

FIELD FINAL

199

AC -
Project Registration #
OMNIBUS & POLL

X APPROVED BY CLIENT
DATE _____
Copyright, Gallup Canada, Inc.
INTERVIEWED BY _____

Gallup Canada, Inc.
SOM

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)

Project Registration #
OMNIBUS APRIL
 - POLL
 Gallup Canada, Inc.
 Jon Hughes, Analyst/
 SOM
 April, 1996

X APPROVED BY CLIENT
 DATE _____
 Copyright, Gallup Canada, Inc.
 INTERVIEWED BY _____

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)

- 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)

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)

3 (462)

0957b. (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)

4. I'm going to read a list of institutions in Canadian society. Would you tell me how much respect and confidence you, yourself, have in each one - a great deal (AGD), quite a lot (QAL), some (S) or very little (VL).
(Read and rotate A-L)

	<u>AGD</u>	<u>QAL</u>	<u>S</u>	<u>VL</u>	<u>(DK)</u>	<u>(RF)</u>	
A. Church or organized religion	1	2	3	4	5	6	____(520)
B. Public schools	1	2	3	4	5	6	____(521)
C. Supreme court	1	2	3	4	5	6	____(522)
D. Newspapers	1	2	3	4	5	6	____(523)
E. House of Commons	1	2	3	4	5	6	____(524)
F. Large corporations	1	2	3	4	5	6	____(525)
G. Political parties	1	2	3	4	5	6	____(526)
H. Labour unions	1	2	3	4	5	6	____(527)
I. Federal government	1	2	3	4	5	6	____(528)
J. Banks	1	2	3	4	5	6	____(529)
K. Your provincial government	1	2	3	4	5	6	____(530)
L. The Canadian Armed Forces	1	2	3	4	5	6	____(531)

D97. Regardless of any political feelings you may have, and thinking just of individuals, of the following, which person do you think would make the best Prime Minister for Canada? (Read and rotate 1-5)

- 1 Jean Chrétien
- 2 Jean Charest
- 3 Alexa McDonough
- 4 Preston Manning
- 5 Michel Gauthier

- 6 (None of these)
- 7 (DK)
- 8 (Refused)

_____ (532)

6. Thinking of federal politics, which of the following parties do you believe offers the best alternative to the governing Liberals? (Read and rotate 1-4)

- 1 The Progressive Conservative Party
- 2 The Reform Party
- 3 The New Democratic Party
- 4 The Bloc Québécois

- 5 Other party/None of these
- 6 (DK)
- 7 (Refused)

_____ (533)

7. Would you favour or oppose a merger between the Progressive Conservative Party and the Reform Party, into one political party?

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

_____ (534)

8. If the Progressive Conservative Party and the Reform Party were to merge into one political party, who of the following do you think should become leader? (Read and rotate 1-2)

- 1 Preston Manning
- 2 Jean Charest
- 3 Someone else/Other
- 4 None of these
- 5 (DK)
- 6 (Refused)

_____ (535)

9. Looking ahead to the next federal election, which of the following parties do you think would have the best chance of defeating the incumbent Liberals? (Read 1-3, rotating 1 and 2)

- 1 The Reform Party
- 2 The Progressive Conservative Party
- 3 A merger between the Progressive Conservative Party and the Reform Party

- 4 (DK)
- 5 (Refused)

_____ (536)

10. Have you, yourself, smoked any cigarettes in the past week?

1	2	3	4	_____ (537)
Yes	No	(DK)	(RF)	

11. Do you ever have occasion to use alcoholic beverages such as liquor, wine or beer, or are you a total abstainer?

1	Yes, use	
2	No do not, abstainer	
3	(DK)	
4	(Refused)	_____ (538)

12. Which hockey team do you feel has the best chance of winning the Stanley Cup this year? (Open ended and code)

- 01 Other (do NOT list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD
- 06 Anaheim Mighty Ducks
- 07 Boston Bruins
- 08 Buffalo Sabres
- 09 Calgary Flames
- 10 Chicago Black Hawks
- 11 Dallas Stars
- 12 Detroit Red Wings
- 13 Edmonton Oilers
- 14 Florida Panthers
- 15 Hartford Whalers
- 16 Los Angeles Kings
- 17 Montreal Canadiens
- 18 New Jersey Devils
- 19 New York Islanders
- 20 New York Rangers
- 21 Ottawa Senators
- 22 Philadelphia Flyers
- 23 Pittsburgh Penguins
- 24 Quebec Nordiques
- 25 San Jose Sharks
- 26 St. Louis Blues
- 27 Tampa Bay Lightning
- 28 Toronto Maple Leafs
- 29 Vancouver Canucks
- 30 Washington Capitals
- 31 Winnipeg Jets

(539) (540)

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) 91 (413)

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

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

(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 (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		
			95.10
<hr/>			(419) (420)

D5b. Did you graduate from (response in D5a)?

1	2	3	
Yes	No	(DK/RF)	<u>95.50</u> (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
<hr/>	(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
<hr/>	(430) (431)

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

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

	98.10
<hr/>	(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)