

FIELD FINAL - JANUARY 10, 1994

AC -
Project Registration #41601010 X APPROVED BY CLIENT
OMNIBUS & POLL JANUARY - WAVE I DATE _____
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SOM INTERVIEWED BY _____
January, 1994 n=1,000

I.D.#: _____ 0 (1-6) 10

**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)

SEX
AREA CODE
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

____ (453) ____ (454)

TELCO

CMA

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

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

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

- 1 English
- 2 French

____ (449)

LANGINT

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

1
Yes

2
No

3
(DK/RF)

____ (412)

HEAD

Project Registration #41602210
 MNIBUS JANUARY, - WAVE I
 - POLL
 Gallup Canada, Inc.
 Jon Hughes, Analyst/
 SOM
 January, 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 #2)
- 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 #2)

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)

2. Do you approve of disapprove of the way Jean Chrétien is handling his job as Prime Minister?

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

(519)

~~NO~~
 NOWPARTY

LEANING

QZ
 APPPM

3. What do you think is the most important problem facing the country today? (Open ended and code)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD
- 06 Constitution
- 07 Crime/Drugs
- 08 Debt/Deficit
- 09 Defence policy
- 10 The Economy (general)
- 11 Education
- 12 Environment/Pollution/Clean air
- 13 Free trade: U.S. Trade Relations
- 14 Goods & Services Tax (GST)/High Taxes
- 15 Government/Honesty in Government
- 16 Health care
- 17 Immigration policy
- 18 Inflation/High prices
- 19 Labor Unions/Strikes
- 20 National unity/Inter-provincial relations/Quebec Separation
- 21 Other economic problems
- 22 Treatment of native Canadians
- 23 Unemployment
- 24 World peace/International problems/Prospect of War

Q3
PROB

(520) (521)

(Rotate #4a and #4b)

4a. Do you believe there is a chance for lasting peace between Israelis and Palestinians?

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

____ (507)

Q4A
PEACE_IP

4b. Do you believe there is a chance for lasting peace in Northern Ireland?

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

____ (508)

PEACE_IR

5. Do you favour or oppose a plan which would combine all social assistance programs, including welfare and unemployment insurance, into one social assistance program run jointly by the provinces and the federal government?

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

____ (509)

ASSIST

5a. How likely are you to purchase a house in the next twelve months? Would you say you are very likely, somewhat likely, somewhat unlikely, or very unlikely?

HOUSE 12

- 1 Very likely
- 2 Somewhat likely
- 3 Somewhat unlikely
- 4 Very unlikely
- 5 (DK)
- 6 (Refused)

_____ (510)

6b. And how likely are you to purchase a new car in the next twelve months? Would you say you are very likely, somewhat likely, somewhat unlikely, or very unlikely?

CAR 12

- 1 Very likely
- 2 Somewhat likely
- 3 Somewhat unlikely
- 4 Very unlikely
- 5 (DK)
- 6 (Refused)

_____ (511)

6c. And how likely are you to purchase a major appliance, such as a refrigerator or oven, in the next twelve months? Would you say you are very likely, somewhat likely, somewhat unlikely, or very unlikely?

MAJ APPL 12

- 1 Very likely
- 2 Somewhat likely
- 3 Somewhat unlikely
- 4 Very unlikely
- 5 (DK)
- 6 (Refused)

_____ (512)

7. Which of the following descriptions most accurately reflects your relationship with your current spouse or partner? Would you say it is (Read 1-5)?

SPOUSE

- 1 Steaming hot
- 2 Warm and cosy
- 3 Luke warm
- 4 A little chilly
- 5 Ice cold
- 6 (Not currently involved in a relationship)
- 7 (DK)
- 8 (Refused)

_____ (513)

8. Is there any area right around where you live, that is say within a couple of kilometres, where you would be afraid to walk at night?

AFFRAID

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

_____ (515)

9. Would you favour or oppose a federal law regulating the amount of violence in video and computer games?

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

VIOLENCE

____ (516)

10a. Do you believe that Canada's role in United Nations peacekeeping efforts around the world should increase, remain the same, decrease or be eliminated altogether?

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

ROLE UN

____ (517)

10b. Do you believe that Canada's presence in the former Yugoslavia as part of the United Nations peacekeeping forces should increase, remain the same, decrease or be eliminated altogether?

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

CAN - YUGO

____ (518)

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)

EMPLOY

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)

MARSTAT

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

MTONGUE

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

94.10

(417) (418)

RELIGION

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)

95.10

(419) (420)

EDUC

Post secondary and non-university

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

95.10

(419) (420)

GRAD

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)

OCCUP

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)

HOUSE

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

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

98.10

(432) (433)

KIDS

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)

TEENS

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)

UNION

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)

YR BIRTH

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)

~~POST CODE~~

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

- 11 (DK)
- 12 (Refused)

99.50

(447) (448)

(VALIDATE PHONE NUMBER AND THANK RESPONDENT)

INTERVIEWER I.D.#

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