

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 FEBRUARY
 - POLL
 Gallup Canada, Inc.
 Jon Hughes, Analyst/
 SOM
 February, 1997

X APPROVED BY CLIENT
 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 #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. Is there any area right around where you live, say within a couple of kilometres, where you would be afraid to walk at night?

1	2	3	4	_____ (525)
Yes	No	(DK)	(RF)	

5a. Are you aware of the new television rating system that rates the suitability of television programs for children?

1	2	3	4	_____ (526)
Yes	No	(DK)	(RF)	

5b. Some television networks are now rating their shows on the suitability for children, using ratings such as TV-G, TV-PG, TV-M. Would you use this rating system in your home?

1	2	3	4	_____ (527)
Yes	No	(DK)	(RF)	

6a. Thinking now about the various items that can be recycled today, including newspapers, bottles, cans and boxes, would you say that you (read 4-1) try to recycle these items after you have finished using them?"

4	3	2	1	_____ (528)
Always	Sometimes	Rarely	Never	
5	6			
(DK)	(Refused)			

6b. Is there a regular recycling program in your neighbourhood?

1	2	3	4	_____ (529)
Yes	No	(DK)	(RF)	

7. When shopping, do you look for products that are made using recycled material?

1	2	3	4	_____ (530)
Yes	No	(DK)	(RF)	

8. When shopping for food for yourself or your family, how often would you say you buy products that are (read and rotate A-D)? Would you say all the time (ATT), sometimes (S), rarely (R) or never (N)?

	<u>ATT</u>	<u>S</u>	<u>R</u>	<u>N</u>	<u>(DK)</u>	<u>(RF)</u>	
A. Low in fat or fat free	4	3	2	1	5	6	_____ (531)
B. Low in cholesterol or cholesterol free	4	3	2	1	5	6	_____ (532)
C. Low in sodium or sodium free	4	3	2	1	5	6	_____ (533)
D. Low in calories	4	3	2	1	5	6	_____ (534)

9. Compared to regular food products, do you find that food products with reduced fat, cholesterol, sodium or calories are more expensive, less expensive, or about the same price?

- 3 More expensive
- 2 About the same price
- 1 Less expensive

- 4 (DK)
- 5 (Refused)

_____ (535)

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
			(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
			(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
			(430) (431)

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

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

			98.10
			(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)