

Serial # 1:4
CARD # 5:6
Job # 11:13
Weights 15:19

ignore info on
Cards 2+3

FIELD FINAL -

AC - Toronto
Project Registration 597T
TELEPHONE OMNIBUS, - WAVE I

X APPROVED BY CLIENT

DATE _____
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INTERVIEWED BY _____

n=1,000

I.D.#: _____ 0 (1- ID 6)

**AREA CODE AND TELEPHONE NUMBER: () _____ (32 - 41)

**INTERVIEW TIME: ----- (42) (43)

D1. HEAD OF HOUSEHOLD: Are you the (male/female) head of the household?
1 Yes 2 No 3 (DK) 4 (RF) HEAD (412)

(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 (DK)
5 (Refused) (413)

D3. 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) (414)

D4. 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

(415) (416)

D5. 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

RELIGION

(417) (418)

D6. 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 D7)
- 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

EDUC

(419) (420)

D6a. Did you graduate from (response in D6)?

- | | | | | |
|-----|----|------|------|--|
| 1 | 2 | 3 | 4 | |
| Yes | No | (DK) | (RF) | |

GRAD

(421)

(DEMOGRAPHICS CONTINUED)

- D7. What is your occupation? (Open ended and code)
- | | | |
|----|--------------|--------------------------------------|
| 01 | Other (list) | 08 PROFESSIONAL/TECHNICAL |
| 02 | HOLD | 09 BUSINESS EXECUTIVES/SELF-EMPLOYED |
| 03 | (Refused) | 10 SALES WORKERS |
| 04 | Not employed | 11 CLERICAL WORKERS |
| 05 | Retired | 12 SKILLED LABOUR |
| 06 | Student | 13 UNSKILLED LABOUR/SERVICE WORKERS |
| 07 | Housewife | (Skip to "Note" before D8) |

(422) (423)

- D7a. What type of company do you work for? (Open ended)

- | | |
|----|--------------|
| 01 | Other (list) |
| 02 | (DK) |
| 03 | (Refused) |
| 04 | HOLD |
| 05 | HOLD |

(424) (425)

(If code "1" in D1,
skip to D9;
Otherwise, Continue)

- D8. What is the occupation of the head of the family? (Open ended and code)

- | | |
|----|--------------|
| 01 | Other (list) |
| 02 | HOLD |
| 03 | (Refused) |
| 04 | Not employed |
| 05 | Retired |
| | (Skip to D9) |
| 06 | Student |
| 07 | Housewife |

Same As D7

(426) (427)

- D8a. What type of company does the head of the family work for? (Open ended)

- | | |
|----|--------------|
| 01 | Other (list) |
| 02 | (DK) |
| 03 | (Refused) |
| 04 | HOLD |
| 05 | HOLD |

(428) (429)

(DEMOGRAPHICS CONTINUED)

D9. How many people, including yourself, are there in this household? (Open ended and code actual number)

01 One - (Skip to D12)

98 (DK)
99 (Refused)

NHOUSE
(430) (431)

D10. How many would be under 10 years? (Open ended and code actual number)

00 None
98 (DK)
99 (Refused)

NKIDS
(432) (433)

11. How many would be between 10 and 17 years? (Open ended and code actual number)

00 None
98 (DK)
99 (Refused)

NTEENS
(434) (435)

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 (DK)
6 (Refused)

UNION
(436)

D13. What was your year of birth? (Open ended and code all four digits of year)

9999 (DK/Refused)

YR BIRTH
(437) (438) (439) (440)

D14. Please give me the first three characters of your postal code? (Open ended and code all three digits of postal code)

999 (DK/Refused)

(441) (442) (443)

(DEMOGRAPHICS CONTINUED)

D15. What is your city or town name? (Open ended)

- 001 Other (list)
- 002 (DK)
- 003 (Refused)
- 004 HOLD
- 005 HOLD

CITY/TOWN
(444) (445) (446)

D16. Would you 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

- 11 (Refused)
- 12 (DK)

INCOME
(447) (448)

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?

**GENDER: (Do not ask; code only)

1 Male

2 Female

SEX

____ (44)

S1. AREA CODE: (Code from call record sheet)

AREACODE

(450) (451) (452)

.2. 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.

PROV

(453) (454)

S2a. PROVINCIAL REGION: (Code from call record sheet)

As in S2

(45) (46)

* S3. CMA CODE: (Code from call record sheet)

(455) (456) (457) (458)

S4. LANGUAGE: (Code language interview conducted in:)

- 1 English
- 2 French

LANGINT
____ (449)

* City Size: 1. OVER 500M
2. 100 - 500M
3. 30 - 100M
4. 10 - 30M
5. 1 - 10M
6. RURAL

IN COLS 455:458 codes for:

MONTREAL - 4621

Metro TORONTO - 5351

(If code "05 - Quebec" in S2,
Skip to "Note" before #10a;
Otherwise, Continue)

(SECTION I - ASK EVERYONE EXCEPT IN QUEBEC)

1. If you could choose, would you prefer to live in the country or in the city?

- 1 in the country
- 2 in the city
- 3 no preference
- 4 (DK)
- 5 (Refused)

Q1
1.50 (465)

2a. If a federal election were held today, which party's candidate do you think you would favor? (Open ended and code)

