

FIELD FINAL

199

AC -  
Project Registration #  
OMNIBUS & POLL

X APPROVED BY CLIENT  
DATE \_\_\_\_\_  
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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 SEPTEMBER**  
 - POLL  
 Gallup Canada, Inc.  
 Jon Hughes, Analyst/  
 SOM  
 September, 1996

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 DATE \_\_\_\_\_  
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 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)

b. (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)

5. On the whole, would you say that you are satisfied or dissatisfied with the education children are getting today?

- 1 Satisfied
- 2 Dissatisfied
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ (521)

6. How do you feel about the level of government funding of the public education system in this province. Would you favour (F) or oppose (O) increased funding (read A-C)?

	<u>F</u>	<u>O</u>	<u>(DK)</u>	<u>(RF)</u>	
A. For the elementary and public schools	1	2	3	4	_____ (522)
B. For the high schools	1	2	3	4	_____ (523)
C. For post-high school education	1	2	3	4	_____ (524)

(Rotate #7a-#7b and #8a-#8b)

7a. 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) \_\_\_\_\_(525)

7b. 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) \_\_\_\_\_(526)

8a. 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) \_\_\_\_\_(527)

8b. 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) \_\_\_\_\_(528)

9. Thinking about Canada's health care system, would you be strongly in favour, somewhat in favour, somewhat opposed or strongly opposed to offering two levels of service to Canadians: a basic level of service funded by the government and available to all Canadians, and for those who wished to do so the option of paying for any additional services they wanted?

- 1 Strongly in favour
- 2 Somewhat in favour
- 3 Somewhat opposed
- 4 Strongly opposed
- 5 (DK)
- 6 (Refused) \_\_\_\_\_(529)

0a. What is your favourite sport to watch, either in person or on television? (Open ended and code) (Accept FIRST response only)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD
  
- 06 Auto racing
- 07 Baseball
- 08 Basketball
- 09 Bowling
- 10 Curling
- 11 Figure skating
- 12 Fishing
- 13 Football
- 14 Golf
- 15 Gymnastics
- 16 Hockey
- 17 Lacross
- 18 Rugby
- 19 Soccer
- 20 Swimming
- 21 Tennis
- 22 Track and field
- 23 Volleyball

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(534) (535)

0b. What is your favourite sport to play? (Open ended and code) (Accept FIRST response only)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 (None/Don't play sports)
- 05 HOLD
  
- 06 Auto racing
- 07 Baseball
- 08 Basketball
- 09 Bowling
- 10 Curling
- 11 Figure skating
- 12 Fishing
- 13 Football
- 14 Golf
- 15 Gymnastics
- 16 Hockey
- 17 Lacross
- 18 Rugby
- 19 Soccer
- 20 Swimming
- 21 Tennis
- 22 Track and field
- 23 Volleyball

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(536) (537)

11a. Now turning to football, all things considered, do you prefer the Canadian Football League (CFL), or the National Football League (NFL) in the United States?

- 1 Canadian Football League (CFL)
- 2 National Football League (NFL)
- 3 (No preference)
- 4 (Neither/Don't like football)
- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ (538)

11b. How likely is it that the Canadian Football League (CFL) will be in existence three years from now? Would you say (read 4-1)?

- 4 Very likely
- 3 Somewhat likely
- 2 Not very likely
- 1 Not at all likely

- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ (539)

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
- 
- (419) (420)

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

- 1 Yes
  - 2 No
  - 3 (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
- 
- (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
- 
- (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
- 
- (432) (433)

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)