

FIELD FINAL

199

AC -
Project Registration #
OMNIBUS & POLL

X APPROVED BY CLIENT
DATE _____
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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 DECEMBER
 - POLL
 Gallup Canada, Inc.
 Jon Hughes, Analyst/
 SOM
 December, 1996

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 DATE _____
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 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 #3)
- 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 #3)

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.-2b. (HOLD)

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. Would you say that you are very likely (VL), somewhat likely (SWL), somewhat unlikely (SWU), or very unlikely (VUL) to purchase each of the following items in the next twelve months? (Read and rotate A-C)

	<u>VL</u>	<u>SWL</u>	<u>SWU</u>	<u>VUL</u>	<u>(DK)</u>	<u>(RF)</u>	
A. A house	4	3	2	1	5	6	_____ (520)
B. A new car	4	3	2	1	5	6	_____ (521)
C. A major appliance, such as a refrigerator or an oven	4	3	2	1	5	6	_____ (522)

(Rotate #5a-#5b and #6a-#6b)

5a. Over the past six months, would you say the country's economy has (read and reverse 1-3)?

- 1 Gotten better
 - 2 Stayed about the same
 - 3 Gotten worse
 - 4 (DK)
 - 5 (Refused)
- _____ (523)

5b. Over the next six months, do you expect the country's economy to (read and reverse 1-3)?

- 1 Get better
- 2 Stay about the same
- 3 Get worse
- 4 (DK)
- 5 (Refused)

_____ (524)

6a. Over the past six months, would you say the financial situation of your household has (read and reverse 1-3)?

- 1 Gotten better
- 2 Stayed about the same
- 3 Gotten worse
- 4 (DK)
- 5 (Refused)

_____ (525)

6b. Over the next six months, do you expect the financial situation of your household to (read and reverse 1-3)?

- 1 Get better
- 2 Stay about the same
- 3 Get worse
- 4 (DK)
- 5 (Refused)

_____ (526)

7. Considering the state of the economy and your personal financial situation, do you think now is a good time to make major purchases or is it a good time to save instead?

- 1 Good time to make major purchase
- 2 Good time to save
- 3 (DK)
- 4 (Refused)

_____ (527)

8a. 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)

_____ (528)

8b. 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)

_____ (529)

9a. Do you celebrate the Christmas holiday?

1	2	3	4	_____ (530)
Yes	No	(DK)	(RF)	
(Continue)		(Skip to #10)		

9b. For Christmas, do you (read and rotate A-J)?

	<u>Yes</u>	<u>No</u>	<u>(DK)</u>	<u>(RF)</u>	
A. believe in Santa Claus	1	2	3	4	_____ (531)
B. put up a Christmas tree at your home	1	2	3	4	_____ (532)
C. attend a Christmas religious service	1	2	3	4	_____ (533)
D. exchange gifts with family members	1	2	3	4	_____ (534)
E. exchange gifts with friends	1	2	3	4	_____ (535)
F. visit with friends and family	1	2	3	4	_____ (536)
G. string Christmas lights outside your home	1	2	3	4	_____ (537)
H. Celebrate with a turkey dinner	1	2	3	4	_____ (538)
I. attend a Christmas party	1	2	3	4	_____ (539)
J. sing/listen to Christmas carols	1	2	3	4	_____ (540)

10. During the past year, have you (read and rotate A-C)?

	<u>Yes</u>	<u>No</u>	<u>(DK)</u>	<u>(RF)</u>	
A. donated money to a charitable cause	1	2	3	4	_____ (541)
B. donated goods, such as clothing or toys, to a charitable cause	1	2	3	4	_____ (542)
C. volunteered your time for a charitable cause	1	2	3	4	_____ (543)

11a. Has the recent drop in interest rate affected you positively, negatively or not at all?

1	Positively	
2	Negatively	
3	No at all	
4	(DK)	
5	(Refused)	_____ (544)

11b. Do you believe the recent drop in interest rates will affect the national economy positively, negatively or not at all?

- 1 Positively
- 2 Negatively
- 3 Not at all

- 4 (DK)
- 5 (Refused)

_____ (545)

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
- 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		
			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 D11)		
98	(DK)		
99	(Refused)		98
<hr/>			(430) (431)

D8. How many would be under 18 years old? (Open ended and code actual number)

00	None		
98	(DK)		
99	(Refused)		98.10
<hr/>			(432) (433)

(DEMOGRAPHICS CONTINUED)

D10.-D11. (HOLD)

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)