

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)

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

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

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

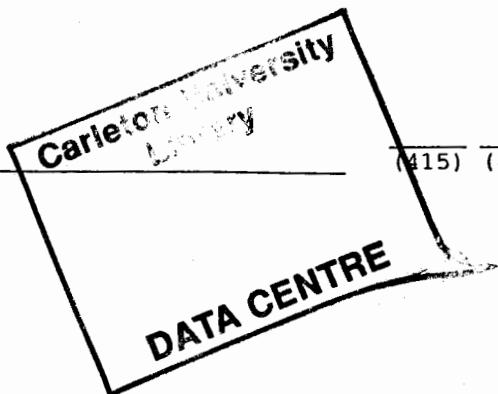
(ASK EVERYONE:)

D2. Are you employed outside the home full-time, part-time or not at all? *Employ*
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) *Marstat*
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) *mtoung e*
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

edu

Post secondary and non-university

- 09 Community college
- 10 C.E.G.E.P

(419) (420)

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

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

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 |

(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)

YRS 2+3

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)

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)

AREA CODE

(441) (442) (443)

IT

la, Inc.

0 (1-6)

(32 - 41)

(42) (43)

f

(412)

c

(413)

(414)

(415) (416)

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

INCOME

- 11 (Refused)
- 12 (DK)

(447) (448)

c.

0 (1-6)

(32 - 41)

(42) (43)

(412)

(413)

(414)

ARDS. 2+3

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?

ENT

ada, Inc.

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

Sex

1 Male 2 Female _____ (44)

0 (1-6)

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

(32 - 41)

(450) (451) (452)

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.

PROU

(412)

(453) (454)

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

(413)

As in S2

(45) (46)

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

(414)

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

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

- 1 English
- 2 French

(449)

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

IN cols. 455: 458 Codes for:

Montreal: 4621
Metro Toronto: 5351

1a. Some people say that with the advancement in, and widespread use of computers, we are heading towards a virtually 'cashless' society where financial transactions are almost completely handled by computers. Do you or do you not think this will happen in your lifetime?

- 1 Yes, do think it will happen
 - 2 No, do not think it happen
 - 3 (DK)
 - 4 (RF)
- _____ (465)

1b. Do you think society as a whole will be better off or worse off if this happens?

- 1 Be better off
 - 2 Be worse off
 - 3 (DK)
 - 4 (Refused)
- _____ (466)

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

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 NDP\New Democratic Party
- 10 Reform Party
- 11 Bloc Quebecois/BQ

2.50

(614) (615)

(415) (416)

T
a, .c.

0 (1-6)

(32 - 41)

(42) (43)

(412)

(413)

(414)

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

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

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 N.D.P./New Democratic Party
- 10 Reform Party
- 11 HOLD

3.10

(463) (464)

4a. Regardless of how you plan to vote, what is your best guess as to which political party will get the most votes in the coming election? (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 N.D.P./New Democratic Party
- 10 Reform Party
- 11 (Will not vote)

4.10

(467) (468)

I

0 (1-6)

(32 - 41)

(42) (43)

(412)

413)

(414)

(416)

4b. In the next election, do you think that any one party will get a majority of seats in the House of Commons? (If yes, ask:) Which party do you think that will be? (Open ended and code)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 No
- 05 HOLD
- 06 Yes, Liberal
- 07 Yes, Progressive Conservatives/P.C./Tories
- 08 Yes, NDP/New Democratic Party
- 09 Yes, Reform Party

4.20

(469) (470)

4c. How do you feel personally; would you prefer to see the next government in Ottawa have a majority or a minority of seats?

- 1 Prefer majority of seats
- 2 Prefer minority of seats
- 3 (DK)
- 4 (Refused)

(471)

5a. Do you think the number of years served by a Prime Minister in Canada should be limited to eight years, or do you think they should continue to serve as long as voters keep re-electing them?

- 1 Be limited to eight years
- 2 Continue to serve as long as voters keep re-electing them
- 3 (DK)
- 4 (Refused)

(472)

5b. Do you think the number of years served by a Member of Parliament in Canada should be limited to eight years, or do you think they should continue to serve as long as voters keep re-electing them?

