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JOB 11-14  
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TORONTO, CAN  
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FIELD FINAL - DECEMBER 1, 1993

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Project Registration #416010Z0  X  APPROVED BY CLIENT  
OMNIBUS & POLL DECEMBER - WAVE I DATE \_\_\_\_\_  
Gallup Canada, Inc. Copyright, Gallup Canada, Inc.  
Les Consultantes INTERVIEWED BY \_\_\_\_\_  
December, 1993 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)

615 1 Male 2 Female \_\_\_\_\_ (44)

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

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

S2. PROVINCE: (Code from call record sheet)

record field

- 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.

TA 600

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

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

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

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

- 618
- 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 #416022Z0  
**OMNIBUS DECEMBER, - WAVE I**  
**- POLL**  
 Gallup Canada, Inc.  
 Jon Hughes, Analyst/  
 Les Consultants  
 December, 1993

X  APPROVED BY CLIENT  
 DATE \_\_\_\_\_  
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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 #2a)**

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 #2a)**

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

1 Yes - **(Continue)**

2 No  
 3 Too young  
 4 (DK)  
 5 (Refused)

**(Skip to #3a)**

3  (462)

TA 11/2/3

TA 4  
 TAS 21A/b

TA  
 7-

2b. (If code "1 - Yes" in #2a, 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 Québécois (BQ)

3.10

(463) (464)

3a. Compared with 1993, do you think 1994 will be a year of economic prosperity, economic difficulty, or about the same as 1993?

TA 8

- 1 Year of economic prosperity
- 2 Year of economic difficulty
- 3 About the same
- 4 (DK)
- 5 (Refused)

\_\_\_\_\_ (507)

3b. Looking ahead to 1994, do you think unemployment in this country will increase, decrease or remain the same?

TA 9

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

\_\_\_\_\_ (508)

4. Do you think that the majority of small children in Canada today, say under the age of eight, still believe in Santa Claus, or do you think that most small children do not believe in Santa?

TA 10

- 1 Majority believe in Santa
- 2 Most don't believe in Santa
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ (509)

5a. In the next federal election, would you like to see the Progressive Conservative party increase its presence in the House of Commons, have the same presence that it has now, or cease to exist altogether?

- 1 Increase its presence  
 2 Have the same presence it has now  
 3 Cease to exist altogether  
 4 (DK)  
 5 (Refused)

\_\_\_\_\_ (510)

5b. In the next federal election, would you like to see the New Democratic party increase its presence in the House of Commons, have the same presence that it has now, or cease to exist altogether?

- 1 Increase its presence  
 2 Have the same presence it has now  
 3 Cease to exist altogether  
 4 (DK)  
 5 (Refused)

\_\_\_\_\_ (511)

6. Overall, do you think the previous federal Progressive Conservative governments, that were in power from September 1984 to October 1993, were good for Canada or bad for Canada?

- 1 Good for Canada  
 2 Bad for Canada  
 3 (Neither good nor bad)  
 4 (DK)  
 5 (Refused)

\_\_\_\_\_ (512)

7. If you were to receive a blood transfusion in Canada today, how secure would you be that the blood was not contaminated? Would you be (read 1-4)?

- 1 Very secure  
 2 Somewhat secure  
 3 Somewhat insecure  
 4 Very insecure  
 5 (DK)  
 6 (Refused)

\_\_\_\_\_ (513)

8. If it were your job to plan an immigration policy for Canada at this time, would you be inclined to increase immigration, decrease immigration, or keep the number of immigrants at about the current level?

- 1 Increase immigration  
 2 Decrease immigration  
 3 Keep the number at current level  
 4 (DK)  
 5 (Refused)

\_\_\_\_\_ (514)

(If code "10" and "11" in S2, Continue;  
Otherwise, Skip to #9b)

9a. If a referendum were held in Quebec today which asked the question "should Quebec separate from Canada and become an independent country", would you vote yes or no?

