

FIELD FINAL - AUGUST 2, 1994

Project Registration #41601080
OMNIBUS & POLL AUGUST

X APPROVED BY CLIENT
DATE _____

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INTERVIEWED BY _____

Gallup Canada, Inc.
SOM
August, 1994

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)

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 #41602280

X APPROVED BY CLIENT

OMNIBUS AUGUST

DATE _____

- POLL
Gallup Canada, Inc.
Jon Hughes, Analyst/
SOM
August, 1994

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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 #3)

3 (462)

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)

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)

_____ (519)

4a. 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 #5a)
- 4 (DK)
- 5 (Refused)

_____ (520)

4b. 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)

_____ (521)

5a. 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)
- 6 (Refused)

_____ (522)

5b. 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)
- 4 (Refused)

_____ (523)

5c. 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)
- 5 (Refused)

_____ (524)

6. We would now like to ask you a question about refugees. Between 1979 and 1981, Canada admitted 60,000 refugees from Vietnam, Laos, and Cambodia. We are interested in your opinions about how these new settlers have fit into Canada.

Please say whether you agree or disagree with the following statements by giving a rating on a seven point scale where "1" is strongly disagree (SD), "7" is strongly agree (SA) and "4" is neither agree nor disagree (NAD). (Read A-D with a random start)

A. People who came to this country from Southeast Asia as refugees are as likely as any other Canadian to be working:

<u>SD</u>		<u>NAD</u>			<u>SA</u>		<u>(DK)</u>	<u>(REF)</u>	
1	2	3	4	5	6	7	8	9	

_____ (525)

B. The former refugees from Southeast Asia are using up more than their share of services like health care and social assistance:

<u>SD</u>		<u>NAD</u>			<u>SA</u>		<u>(DK)</u>	<u>(REF)</u>	
1	2	3	4	5	6	7	8	9	

_____ (526)

C. Southeast Asian refugees are interested in giving something back to Canada:

<u>SD</u>		<u>NAD</u>			<u>SA</u>		<u>(DK)</u>	<u>(REF)</u>	
1	2	3	4	5	6	7	8	9	

_____ (527)

D. Accepting Southeast Asian refugees has cost Canadian taxpayers too much money:

<u>SD</u>		<u>NAD</u>			<u>SA</u>		<u>(DK)</u>	<u>(REF)</u>	
1	2	3	4	5	6	7	8	9	

_____ (528)

7. On the whole, would you say that you are satisfied or dissatisfied with the education children are getting today?

- 1 Satisfied
- 2 Dissatisfied
- 3 (DK)
- 4 (Refused) _____(529)

8a. Do you think that discipline in the elementary schools in this area is too strict or not strict enough?

- 1 Too strict
- 2 Not strict enough
- 3 (About right)
- 4 (DK)
- 5 (Refused) _____(530)

8b. And how about discipline in the secondary schools in this area, do you think it is too strict or not strict enough?

- 1 Too strict
- 2 Not strict enough
- 3 (About right)
- 4 (DK)
- 5 (Refused) _____(531)

9. How do you feel about the level of government funding of the public education system in this province. Would you favour (F) or oppose (O) increased funding (read A-C)?

	<u>F</u>	<u>O</u>	<u>(DK)</u>	<u>(RF)</u>	
A. For the elementary and public schools	1	2	3	4	_____(532)
B. For the high schools	1	2	3	4	_____(533)
C. For post-high school education	1	2	3	4	_____(534)

10a. How important is a college or university education today? Is it (read 1-3)?

- 1 Very important
- 2 Fairly important
- 3 Not too important
- 4 (DK)
- 5 (Refused) _____(535)

10b. In general, which university do you believe is the best in the country? (Open ended and code)

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

- 06 Carleton University
- 07 Concordia University
- 08 Dalhousie University
- 09 McGill University
- 10 McMaster University
- 11 University of Alberta
- 12 University of British Columbia
- 13 University of Laval
- 14 University of Montreal
- 15 University of Ottawa
- 16 University of Quebec
- 17 University of Quebec Trois Rivieres
- 18 University of Toronto
- 19 University of Waterloo
- 20 University of Western Ontario
- 21 Wilfrid Laurier University

(536) (537)

11. There has been quite a bit of talk recently about the possibility of the province of Quebec separating from the rest of Canada, and becoming an independent country. Would you, yourself, be in favour of separation or opposed to it?

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

(538)

12. What do you think is the ideal number of children for a family to have? (Open ended and code actual number)

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

(539) (540)

13a. How closely have you been following the charges against O.J. Simpson that he killed his ex-wife and her male friend in Los Angeles: very closely, somewhat closely, not too closely or not at all?

- 1 Very closely
- 2 Somewhat closely
- 3 Not too closely
- 4 Not at all

- 5 (DK)
- 6 (Refused)

(541)

13b. From what you have heard so far, do you think the charges against O.J. Simpson are definitely true, probably true, probably not true, or definitely not true?

- 1 Definitely true
- 2 Probably true
- 3 Probably not true
- 4 Definitely not true

5 (DK)

6 (Refused)

_____ (542)

13c. Would you say that the media has been responsible or irresponsible in the way they've covered the events surrounding the O.J. Simpson matter?

- 1 Responsible
- 2 Irresponsible
- 3 (DK)
- 4 (Refused)

_____ (543)

14. Do you believe Elvis Presley is still alive, or not?

- 1 Yes, believe
- 2 No

3 (DK)

4 (Refused)

_____ (544)

15a. Over the past 12 months, have you done any shopping in The United States?

1
Yes

2
No

3
(DK)

4
(RF)

(Continue)

(Skip to #16)

_____ (557)

15b. In general, would you say the service you receive in The United States is better, worse, or the same as the service you receive in Canada?

- 1 Better
- 2 Worse
- 3 The same

4 (DK)

5 (Refused)

_____ (558)

16. As you may know, Wal-mart has recently opened stores in Canada. Overall, do you think that this will have a positive effect, a negative effect, or no effect at all on consumers?

- 1 Positive effect
- 2 Negative effect
- 3 No effect

4 (DK)

5 (Refused)

_____ (559)

DEMOGRAPHICS

D1. 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)

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)

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)

1. 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
-
- (419) (420)

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

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

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

- 01 Other (list)
 - 02 HOLD
 - 03 (Refused)
 - 04 Not employed
 - 05 Retired
 - 06 Student
 - 07 Housewife
- 96.10
-
- (422) (423)

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)

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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)

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)

(VALIDATE PHONE NUMBER AND THANK RESPONDENT)

INTERVIEWER I.D.#

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