

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 MARCH
 - POLL
 Gallup Canada, Inc.
 Jon Hughes, Analyst/
 SOM
 March, 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)

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)

_____ (520)

5a. On March 6, 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 6)
- 4 (Refused)

_____ (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)

_____ (522)

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

- 1 Help
- 2 Hurt
- 3 (DK)
- 4 (Refused) _____(523)

6. Do you believe that banks should be permitted to sell life, home and auto insurance?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (RF) _____(544)

7a. If the United States penalizes Canadian companies for doing business with Cuba, should the Canadian government retaliate with other trade actions against the United States?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (RF) _____(545)

7b. Do you believe that (read 1-3)?

- 1 The Canadian government should prohibit Canadian companies from doing business with Cuba
- 2 Canadian companies should voluntarily stop doing business with Cuba
- 3 Canadian companies should continue doing business with Cuba
- 4 (DK)
- 5 (Refused) _____(546)

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

9a. 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 Braveheart
 - 2 Apollo 13
 - 3 Babe
 - 4 Sense and Sensibility
 - 5 The Postman (Il Postino)
 - 6 (DK)
 - 7 (Refused)
- _____ (541)

(Rotate #9b and #9c)

9b. 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 Massimo Troisi
 - 2 Nicholas Cage
 - 3 Richard Dreyfus
 - 4 Anthony Hopkins
 - 5 Sean Penn
 - 6 (DK)
 - 7 (Refused)
- _____ (542)

c. 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 Emma Thompson
- 2 Susan Sarandon
- 3 Elizabeth Shue
- 4 Sharon Stone
- 5 Meryl Streep

- 6 (DK)
- 7 (Refused)

_____ (543)

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)

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/>		<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/>		<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/>		<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/>		<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)