b. (If code "1 - Yes" in #14a, ask:) Which party did the candidate for whom you voted represent? (Open ended and code)

01 Other Party (list)

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 HOLD

11 HOLD

4.70

(627) (628)

15. Do you approve or disapprove of the way Bob Rae is handling his job as Premier of Ontario?

1 Approve

2 Disapprove

3 (DK)

4 (Refused)

4.80 (629)