

FIELD FINAL - SEPTEMBER 1, 1994

C -  
Project Registration #41601090  
OMNIBUS & POLL SEPTEMBER

X  APPROVED BY CLIENT  
DATE \_\_\_\_\_

Gallup Canada, Inc.  
SOM  
September, 1994

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INTERVIEWED BY \_\_\_\_\_

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)

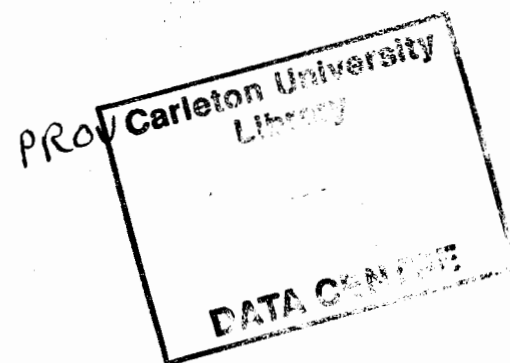
S1. AREA CODE: (Code from call record sheet)

(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)

LANGINT

Project Registration #41602280

X  APPROVED BY CLIENT

OMNIBUS SEPTEMBER

DATE \_\_\_\_\_

- POLL

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INTERVIEWED BY \_\_\_\_\_

Jon Hughes, Analyst/

SOM

September, 1994

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)

NOWPARTY

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)

Q2B

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)

Q3

\_\_\_\_ (519)

4. In general would you say that you are satisfied or dissatisfied with the direction in which this country is going?

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

Q4

\_\_\_\_ (520)

5. How would you rate the honesty and ethical standards of the people in these different fields - very high (VH), high (H), average (AVG), low (L) or very low (VL)?

	<u>VH</u>	<u>H</u>	<u>AVG</u>	<u>L</u>	<u>VL</u>	<u>(DK)</u>	<u>(RF)</u>	
A. Advertising Executives	1	2	3	4	5	6	7	____ (521) Q5#A
B. Accountants	1	2	3	4	5	6	7	____ (522)
C. Business Executives	1	2	3	4	5	6	7	____ (523)
D. Doctors	1	2	3	4	5	6	7	____ (524)
E. Engineers	1	2	3	4	5	6	7	____ (525)
F. Labour Union Leaders	1	2	3	4	5	6	7	____ (526)
G. Lawyers	1	2	3	4	5	6	7	____ (527)
H. Journalists	1	2	3	4	5	6	7	____ (528)
I. Members of Parliament	1	2	3	4	5	6	7	____ (529)
J. Police Officers	1	2	3	4	5	6	7	____ (530)
K. Psychiatrists	1	2	3	4	5	6	7	____ (531)
L. University Teachers	1	2	3	4	5	6	7	____ (532) Q5#K

6a. Do you agree or disagree with the idea that there is an epidemic of illegal drug use in Canada?

- 1 Agree
- 2 Disagree
- 3 (DK)
- 4 (Refused)

Q6A  
\_\_\_\_ (533)

6b. Do you agree or disagree that employers should have the right to test everyone they employ for the illegal use of drugs?

- 1 Agree
- 2 Disagree
- 3 (DK)
- 4 (Refused)

Q6B  
\_\_\_\_ (534)

7a. Is it your impression that Canada or the United States has a better system of health care?

- 1 Canada has a better system
- 2 The United States has a better system
- 3 Equal
- 4 (DK)
- 5 (Refused)

Q7A  
\_\_\_\_ (535)

7b. Overall, how would you rate the quality of health care available to residents of your community? Would you rate it (read 1-4)?

- 1 Excellent
- 2 Good
- 3 Fair
- 4 Poor
- 5 (DK)
- 6 (Refused)

Q7B

\_\_\_\_ (536)

7c. Considering the quality and efficiency of services delivered, in general, do you think the costs Canadians pay for health care and prescription drugs through direct fees, insurance premiums and taxes are very high, high, about right, low or very low?

- 1 Very high
- 2 High
- 3 About right
- 4 Low
- 5 Very low
- 6 (DK)
- 7 (Refused)

Q7C

\_\_\_\_ (537)

8a. As you may know, Major League Baseball players are currently on strike. Which side do you favour in this labour dispute, the players or the owners?

- 1 Players
- 2 Owners
- 3 (Neither)
- 4 (Both)
- 5 (DK)
- 6 (Refused)

Q8A

\_\_\_\_ (538)

8b. Do you care that there is a Major League Baseball strike?

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

Q8B

\_\_\_\_ (539)

9a. Over the past 12 months, have you done any shopping in The United States?

- |            |    |               |      |
|------------|----|---------------|------|
| 1          | 2  | 3             | 4    |
| Yes        | No | (DK)          | (RF) |
| (Continue) |    | (Skip to #10) |      |

Q9A

\_\_\_\_ (557)

9b. 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)

Q9B

\_\_\_\_ (558)

10. 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?

