

AC202T
Project Registration #216T267
Telephone Omnibus
February, 1992
n=1,000

Final Version

DATE: _____
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INTERVIEWED BY: _____

I.D.# _____ (1-4)

AREA CODE & TELEPHONE NUMBER: () _____ (32 - 41)

INTERVIEW TIME: _____ (42) (43)

D1. MEN: Are you the male head of the household?
WOMEN: Are you the female head of the household?
YES _____ 1 NO _____ 2

2

212 ()

ASK EVERYONE:

D2. Are you employed outside the home full-time, part-time or not at all?

- 1 FULL-TIME
- 2 PART-TIME
- 3 NOT AT ALL
- 4 DON'T KNOW
- 5 REFUSED

213 ()

D3. What is your marital status? (OPEN ENDED & CODE)

- 1 SINGLE
- 2 MARRIED
- 3 WIDOWED/DIVORCED/SEPARATED
- 4 LIVING AS MARRIED
- 5 DON'T KNOW
- 6 REFUSED

214 ()

D4. What was the language you first spoke in childhood and still understand?

- 01 OTHER (SPECIFY) _____
- 02 DON'T KNOW
- 03 REFUSED
- 04 HOLD
- 05 HOLD
- 06 ENGLISH
- 07 FRENCH

215:216 () ()

D5. What is your religious preference? (OPEN ENDED & CODE)

- 01 OTHER (SPECIFY) _____
- 02 DON'T KNOW
- 03 REFUSED
- 04 NONE
- 05 HOLD
- 06 PROTESTANT
- 07 JEWISH
- 08 ROMAN CATHOLIC

217:218 () ()

SERIAL # - 1:4
CARD # - 5:6
ASSIGN # - 7:8
JOB & WK. # - 11:14
WEIGHTS - 15:19

D6. Which of these was the last school that you attended? (READ CODES 06-10)

- 06 PUBLIC/GRADE SCHOOL YES 1 NO 2
- 07 SECONDARY SCHOOL
- 08 UNIVERSITY

POST SECONDARY & NON-UNIVERSITY

- 09 COMMUNITY COLLEGE
- 10 C.E.G.E.P
- 01 OTHER (SPECIFY)
- 04 NO FORMAL SCHOOLING _____
- 03 REFUSED _____ → (SKIP TO D7)
- 02 DON'T KNOW _____
- 05 HOLD

219:220 () ()

D6a. Did you graduate from...(READ RESPONSE IN D6)

- 1 YES
- 2 NO

221 ()

D7. What is your occupation? (OPEN END & CODE)

OCCUPATION: _____

- 01 OTHER (SPECIFY) _____
- 02 DK
- 03 REFUSED
- 04 NOT EMPLOYED _____
- 05 RETIRED
- 06 STUDENT _____ → (SKIP TO NOTE BEFORE D8)
- 07 HOUSEWIFE _____

222:223 () ()

D7a. What type of company do you work for? (OPEN ENDED & CODE)

- 01 OTHER (SPECIFY) _____
- 02 DK
- 03 REFUSED

224:225 () ()

(IF YES, "CODE 1" IN D1, SKIP TO D9)

D8. What is the occupation of the head of the family?

OCCUPATION: _____

- 01 OTHER (SPECIFY)
- 02 DK
- 03 REFUSED
- 04 NOT EMPLOYED
- 05 RETIRED
- 06 STUDENT
- 07 HOUSEWIFE

226:227 () ()

D8a. What type of company does the head of the family work for? (OPEN ENDED & CODE)

- 01 OTHER (SPECIFY) _____

228:229 () ()

D9. How many people, including yourself, are there in this household? (OPEN ENDED & CODE ACTUAL NUMBER)

- 98 DON'T KNOW
- 99 REFUSED

230:231 () ()

D10. How many would be under 10 years? (OPEN ENDED & CODE ACTUAL NUMBER)

- 00 NONE
- 98 DON'T KNOW
- 99 REFUSED

232:233 () ()

D11. How many would be between 10 & 17 years? (OPEN ENDED & CODE ACTUAL NUMBER)

- 00 NONE
- 98 DON'T KNOW
- 99 REFUSED

234:235

D12. Are you, yourself a member of a labor union, or is your husband/wife a labor union member?

- 1 YES, MYSELF
- 2 YES, MY SPOUSE
- 3 YES, BOTH
- 4 NO
- 5 DON'T KNOW
- 6 REFUSED

236 ()

D13. What was your year of birth? (OPEN ENDED & CODE ACTUAL YEAR)

9999 = DK/RF

237:240 () () () ()

D14. Please give me the first three characters of your postal code? (OPEN ENDED & CODE ACTUAL)

999 = DK/RF

241:243 () () ()

D15. What is your city or town name? (OPEN ENDED & CODE)

- O1 OTHER (SPECIFY) _____
- O2 DK
- O3 RF

244:246 () () ()

D16. Would you please tell me your total annual family income from all sources before tax deductions? (READ CODES 01-10)

