

FIELD FINAL - JULY 4, 1994

AC -
Project Registration #41601070
OMNIBUS & POLL JULY

X APPROVED BY CLIENT
DATE _____
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INTERVIEWED BY _____

Gallup Canada, Inc.
SOM
July, 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)

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)

July 41601070

~~(NIGHT UNIT 41601080)~~ - 2

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

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

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

LANGINT

- 1 English
- 2 French

_____(449)

Project Registration #41602270
OMNIBUS JULY
 - POLL
 Gallup Canada, Inc.
 Jon Hughes, Analyst/
 SOM
 July, 1994

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(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

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

- 01 Other (list) - (Continue)
- 02 (DK)
- 03 (Refused) (Skip to #5a)
- 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

(Continue)

(528) (529)

4b. Which federal party do you think can do the best job of handling the problem you have just mentioned? (Open ended and code)

- 01 Other (do NOT list)
- 02 (DK)
- 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 Quebecois (BQ)

____ (530) (531)

5a. How would you describe business conditions in your region - would you say they are very good, good, not too good, or bad?

- 1 Very good
- 2 Good
- 3 Not too good
- 4 Bad
- 5 (DK)
- 6 (Refused)

____ (532)

5b. Over the past six months, would you say business conditions in your region have (read and reverse 1-3)?

- 1 Gotten better
- 2 Stayed about the same
- 3 Gotten worse

- 4 (DK)
- 5 (Refused)

____ (533)

5c. Over the next six months, do you expect business conditions in your region to (read and reverse 1-3)?

- 1 Get better
- 2 Stay about the same
- 3 Get worse

- 4 (DK)
- 5 (Refused)

____ (534)

6. Some people say that the differences among the various parts of Canada are now so great that they will never be solved, and that Confederation will break up. Do you agree with this, or do you think that these differences will be solved?

- 1 Agree, confederation will break up
- 2 Disagree, differences will be solved

- 3 (DK)
- 4 (Refused)

____ (535)

(Rotate #7a-#7b-#7c)

7a. During the past twelve months, have you paid for a good or a service in cash to avoid paying sales taxes?

1	2	3	4	
Yes	No	(DK/Don't Remember)	(RF)	_____ (536)

7b. Out of every tax dollar that goes to the Federal Government in Ottawa, how many cents of each dollar would you say are wasted? (Open ended and code actual amount)

000 None
999 (DK/Refused)

_____ (537) (538) (539)

7c. Do you think taxes are too high or about right?

1	Too high	
2	About right	
3	(DK)	
4	(Refused)	_____ (540)

8a. Do you believe the Goods and Services Tax (GST) 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)	_____ (541)

8b. Would you favour or oppose a national sales tax of ten percent which would replace the GST and Provincial sales taxes?

1	Favour	
2	Oppose	
3	(DK)	
4	(Refused)	_____ (542)

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

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)	_____ (543)

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

RELIGION

94.10

(417) (418)

July 4/6022 70

(JUNE - CMNI 41601060) - 8

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

EDUC

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)

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)

NHOUSE

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)

July 41602270

(JUNE OMNI 41601060) - 9

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)

YRBIRTH

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

INCOME

99.50

- 11 (DK)
- 12 (Refused)

(447) (448)

(VALIDATE PHONE NUMBER AND THANK RESPONDENT)

INTERVIEWER I.D.#

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