Q1D

- 1 Positive effect
- 2 Negative effect
- 3 No effect
  
- 4 (DK)
- 5 (Refused)

\_\_\_\_\_(559)

Project Registration #41602280  
**OMNIBUS SEPTEMBER**  
**QUEBEC POLL**  
 Gallup Canada, Inc.  
 Jon Hughes, Analyst/  
 SOM  
 September, 1994

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(SECTION IA - ASK EVERYONE)

1. Now I would like to ask you a few questions about the upcoming provincial election in Quebec.

First of all, how interested are you in the Quebec election? Are you (read 1-4)? Q1-Q

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

- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ (650)

(If code "10" OR "11" in S2, Continue; Otherwise, Skip to #3a)

2a. If a provincial election were held today, which party's candidate do you think you would favour? (open ended and code) Q2A-Q

- 01 Other (do NOT list) - (Skip to #3a)
- 02 (DK)
- 03 (Refused) (Continue)
- 04 (None)
- 05 HOLD
- 06 Not eligible
- 07 Parti Libéral du Quebec/PLQ/  
 Liberal Party/Liberals
- 08 Parti Québécois/PQ (Skip to #3a)
- 09 Parti Action Démocratique du Quebec
- 10 Equality Party

\_\_\_\_\_ (651) \_\_\_\_\_ (652)

2b. (If code "02", "03" or "04" in #2a, ask:) Although you may not have made up your mind, which provincial party do you tend to lean towards at the present time? (open ended and code)

- 01 Other (do NOT list)
- 02 (DK)
- 03 (Refused)
- 04 (None)
- 05 HOLD
- 06 HOLD
- 07 Parti Libéral du Quebec/PLQ/  
 Liberal Party/Liberals
- 08 Parti Québécois/PQ
- 09 Parti Action Démocratique du Quebec
- 10 Equality Party

Q2B-Q

\_\_\_\_\_ (653) \_\_\_\_\_ (654)



3a. Do you think the Quebec election is mainly about economic issues or sovereignty issues?

Q3A-Q

- 1 Economic issues
- 2 Sovereignty issues
- 3 (Neither)
- 4 (Both)
- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ (655)

(If code "10" OR "11" in S2, Continue;  
Otherwise, Skip to "Note" before #4b)

3b. Thinking of yourself, will your voting decision be based mainly on economic issues or sovereignty issues?

Q3B-Q

- 1 Economic issues
- 2 Sovereignty issues
- 3 (Neither)
- 4 (Both)
- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ (656)

4a. Regardless of how you plan to vote, of the two main parties contesting the Quebec provincial election, the Liberal Party and the Parti Québécois, what is your best guess as to which one will win the most seats?

Q4A-Q

- 1 Liberal Party
- 2 Parti Québécois
- 3 (Neither)
- 4 (DK)
- 5 (Refused)

\_\_\_\_\_ (657)

(If NOT code "10" OR "11" in S2; Continue;  
Otherwise, Skip to #5a)

4b. Of the two main parties contesting the Quebec provincial election, the Liberal Party and the Parti Québécois, what is your best guess as to which one will win the most seats?

Q4B-Q

- 1 Liberal Party
- 2 Parti Québécois
- 3 (Neither)
- 4 (DK)
- 5 (Refused)

\_\_\_\_\_ (658)

5a. If the Parti Québécois wins the Quebec election, do you think that the Quebec government should immediately begin negotiating with the federal government on the issue of separation, or should this process wait until a referendum is held?

Q5A-Q

- 1 Negotiations should begin immediately
- 2 Negotiations should wait until a referendum is held
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ (659)

5b. If the Parti Québécois wins the Quebec election and a referendum is held on the issue of Quebec separating from Canada, do you believe that a majority of Quebecers will vote to separate from Canada or remain within Canada?

Q5B-Q

- 1 Majority of Quebecers will vote to separate from Canada
- 2 Majority of Quebecers will vote to remain within Canada
- 3 (DK)
- 4 (Refused)

\_\_\_\_ (660)

6. If the Liberal Party wins the Quebec election, do you think that a referendum on the issue of Quebec separating from Canada should still be held?

Q6

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

\_\_\_\_ (661)

7a. 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?

Q7A-Q

- 1 Better off
- 2 Worse off
- 3 Remain the same
- 4 (DK)
- 5 (Refused)

\_\_\_\_ (662)

7b. How about Quebec's economy? Do you think it would be better off, worse off, or remain the same?

Q7B-Q

- 1 Better off
- 2 Worse off
- 3 Remain the same
- 4 (DK)
- 5 (Refused)

\_\_\_\_ (663)

8. There has been quite a bit of talk recently about the possibility 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?

Q8-Q

- 1 In favour of separation
- 2 Opposed to separation
- 3 (DK)
- 4 (Refused)

\_\_\_\_ (664)

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)

(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
  - 05 HOLD
- (Skip to D6)
- 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)?

GRAD

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

95.50 (421)

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

OCCUP

- 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)

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)