

FIELD FINAL - JANUARY 5, 1995

AC -
Project Registration #
OMNIBUS & POLL JANUARY

X APPROVED BY CLIENT

DATE _____

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INTERVIEWED BY _____

Gallup Canada, Inc.

SOM

January, 1995

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

SEX (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)

PROV

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

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

CMA

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

- 1 English
- 2 French

_____ (449)

Project Registration #
OMNIBUS JANUARY
 - POLL
 Gallup Canada, Inc.
 Jon Hughes, Analyst/
 SOM
 January, 1995

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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)

- 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 NOWPAR

(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 LEANIN

(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) LVOT

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 L PARTY

(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) APPPM

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 **(Continue)**
- 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

____ (520) (521) PRO

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 Québécois (BQ)

P4PROB

____ (522) (523)

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)

BUSIN

____ (524)

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)

PBUSIN

____ (525)

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)

FBUSIN

____ (526)

6a. In general terms, would you say that your standard of living is higher, lower or the same as the standard of living of your parents?

- 1 higher
- 2 lower
- 3 the same
- 4 (DK)
- 5 (Refused)

SOLCWP

____ (527)

6b. Do you think that in the next 20 years, the standard of living of Canadians will increase, decrease or stay the same?

- 1 will increase
- 2 will decrease
- 3 stay the same
- 4 (DK)
- 5 (Refused)

SOLIN20

____ (528)

7. 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?

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

FAUSEP

____ (529)

8. Which one of the following five geographic regions should be the highest priority for Canada to pursue increased trade and investment? (Read and rotate 1-5)

- 1 the Asia-Pacific region
- 2 Europe
- 3 North America
- 4 South America
- 5 Africa
- 6 (DK)
- 7 (Refused)

REGPRI

____ (530)

9. Are you aware of APEC, the Asia-Pacific Economic Cooperation?

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

ASIAPAC

____ (531)

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

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

RELWSP

____ (532)

DEMOGRAPHICS

D1a. Are you employed full-time, part-time or not at all?

- 1 Full-time
 2 Part-time (Continue)
 3 Not at all
 4 (DK) (Skip to D2)
 5 (Refused)

EMPLOY
 91 (413)

D1b. Is your place of employment at home or outside the home?

- 1 At home
 2 Outside home
 3 (DK)
 4 (Refused)

PLWORK
 (472)

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

(Skip to D6)

Post secondary and non-university

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

EDUC

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)

98 NHOUSE

(430) (431)

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

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

98.10 NKIDS

(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)

AGE (recode)
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
- 11 (DK)
- 12 (Refused)

INCOME
99.50
(447) (448)

(VALIDATE PHONE NUMBER AND THANK RESPONDENT)

INTERVIEWER I.D.#

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

Newspaper

OMNI JANUARY

New codes

18-95

Question 4AU

520 - 521

- 25 A better distribution of goods and wealth
- 26 Poors gets poorer
- 27 Break ups of family
- 28 Too much financial help to other country
- 29 Welfare system
- 30 Social program
- 31 Child abuse
- 32 Policies about seniors
- 33 Foreign ownership
- 34 Too few people have all the power
- 35 The young have too much rights
- 36 Abortion
- 37 Fire-arms/Gun control
- 38 Politicians who do not know how to run a Government
- 39 Moral problems
- 40 MP's pensions