- 01 Other party (list) - (Skip to #3a)
- 02 (DK/Undecided)
- 03 (Refused)
- 04 None (Continue)
- 05 HOLD

- 06 Not eligible
- 07 Liberal
- 08 Progressive Conservatives/
P.C./Tories (Skip to #3a)
- 09 New Democratic Party/NDP
- 10 Reform Party
- 11 Bloc Quebecois/BQ

NECESSARY
2,10

(460) (461)

2b. (If code "02", "03" or "04" in #2a, 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
- 08 Progressive Conservatives/P.C./Tories
- 09 New Democratic Party/NDP
- 10 Reform Party
- 11 Bloc Quebecois/BQ

LEANING
2.50

(614) (615)

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

- 1 Yes - (Continue)
- 2 No
- 3 Too young
- 4 (DK) (Skip to #4a)
- 5 (Refused)

VOTE

3 (462)

3b. (If code "1 - Yes" in #3a, ask:) Which party did the candidate for whom you voted represent? (Open ended and code)

- 01 Other Party (list)
- 02 (DK)
- 03 Refused
- 04 None
- 05 HOLD
- 06 HOLD
- 07 Liberal
- 08 Progressive Conservative/P.C./Tories
- 09 New Democratic Party/NDP
- 10 Reform Party
- 11 HOLD

310

PARTY

(463) (464)

4a. The following are some names suggested as possible successors to Brian Mulroney as Progressive Conservative Party leader. Which of the following would you favor as the next leader of the Progressive Conservative Party? (Read and rotate 1-5)

- 1 Kim Campbell
- 2 Patrick Boyer
- 3 Garth Turner
- 4 Jean Charest
- 5 Jim Edwards
- 6 (HOLD)
- 7 (DK)
- 8 (Refused)

Qaa

4 (474)

4b. If the Progressive Conservative Party had (read and rotate A-E) as its leader, which party's candidate do you think you would favor? (Open ended and code)

A. Kim Campbell:

- 01 Other Party (list)
- 02 (DK)
- 03 Refused
- 04 None
- 05 HOLD
- 06 HOLD
- 07 Liberal
- 08 Progressive Conservative/P.C./Tories
- 09 N.D.P./New Democratic Party
- 10 Reform Party
- 11 Bloc Québécois/BQ

4.10 Q4bA

(616) (617)

B. Patrick Boyer:

- 01 Other Party (list)
- 02 (DK)
- 03 Refused
- 04 None
- 05 HOLD
- 06 HOLD
- 07 Liberal
- 08 Progressive Conservative/P.C./Tories
- 09 N.D.P./New Democratic Party
- 10 Reform Party
- 11 Bloc Québécois/BQ

4.20 Q4bB

(618) (619)

C. Garth Turner:

- 01 Other Party (list)
- 02 (DK)
- 03 Refused
- 04 None
- 05 HOLD
- 06 HOLD
- 07 Liberal
- 08 Progressive Conservative/P.C./Tories
- 09 N.D.P./New Democratic Party
- 10 Reform Party
- 11 Bloc Québécois/BQ

4.30 Q4bC

(620) (621)

5c. (HOLD)

6. Do you think taxes are too high or about right?

- 1 Too high
- 2 About right
- 3 (DK)
- 4 (Refused)

Q6

6 (471)

7a. As you may know, several provincial governments have introduced budget cuts in order to reduce their deficits. Do you favor or oppose these budget cuts?

- 1 Favor
- 2 Oppose
- 3 (DK)
- 4 (Refused)

Q7a

 (472)

7b. Do you think that these budget cuts introduced by provincial governments will strengthen the Canadian economy or not?

- 1 Yes, will strengthen
- 2 No, will not strengthen
- 3 (DK)
- 4 (Refused)

Q7b

 (473)

8. Do you think that the return of communist rule in Russia is (read 1-3)?

- 1 Very likely
- 2 Somewhat likely
- 3 Not very likely
- 4 (DK)
- 5 (Refused)

Q8

8 (477)

9a. Do you think that sexual harassment in the workplace is (read 1-4)?

- 1 a very serious problem
- 2 a serious problem
- 3 not a serious problem
- 4 not a problem at all
- 5 (DK)
- 6 (Refused)

Q9a

9 (475)

9b. Are you personally aware of any instances of sexual harassment - that is - not just something you read about in the newspapers or saw on television - but that happened to you or to someone you know?

- 1 Yes, aware
- 2 No, unaware
- 3 (DK)
- 4 (Refused)

Q9b

 (476)

(If "05 - Quebec" in S2, Continue;
Otherwise, Skip to Section III)

(Rotate #10a and #10b)

10a. Of the following federal politicians, which one do you think can best represent the interests of the province of Quebec? Would it be (read and rotate 1-4)?

- 1 Jean Charest
- 2 Jean Chrétien
- 3 Audrey McLaughlin
- 4 Lucien Bouchard
- 5 (None)
- 6 (DK/Refused)

Q10a

(518)

10b. Of the following federal politicians which one do you think can best represent the interests of the province of Quebec? Would it be (read and rotate 1-4)?

- 1 Kim Campbell
- 2 Jean Chrétien
- 3 Audrey McLaughlin
- 4 Lucien Bouchard
- 5 (None)
- 6 (DK/Refused)

Q10b

(519)

(There is NO Section II,
Continue with Section III)