- 1 Be limited to eight years
- 2 Continue to serve as long as voters keep re-electing them
- 3 (DK)
- 4 (Refused)

(473)

6. Do you think Brian Mulroney should resign as Leader of the Progressive Conservatives or should he stay on?

- 1 Should resign
- 2 Should stay on
- 3 (DK)
- 4 (Refused)

(474)

7. Do you think that smoking in public places should be made illegal or not?

- 1
- 2
- 3
- 4

(475)

0 (1-6)

(32 - 41)

(42) (43)

(412)

(113)

(414)

(416)

8. Do you yourself happen to be involved in any charity or social service activities, such as helping the poor, the sick or elderly?

1 Yes 2 No 3 (DK) 4 (RF) (476)

9. If Major-General Lewis MacKenzie was Leader of the Progressive Conservative Party, which party's candidate do you think you would vote for? (Open ended and code)

- 01 Other party (do NOT list)
02 (DK)
03 (Refused)
04 None
05 HOLD
06 Liberal
07 Progressive Conservative/P.C./Tories
08 N.D.P./New Democratic Party.
09 Reform Party

(477) (478)

10. As you know, the idea of democracy is to give the people personal rights and freedoms. Do you think personal rights are being fully protected in Canada or do you think they are in danger?

- 1 Personal rights are fully protected
2 Personal rights are in danger
3 (DK)
4 (Refused)

(479)

11a. In your opinion, who was the International Male Entertainer of the Year in 1992? (Open ended)

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

11.10

(512) (513) (514)

11b. In your opinion, who was the International Female Entertainer of the Year in 1992? (Open ended)

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

11.20

(515) (516) (517)

T
a.
0 (1-6)
(32 - 41)
(42) (43)

(412)

(413)

(414)

(416)

Q11A
(11.10)

- MALE
ENTERTAINER -

- NEWSPAPER SEC -
OMNI / FEB 93
WAVE 1 / STUDY #566

- 001. OTHER
- 002. DK
- 003. REFUSED
- 004. NONE
- 005. HOLD

- 006. MICHAEL JACKSON
- 007. GARTH BROOKS
- 008. MICHAEL BOLTON
- 009. KEVIN COSTNER
- 010. ARSENIO HALL
- 011. ROCH VOISINE
- 012. MEL GIBSON
- 013. GEORGE BUSH
- 014. BILL CLINTON
- 015. BRYAN ADAMS
- 016. BRIAN MULRONEY
- 017. BILL COSBY
- 018. BILLY RAY CYRUS
- 019. BRUCE SPRINGSTEEN
- 020. ROBIN WILLIAMS
- 021. TOM CRUISE
- 022. JACK NICHOLSON
- 023. TOM COCHRANE
- 024. BONO
- 025. RANDY TRAVIS
- 026. ERIC CLAPTON
- 027. PHIL COLLINS
- 028. BOB HOPE
- 029. RICHARD GERE
- 030. ARNOLD SCHWARZENAGER

Q11B
(11.20)

- FEMALE
ENTERTAINER -

- NEWSPAPER SEC -
OMNI / FEB / 93
WAVE 1 / STUDY #566

- 001. OTHER
- 002. DK
- 003. REFUSED
- 004. NONE
- 005. HOLD

- 006. MADONNA
- 007. WHITNEY HOUSTON
- 008. REBA MCINTRYE
- 009. K. D. LANG
- 010. RITA MCNEIL
- 011. CELINE DION
- 012. BARBARA STREISAND
- 013. OPRAH WINFREY
- 014. ANNE MURRAY
- 015. ROSEANNE ARNOLD
- ✓ 016. DOLLY PARTON
- 017. BETTE MIDLER
- 018. MICHELLE PFEIFFER
- 019. LADY DIANA
- 020. JODY FOSTER
- 021. JULIA ROBERTS
- 022. DEMI MOORE
- 023. MARIAH CAREY
- 024. WHOOP! GOLDBERG
- 025. MICHELLE WRIGHT
- 026. CAROL BURNETTE
- 027. PAULA ABDUL
- 028. AUDREY HEPBURN