

FIELD FINAL - MARCH 10, 1997

AC -
Project Registration #
OMNIBUS & POLL MARCH

X APPROVED BY CLIENT
DATE _____

Gallup Canada, Inc.
SOM
March, 1997

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INTERVIEWED BY _____

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, 1997

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(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. HOLD

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. 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. Would you say that you are better off or worse off than you were four years ago?

- 1 Better off
- 2 Worse off
- 3 (No difference)
- 4 (DK)
- 5 (Refused)

_____ (521)

6a. On February 18, 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 7)
- 4 (Refused)

_____ (522)

(Rotate #6b and #6c)

6b. (If code "1" in #6a, 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)

_____ (523)

6c. Will the budget measures help or hurt your family's financial situation?

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

_____ (524)

7. Generally speaking what do you think is the least amount of money a family of four - needs each week to get along in this community? (Open ended and round off to the nearest dollar amount)

0000 (DK/Refused)

_____ (525) (526) (527) (528)

8. As you may be aware, the Eaton's department store chain has applied for bankruptcy protection against creditors. How important is it to you that they remain in business in Canada? (Read 4-1)

4 Very important
 3 Somewhat important
 2 Not very important
 1 Not important at all

5 (Makes no difference)
 6 (DK)
 7 (Refused)

_____ (529)

9. 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	_____ (530)
B. Accountants	1	2	3	4	5	6	7	_____ (531)
C. Business Executives	1	2	3	4	5	6	7	_____ (532)
D. Doctors	1	2	3	4	5	6	7	_____ (533)
E. Engineers	1	2	3	4	5	6	7	_____ (534)
F. Labour Union Leaders	1	2	3	4	5	6	7	_____ (535)
G. Lawyers	1	2	3	4	5	6	7	_____ (536)
H. Journalists	1	2	3	4	5	6	7	_____ (537)
I. Members of Parliament	1	2	3	4	5	6	7	_____ (538)
J. Police Officers	1	2	3	4	5	6	7	_____ (539)
K. Real Estate Agents	1	2	3	4	5	6	7	_____ (540)
L. University Teachers	1	2	3	4	5	6	7	_____ (541)
M. Public Opinion Pollsters	1	2	3	4	5	6	7	_____ (542)
N. Clergy	1	2	3	4	5	6	7	_____ (543)
O. Pharmacists/Druggists	1	2	3	4	5	6	7	_____ (544)

10. Here are some social changes which might occur in the coming years. Would you welcome them (WT) or not welcome them (NWT)?

	<u>WT</u>	<u>NWT</u>	<u>(DK)</u>	<u>(RF)</u>	
A. Less emphasis on money	1	2	3	4	_____ (545)
B. More emphasis on self-expression	1	2	3	4	_____ (546)
C. More acceptance of sexual freedom	1	2	3	4	_____ (547)
D. More emphasis on traditional family ties	1	2	3	4	_____ (548)
E. More respect for authority	1	2	3	4	_____ (549)
F. Less emphasis on working hard	1	2	3	4	_____ (550)
G. More acceptance of marijuana usage	1	2	3	4	_____ (551)

11a. Are you aware that scientists recently created a sheep through genetic cloning?

1	2	3	4	
Yes	No	(DK)	(RF)	_____ (552)

11b. How likely do you think it is that scientists will be able to clone a human being in the next 50 years? 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)	_____ (553)

11c. If scientists were able to clone a human being, would you approve or disapprove of this?

1	2	3	4	
Yes	No	(DK)	(RF)	_____ (554)
(Continue)	(Skip to Section II)			

11d. (If code "1-Yes" in #11c, ask:) Would you allow yourself to be cloned?

1	2	3	4	
Yes	No	(DK)	(RF)	_____ (555)

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 Not legally married, but "living together" (Co-habiting)
- 4 Widowed
- 5 Divorced
- 6 Separated
- 7 (DK)
- 8 (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 D9a)		
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)

D9a. And how many children, in total, do you have regardless of their age or whether or not they now live with you? (Open ended and code actual number)

- 00 None
- 01 One
- 02 Two
- 03 Three
- 04 Four
- 05 Five
- 06 Six
- 07 Seven
- 08 Eight
- 09 Nine
- 10 Ten

- 98 (DK/No opinion)
- 99 (Refused)

(475) (476)

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)

dh/QUES/OMNI/010/1997/MAR.ENG