- | | |
|-----------------------------------|-----------------------------------|
| 01 UNDER \$10,000 | 06 \$40,000 to less than \$50,000 |
| 02 \$10,000 to less than \$15,000 | 07 \$50,000 to less than \$60,000 |
| 03 \$15,000 to less than \$20,000 | 08 \$60,000 to less than \$70,000 |
| 04 \$20,000 to less than \$30,000 | 09 \$70,000 to less than \$80,000 |
| 05 \$30,000 to less than \$40,000 | 10 \$80,000 & OVER |
| | 11 REFUSED |
| | 12 DON'T KNOW |

247:248 () ()

D17. (CODE LANGUAGE - INTERVIEW CONDUCTED IN)

- 1 ENGLISH
- 2 FRENCH

249 ()

(VERIFY PHONE NUMBER)

Hello. My name is...from the Gallup Poll. We're doing the National Gallup Poll this evening on different topics concerning both national public opinion and marketing issues. I'd like to interview the youngest (male/female) who is 18 years of age or older and who is at home right now. Would that be yourself?.

CODE 1 MALE 2 FEMALE

250 ()

S1 AREA CODE (CODE FROM CALL RECORD SHEET)

251:253 () () ()

S2 PROVINCE (CODE FROM CALL RECORD SHEET)

- 01 NEWFOUNDLAND
- 02 P.E.I.
- 03 NOVA SCOTIA
- 04 NEW BRUNSWICK
- 05 QUEBEC
- 06 ONTARIO
- 07 MANITOBA
- 08 SASKATCHEWAN
- 09 ALBERTA
- 10 B.C.

254:255

S3. CMA code (CODE FROM CALL RECORD SHEET)

() ()

256:259

1. Some people define junk mail as letters and brochures which are distributed through the postal service with the goal of selling or advertising a product. Do you think that you receive too much of this type of mail, or not?

- 1 YES, RECEIVE TOO MUCH
- 2 NO, DO NOT RECEIVE TOO MUCH
- 3 DON'T KNOW
- 4 REFUSED

307

()

2. If a federal election were held today, which party's candidate do you think you would favor? (OPEN END & CODE)

- 01 OTHER PARTY (WRITE IN)
- 02 UNDECIDED
- 03 REFUSED
- 04 NONE -
- 05 HOLD
- 06 NOT ELIGIBLE
- 07 LIBERAL
- 08 PROG.CON.S.
- 09 N.D.P.
- 10 REFORM PARTY
- 11 BLOC QUEBECOIS

308:309

() ()

3a. Did you vote in the last federal election on November 21, 1988?

- 1 YES
 - 2 NO
 - 3 TOO YOUNG
 - 4 DON'T KNOW
 - 5 REFUSED
- (SKIP TO Q.4)

310

()

(IF 'YES' TO Q.3a, ASK:)

3b. Which party did the candidate for whom you voted represent? (OPEN END & CODE)

- 01 OTHER PARTY (WRITE IN) _____
- 02 DON'T KNOW
- 03 REFUSED
- 04 NONE
- 05 HOLD
- 06 HOLD
- 07 LIBERAL
- 08 PROG.CON.S.
- 09 N.D.P.
- 10 REFORM PARTY

311:312

() ()

(ASK EVERYONE:)

4. Do you favor or oppose having a national high school test across the country which all students must pass in order to receive a high school diploma?

- 1 FAVOR
- 2 OPPOSE
- 3 DON'T KNOW
- 4 REFUSED

313

()

5a. In your opinion is prostitution a serious problem in your city or area?

- 1 YES
- 2 NO
- 3 DON'T KNOW
- 4 REFUSED

314

()

5b. Which of the following would you do to alleviate the problems caused by prostitution?
(READ CODES 06-09. ACCEPT MULTIPLE RESPONSES)

01 (OTHER (SPECIFY) *

02 DON'T KNOW

03 REFUSED

04 NONE OF THESE

05 HOLD () ()

06 fine or charge customers as well as prostitutes

07 license prostitutes as business operators 349:357

08 tighten laws on street soliciting

09 set up red light districts

6. In 1969 the federal government passed the Official Languages Act, making Canada officially bilingual. Do you think bilingualism in Canada has been a success or a failure?

1 A SUCCESS

2 A FAILURE

3 DON'T KNOW 320

4 REFUSED ()

7a. Do you approve or disapprove of the way Brian Mulroney is handling his job as Prime Minister?

1 APPROVE

2 DISAPPROVE

3 DON'T KNOW

4 REFUSED 321 ()

7b. Do you approve or disapprove of the way Jean Chretien is handling his job as leader of the Opposition?

1 APPROVE

2 DISAPPROVE

3 DON'T KNOW

4 REFUSED 322 ()

7c. And do you approve or disapprove of the way Audrey McLaughlin is handling her job as leader of the NDP?

1 APPROVE

2 DISAPPROVE

3 DON'T KNOW

4 REFUSED 323 ()

7d. And do you approve or disapprove of the way Preston Manning is handling his job as leader of the Reform Party?

