

FIELD FINAL - MARCH 7, 1995

AC -
Project Registration #
OMNIBUS & POLL MARCH

X APPROVED BY CLIENT
DATE _____

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INTERVIEWED BY _____

Gallup Canada, Inc.
SOM
March, 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 _____ (44)

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

_____ (450) (451) (452) SEX

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.

PROV
_____ (453) (454)

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

CMA

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

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

LANGINT

- 1 English
- 2 French

_____(449)

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OMNIBUS MARCH
 - POLL
 Gallup Canada, Inc.
 Jon Hughes, Analyst/
 SOM
 March, 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 **(Continue)**
- 05 HOLD

- 06 Not eligible
- 07 Liberal Party
- 08 Progressive Conservatives (P.C./Tories) **(Skip to #2a)**
- 09 New Democratic Party (NDP)
- 10 Reform Party
- 11 Bloc Québécois (BQ)

Now PARTY
 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) **(Skip to #3)**
- 5 (Refused)

LVOTE

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)

LPARTY

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. 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)

APDIR

(520)

5a. On February 27, Finance Minister Paul Martin presented a budget to Parliament. Have you seen or heard anything about this budget?

- 1 Yes, aware - **(Continue)**
- 2 No, not aware
- 3 (DK) **(Skip to 6a)**
- 4 (Refused)

BUDG

(521)

(Rotate #5b and #5c)

5b. (If code "1" in #5a, ask:) Do you think the budget measures announced will strengthen the Canadian economy or not?

- 1 Will strengthen
- 2 Will not strengthen
- 3 (DK)
- 4 (Refused)

BUDGS

(522)

5c. Will the budget measures help or hurt your family's financial situation?

- 1 Help
- 2 Hurt
- 3 (DK)
- 4 (Refused)

BUDGFAM

_____ (523)

6. 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)? **(Read and rotate A-O)**

	<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	_____	(526) HAC
B. Accountants	1	2	3	4	5	6	7	_____	(527) HAC
C. Business Executives	1	2	3	4	5	6	7	_____	(528) HBC
D. Doctors	1	2	3	4	5	6	7	_____	(529) HOC
E. Engineers	1	2	3	4	5	6	7	_____	(530) HEI
F. Labour Union Leaders	1	2	3	4	5	6	7	_____	(531) HLA
G. Lawyers	1	2	3	4	5	6	7	_____	(532) HL
H. Journalists	1	2	3	4	5	6	7	_____	(533) HJC
I. Members of Parliament	1	2	3	4	5	6	7	_____	(534) HM
J. Police Officers	1	2	3	4	5	6	7	_____	(535) HPC
K. Real Estate Agents	1	2	3	4	5	6	7	_____	(536) HR
L. University Teachers	1	2	3	4	5	6	7	_____	(537) HUN
M. Public Opinion Pollsters	1	2	3	4	5	6	7	_____	(538) HPO
N. Clergy	1	2	3	4	5	6	7	_____	(539) HCLE
O. Pharmacists/Druggists	1	2	3	4	5	6	7	_____	(540) HPR

7a. The following five movies have been nominated for Best Picture in this year's Academy Awards. Which movie do you think should win this Award? **(Read and rotate 1-5)**

- 1 Forrest Gump
- 2 Four Weddings and a Funeral
- 3 Pulp Fiction
- 4 Quiz Show
- 5 The Shawshank Redemption
- 6 (DK)
- 7 (Refused)

BPIC

_____ (541)

(Rotate #7b and #7c)

7b. The following five actors have been nominated for Best Actor in this year's Academy Awards. Which actor do you think should win this Award? (Read and rotate 1-5)

- 1 John Travolta
- 2 Tom Hanks
- 3 Morgan Freeman
- 4 Nigel Hawthorne
- 5 Paul Newman

- 6 (DK)
- 7 (Refused)

BACTOR
(542)

7c. The following five actresses have been nominated for Best Actress in this year's Academy Awards. Which actress do you think should win this Award? (Read and rotate 1-5)

- 1 Jodie Foster
- 2 Miranda Richardson
- 3 Winona Ryder
- 4 Susan Sarandon
- 5 Jessica Lange

- 6 (DK)
- 7 (Refused)

BACTR
(543)

8. 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)

9. Did you, yourself, happen to attend a church, synagogue or other place of worship, in the last seven days?

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

PLWORSH
(544)

10. Which, if any, of the following do you believe in? (Read and rotate A-E)

	<u>Yes</u>	<u>No</u>	<u>(DK)</u>	<u>(RF)</u>
A. God	1	2	3	4
B. Heaven	1	2	3	4
C. Hell	1	2	3	4
D. The Devil	1	2	3	4
E. Reincarnation	1	2	3	4

(545) BELGO
(546) BELHE
(547) BELHE
(548) BELDE
(549) BELRE

11. Have you ever personally experienced the presence of God?

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

EXPGOD
 _____ (550)

12. How often do you read the Bible? Is it (read 1-5)?

- 1 daily
- 2 weekly
- 3 monthly
- 4 once in a while, or
- 5 never
- 6 (DK)
- 7 (Refused)

READBIB
 _____ (551)

13. Which of the following three statements comes closest to describing your feelings about the Bible? (Read 1-3)

- 1 The Bible is the actual Word of God and is to be taken literally, word for word
- 2 The Bible is the inspired Word of God but not everything in it should be taken literally, word for word
- 3 The Bible is not the inspired Word of God but is an ancient book of fables, legends, history, and moral precepts
- 4 (DK)
- 5 (Refused)

FEELBIB
 _____ (552)

14. How often do you pray alone? Is it (read 1-4)?

- 1 frequently
- 2 occasionally
- 3 hardly ever, or
- 4 never
- 5 (DK)
- 6 (Refused)

PRAY
 _____ (553)

15. In the past 30 days have you watched any religious programs on television or listened to any religious programs on the radio?

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

RELPROG
 _____ (554)

16. How important would you say religion is in your life - (read 1-3)?

- 1 very important
- 2 fairly important
- 3 not very important
- 4 (DK)
- 5 (Refused)

IMPREL
 _____ (555)

17a. At the present time, do you think that religion is increasing its influence on Canadian life or is it losing its influence?

- 1 Increasing its influence (Continue)
- 2 Losing its influence
- 3 (DK) (Skip to #18)
- 4 (Refused)

RELCAU
 _____ (565)

17b. (For response code "1" or "2" in #17a, ask:) Do you think it is a good thing or a bad thing that religion is (response in #17a) on Canadian life?

- 1 Good thing
- 2 Bad thing
- 3 (DK)
- 4 (Refused)

GORB
 _____ (556)

18. Do you believe that religion can answer (read and rotate A-F)?

	<u>Yes</u>	<u>No</u>	<u>(DK)</u>	<u>(RF)</u>	
A. problems about drugs and alcohol?	1	2	3	4	_____ (557) RELAL
B. questions about pre-marital sex?	1	2	3	4	_____ (558) RELSE
C. problems of marriage and divorce?	1	2	3	4	_____ (559) RELDI
D. problems of morality in government?	1	2	3	4	_____ (560) RELGC
E. World problems, such as war?	1	2	3	4	_____ (561) RELWI
F. Environmental problems?	1	2	3	4	_____ (562) RELEM
G. questions about abortion?	1	2	3	4	_____ (563) RELABC
H. questions about AIDS?	1	2	3	4	_____ (564) RELAID

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. HOLD

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

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	2	3
Yes	No	(DK/RF)

~~OCCUP~~ 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)

98.20 NTEENS

(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

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)