

FIELD FINAL - FEBRUARY 7, 1994

AC -
 Project Registration #41601020 X APPROVED BY CLIENT
 OMNIBUS & POLL FEBRUARY - WAVE I DATE _____
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 Gallup Canada, Inc. INTERVIEWED BY _____
 SOM
 February, 1994 n=1,000

I.D.#: _____ 0 (1-
 6)

ID.

**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?

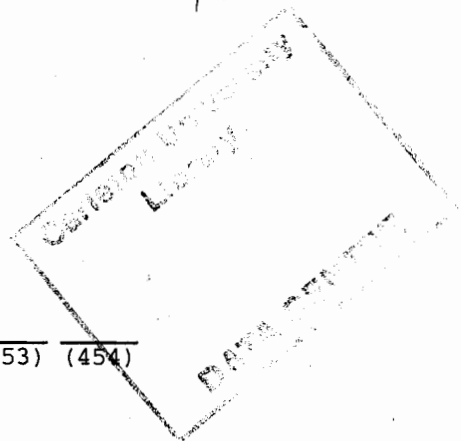
**GENDER: (Do not ask; code only)
 1 Male 2 Female _____ (44)

SEX

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)

PROV



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

Telco

____ (453) ____ (454)

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

CMA.

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

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

- 1 English
- 2 French

LANGINT

____ (449)

S5. HEAD OF HOUSEHOLD: Are you the (male/female) head of the household?

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

HEAD

____ (412)

Project Registration #41602220
OMNIBUS FEBRUARY, - WAVE I
 - POLL
 Gallup Canada, Inc.
 Jon Hughes, Analyst/
 SOM
 February, 1994

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)

Now PARTY!

- 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)

LEANING

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)

Q2A

VOTE

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)

PARTY

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)

APPPM

____ (519)

4. Do you favour or oppose reducing taxes on cigarettes in an attempt to reduce cigarette smuggling?

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

SMUGGLE

____ (520)

5a. Have you read, seen or heard anything about a new technology known as the Information Superhighway?

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

SHIGHWAY

____ (521)

5b. The so-called Information Superhighway would combine cable TV, telephone and computer networks, allowing users to shop, bank and participate in other activities from their homes. Overall, do you think that this would be a good thing or a bad thing for society, or do you think it would not have much of an effect at all?

- 1 Be a good thing
- 2 Be a bad thing for society
- 3 Not have much effect
- 4 (DK)
- 5 (Refused)

COMBINE

____ (522)

5c. Do you believe such a technology should be run completely by the federal and provincial governments, by private companies but regulated by government, or by private companies without any government regulation?

RUN-TECH

- 1 By the federal and provincial governments
- 2 By private companies regulated by government
- 3 By private companies without any government regulation
- 4 (DK)
- 5 (Refused)

_____(523)

6. Would you favour or oppose Parliamentary recall, where voters could recall their Member of Parliament and hold a by-election if a certain percentage of the riding's voters, say 50%, signed a petition?

RECALL

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

_____(524)

7. In 1969 the federal government passed the Official Languages Act, making Canada officially bilingual. Do you think bilingualism in Canada has been a success or a failure?

BILING

- 1 Has been a success
- 2 Has been a failure
- 3 (DK)
- 4 (Refused)

_____(525)

8. Would you favour or oppose giving more welfare support to people in job retraining program?

WELFARE

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

_____(526)

9a. If a national referendum were held today on the question of executing a person for murder, would you vote for reinstating the death penalty in Canada or would you vote against reinstating it?

DEATH PEN

- 1 Vote for - (Continue)
- 2 Vote against - (Skip to #9c)
- 3 (DK) (Skip to #9d)
- 4 (Refused)

_____(530)

9b. (If code "1" in #9a, ask:) Suppose new evidence showed that the death penalty does not act as a deterrent to murder, that it does not lower the murder rate. Would you favour or oppose the death penalty?

NO-DETER

- 1 (Still) favour
- 2 (Now) oppose
- 3 (DK)
- 4 (Refused)

_____(531)

(ALL in #9b, Skip to #9d)

9c. (If code "2" in #9a, ask:) Suppose new evidence showed that the death penalty acts as a deterrent to murder, that it lowers the murder rate. Would you favour or oppose the death penalty?

DETER

- 1 (Now) favour
- 2 (Still) oppose
- 3 (DK)
- 4 (Refused)

_____(532)

9d. Do you feel that the death penalty acts as a deterrent to the commitment of murder, that it lowers the murder rate, or not?

MURDER

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

_____(533)

10. I am going to list some suggestions as to how the federal government might reduce the deficit. For each one, please indicate whether you favour (F) or oppose (O) that particular approach to deficit reduction (read and rotate A-F).

	<u>F</u>	<u>O</u>	<u>(DK)</u>	<u>(RF)</u>		
A. Lowering the maximum amount that Canadians can contribute to registered retirement savings plans (RRSP's)	1	2	3	4	_____(534)	RRSP
B. Reducing spending on national defence	1	2	3	4	_____(536)	NAT. DEF
C. Increasing personal income taxes	1	2	3	4	_____(538)	PER. TAX
D. Increasing corporate income taxes	1	2	3	4	_____(539)	COR. TAX

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)

EMPLOY

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)

MARSTAT

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

M/TONGUE

93.10

(415) (416)

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

RELIGION

94.10

(417) (418)

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
- 05 HOLD

- 06 Public/Grade school
- 07 Secondary school
- 08 University

(Skip to D6)

EPIC

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) | |

GRAD.

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

OCCUP.

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)

N HOUSE

98

(430) (431)

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

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

NKIDS

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)

NTEENS

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)

UNION

98.30 (436)

D11. What was your year of birth? (Open ended and code all four digits of year)

- 9999 (DK/Refused)

YR BIRTH

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)

POSTCODE

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

INCOME

99.50

- 11 (DK)
- 12 (Refused)

(447) (448)

(VALIDATE PHONE NUMBER AND THANK RESPONDENT)

INTERVIEWER I.D.#

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