1 APPROVE

2 DISAPPROVE

3 DON'T KNOW

4 REFUSED 324 ()

7e. And do you approve or disapprove of the way Lucien Bouchard is handling his job as leader of the Bloc Quebecois?

1 APPROVE

2 DISAPPROVE

3 DON'T KNOW

4 REFUSED 325 ()

8. Speaking of our future, which do you think will be the biggest threat to Canada in years to come – big business, big labor or big government? (ACCEPT ONLY ONE RESPONSE)

- 1 BIG BUSINESS
- 2 BIG LABOR
- 3 BIG GOVERNMENT
- 4 DON'T KNOW
- 5 REFUSED

326

9. I'm going to read a list of institutions in Canadian society. Would you tell me how much respect and confidence you, yourself, have in each one – a great deal, quite a lot, some or very little? (READ & ROTATE A-H) (IF RESPONDENT SAYS "NO RESPECT" CODE AS "VERY LITTLE")

		GREAT DEAL	QUITE A LOT	SOME	VERY LITTLE	NO OPINION	
A	Federal government	1	2	3	4	5	327
B	Labor unions	1	2	3	4	5	
C	Banks	1	2	3	4	5	
D	Large corporations	1	2	3	4	5	
E	Political parties	1	2	3	4	5	
F	Your provincial government	1	2	3	4	5	
G	Newspapers	1	2	3	4	5	
H	Supreme Court of Canada	1	2	3	4	5	334

10a. Do you favor or oppose implementing a regulation that would increase the amount of Canadian content on Canadian radio stations?

- 1 FAVOR
- 2 OPPOSE
- 3 DON'T KNOW
- 4 REFUSED

335

10b. New songs performed by Vancouver singer Bryan Adams were recently categorized as being non-Canadian content because they were co-written by a person from Great Britain. Do you agree or disagree with this recent decision?

- 1 AGREE
- 2 DISAGREE
- 3 DON'T KNOW
- 4 REFUSED

336

11a. Are you in favor of or opposed to replacing the present constitutional system with two separate countries, Quebec and the rest of Canada, which would be associated in an economic union?

- 1 FAVOR
- 2 OPPOSED
- 3 DON'T KNOW
- 4 REFUSED

337

11b. What do you think is a more important problem facing Canada today, national unity or the economic recession?

- 1 NATIONAL UNITY
- 2 ECONOMIC RECESSION
- 3 DON'T KNOW
- 4 REFUSED

338

11c. Do you approve or disapprove of the inclusion of Quebec in the Constitution as a "distinct society" within Canada?

- 1 APPROVE
- 2 DISAPPROVE
- 3 DON'T KNOW
- 4 REFUSED

339 ()

12a. Would you prefer to keep Quebec in Canada by giving it the powers it requests, or should the federal government turn down these requests and risk Quebec separating?

- 1 KEEP QUEBEC IN CANADA
- 2 RISK QUEBEC SEPARATING
- 3 DON'T KNOW
- 4 REFUSED

340 ()

12b. In order to keep Quebec in Canada are you in favor or opposed to giving Quebec more powers than the other provinces?

- 1 FAVOR
- 2 OPPOSED
- 3 DON'T KNOW
- 4 REFUSED

341 ()

12c. If Quebec separates from the rest of Canada, are you in favor or opposed to forming an economic union between Quebec and the rest of Canada?

- 1 FAVOR
- 2 OPPOSED
- 3 DON'T KNOW
- 4 REFUSED

342 ()

(ASK RESPONDENTS IN ONTARIO ONLY (CODE 06 IN S2), ALL OTHERS SKIP TO Q.16)

13. If a provincial election were held today, which party's candidate do you think you would favor? (OPEN END & CODE)

- 01 OTHER PARTY (WRITE IN) _____
- 02 UNDECIDED
- 03 REFUSED
- 04 NONE
- 05 HOLD
- 06 NOT ELIGIBLE
- 07 LIBERAL
- 08 PROGRESSIVE CONSERVATIVE
- 09 N.D.P.

343:344 () ()

14a. Did you vote in the last provincial election on September 6th, 1990?

- 1 YES
 - 2 NO
 - 3 TOO YOUNG
 - 4 DON'T KNOW
 - 5 REFUSED
- (SKIP TO Q.15)

345 ()

(IF 'YES' TO Q.14a, ASK. ALL OTHERS SKIP TO Q.15)

14b. Which party did the candidate for whom you voted represent? (OPEN END & CODE)

- 01 OTHER PARTY (WRITE IN) _____
- 02 DON'T KNOW
- 03 REFUSED
- 04 NONE
- 05 HOLD
- 06 HOLD
- 07 LIBERAL
- 08 PROGRESSIVE CONSERVATIVE
- 09 N.D.P.

346:347 () ()

15. Do you approve or disapprove of the way Bob Rae is handling his job as Premier of Ontario?

- 1 APPROVE
- 2 DISAPPROVE
- 3 DON'T KNOW
- 4 REFUSED

348 ()