16  
 1 Yes                      2 No                      3 (DK)                      4 (RF)                      \_\_\_\_\_(515)

9b. If Quebec was to separate from Canada and become an independent country, do you think Canada's economy would be better off, worse off, or remain the same?

17  
 1 Better off  
 2 Worse off  
 3 Remain the same  
 4 (DK)  
 5 (Refused)                      \_\_\_\_\_(516)

9c. How about Quebec's economy? Do you think it would be better off, worse off, or remain the same?

18  
 1 Better off  
 2 Worse off  
 3 Remain the same  
 4 (DK)  
 5 (Refused)                      \_\_\_\_\_(517)

10a. As you may know, women and minority groups are often under-represented at the management level of government and the broader public service. Do you believe governments should actively attempt to hire more women and minority group members for management positions, or should governments take no action whatsoever and hire new employees based solely on their qualifications

19  
 1 Should attempt to hire more women and minority group members - **(Continue)**  
 2 Should take no action and hire based solely on qualifications  
 3 (DK)                      **(Skip to #11)**  
 4 (Refused)                      \_\_\_\_\_(518)

10b. Please indicate whether you agree (A) or disagree (DA) with each of the following ways in which governments might actively promote the hiring of women and minority group members. (Read A-C)

20-22

	<u>A</u>	<u>DA</u>	<u>(DK)</u>	<u>(RF)</u>	
A. Governments should actively encourage women and minority group members to apply for jobs	1	2	3	4	_____ (519)
B. Governments should establish general quotas for the numbers of women and minority group members in the public service	1	2	3	4	_____ (520)
C. Governments should limit certain jobs to applicants who are women and minority group members	1	2	3	4	_____ (521)

11. Do you favour or oppose a free trade agreement among Canada, the United States and Mexico?

TA 23

1	Favour	
2	Oppose	
3	(DK)	
4	(Refused)	_____ (522)

12. Which of the following two statements most accurately reflects your own opinion? (Read and rotate 1-2)

TA 24

1	The federal government should give top priority to reducing the deficit, even if it means maintaining a high level of unemployment	
2	The federal government should give top priority to reducing unemployment, even if it means maintaining a high deficit	
3	(Neither)	
4	(Both)	
5	(DK)	
6	(Refused)	_____ (523)

**DEMOGRAPHICS**

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

- 603
- 1 Full-time
  - 2 Part-time
  - 3 Not at all
  - 4 (DK)
  - 5 (Refused)

91 (413)

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

- 604
- 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)

- 605
- 01 Other (list)
  - 02 (DK)
  - 03 (Refused)
  - 04 HOLD
  - 05 HOLD
  
  - 06 English
  - 07 French

93.10

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(415) (416)

(DEMOGRAPHICS CONTINUED)



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

- 606
- 01 Other (list)
  - 02 (DK)
  - 03 (Refused)
  - 04 None
  - 05 HOLD
  
  - 06 Protestant
  - 07 Jewish
  - 08 Roman Catholic

94.10

(417) (418)

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

- 607
- 01 Other (list)
  - 02 (DK)
  - 03 (Refused)
  - 04 No formal schooling
  - 05 HOLD
  
  - 06 Public/Grade school
  - 07 Secondary school
  - 08 University

(Skip to D6)

Post secondary and non-university

- 09 Community college
- 10 C.E.G.E.P

95.10

(419) (420)

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

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

95.50 (421)

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

- 608
- 01 Other (list)
  - 02 HOLD
  - 03 (Refused)
  - 04 Not employed
  - 05 Retired
  - 06 Student
  - 07 Housewife

96.10

(422) (423)

(DEMOGRAPHICS CONTINUED)

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

(430) (431)

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

00 None  
98 (DK)  
99 (Refused)

98.10

(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)

(DEMOGRAPHICS CONTINUED)

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

- 66
- 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)
- 12 (Refused)

99.50

(447) (448)

(VALIDATE PHONE NUMBER AND THANK RESPONDENT)

INTERVIEWER I.D.#

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