

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

598T

ignore info on  
Cards 2+3

FIELD FINAL -

AC - Toronto  
Project Registration  
TELEPHONE OMNIBUS - WAVE I

X  APPROVED BY CLIENT

DATE \_\_\_\_\_

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INTERVIEWED BY \_\_\_\_\_

n=1,000

I.D.#:

0  (1-6) ID

\*\*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)

EMPLOY

(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)

marstat

(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)

(DEMOGRAPHICS CONTINUED)

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*  


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(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*  


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(419) (420)

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

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

*grad*  


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(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)           |

*Occup*  
 (422) (423)

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

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

*- D7a*  
 (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*

*D8*  
 (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         |

*D8a*  
 (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)

D11. 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)

YRBIRTH

(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*

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(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*

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(447) (448)



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

**(SECTION I - ASK EVERYONE EXCEPT IN QUEBEC)**

1a. In general terms, would you say that your standard of living is higher, lower or the same as the standard of living of your parents?

- 1 higher
- 2 lower
- 3 the same
- 4 (DK/Refused)

Qb

1.50 (465)

1b. Do you think that in the next 20 years, the standard of living of Canadians will increase, decrease or stay the same?

- 1 will increase
- 2 will decrease
- 3 stay the same
- 4 (DK/Refused)

Q1b

475

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
- 05 HOLD

(Continue)

- 06 Not eligible
- 07 Liberal
- 08 Progressive Conservatives/  
P.C./Tories
- 09 New Democratic Party/NDP
- 10 Reform Party
- 11 Bloc Quebecois/BQ

(Skip to #3a)

NOW PARTY

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

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(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 #4)
- 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

PARTY

3.10

(463) (464)

4. 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) 6

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

QA

4 (474)

5. All in all, who do you think has been a better Prime Minister for the country, Brian Mulroney or Pierre Trudeau?

- 1 Brian Mulroney
- 2 Pierre Trudeau
- 3 (Neither)
- 4 (DK/Refused)

QS

       (477)

6. (HOLD)

(Rotate #7a and #7b)

7a. In your opinion, of the following who do you think would make the best Prime Minister? Would it be (read and rotate 1-3)?

- 1 Jean Charest
- 2 Jean Chretien
- 3 Audrey McLaughlin
- 4 (None)
- 5 (DK/Refused)

Q7a  
\_\_\_\_\_(469)

7b. In your opinion, of the following who do you think would make the best Prime Minister? Would it be (read and rotate 1-3)?

- 1 Kim Campbell
- 2 Jean Chretien
- 3 Audrey McLaughlin
- 4 (None)
- 5 (DK/Refused)

Q7b  
\_\_\_\_\_(470)

8a. Have you recently purchased any so-called 'environmentally friendly' products - that is, products manufactured and packaged using methods which do not damage the environment?

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

Q8a  
\_\_\_\_\_(471)

8b. Do you think that companies making 'environmentally friendly' products are genuinely concerned about the environment, or do you think these companies are making these products just for public relations purposes?

- 1 are genuinely concerned
- 2 for public relations purposes
- 3 (DK)
- 4 (Refused)

Q8b  
\_\_\_\_\_(472)

8c. In general, do you think that 'environmentally friendly' products really are better for the environment, or not?

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

Q8c  
\_\_\_\_\_(473)

9. Who do you think is responsible for the war in Yugoslavia? Would it be (read and rotate 06-08)?

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 (All equally responsible)
- 05 HOLD

- 06 The Croatians
- 07 The Serbians or
- 08 The Bosnians

Q9

9.10

(616) (617)

(If code "06 - Ontario" in S2, Continue;  
Otherwise, Skip to Section II)

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

- 01 Other party (list)
- 02 (Undecided)
- 03 (Refused)
- 04 (None)
- 05 HOLD
  
- 06 Not eligible
- 07 Liberal
- 08 Progressive Conservatives/P.C./Tories
- 09 New Democratic Party/NDP
- 10 HOLD
- 11 HOLD

Q10

10.10

(618) (619)

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

- 1 Approve
- 2 Disapprove
- 3 (DK)
- 4 (Refused)

Q11

15 (621)