

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 JANUARY
 - POLL
 Gallup Canada, Inc.
 Jon Hughes, Analyst/
 SOM
 January, 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)

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

(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)

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
- 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

(Continue)

(520) (521)

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)

_____ (522) (523)

5. Which party do you think should be recognized as the official opposition in the federal parliament -- the Bloc Québécois or the Reform Party?

- 1 Bloc Québécois
- 2 Reform Party
- 3 Other party (do not list)
- 4 (DK)
- 5 (Refused)

_____ (524)

6a. 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)

_____ (525)

6b. 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)

_____ (526)

6c. 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)

_____ (527)

3a. 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)

7b. 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)

8. 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)

_____ (530)

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)	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		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)

OMNI
Added codes

Question 4AU

524 - 525

520 - 521

- 25 A better distribution of goods and wealth
- 26 Poors gets poorer/Poverty
- 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
- 41 Legal system
- 42 Racism
- 43 Lack of Canadian identity
- 44 Incomprehension between English and French
- 45 Overpopulation
- 46 Bureaucracy
- 47 The country as a whole
- 48 A rise of the right wing
- 49 Fear of the future
- 50 Communication
- 51 Prince Edward Island