

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

567T

\* Ignore INFORMATION  
ON CARDS 2+3

FIELD FINAL -

AC - Toronto  
Project Registration  
TELEPHONE OMNIBUS - WAVE I

X  APPROVED BY CLIENT

DATE \_\_\_\_\_  
Copyright, Gallup Canada, Inc.  
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)                      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                      LANGUAGE

(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  
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            |
|    |              | 09 BUSINESS EXECUTIVES/SELF-EMPLOYED |
| 02 | HOLD         | 10 SALES WORKERS                     |
| 03 | (Refused)    | 11 CLERICAL WORKERS                  |
| 04 | Not employed | 12 SKILLED LABOUR                    |
|    |              | 13 UNSKILLED LABOUR/SERVICE WORKERS  |
| 05 | Retired      | (Skip to "Note" before D8)           |
| 06 | Student      |                                      |
| 07 | Housewife    |                                      |

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      |
| 06 | Student      |
| 07 | Housewife    |

(Skip to D9)

D8

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         |

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)

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)

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

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

CITYTOWN

(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)



(SECTION I - ASK EVERYONE)

1. Do you believe in (read and rotate A-E)?

A. ESP (extra sensory perception):

- 1 Yes, do believe
- 2 No, do not believe
- 3 (DK)
- 4 (Refused)

Q1A

\_\_\_\_\_ (465)

B. Precognition (the feeling that something is going to happen that hasn't actually happened):

- 1 Yes, do believe
- 2 No, do not believe
- 3 (DK)
- 4 (Refused)

Q1B

\_\_\_\_\_ (466)

C. Deja vu (the feeling you have been some place you never have been before - or done something you have never done before):

- 1 Yes, do believe
- 2 No, do not believe
- 3 (DK)
- 4 (Refused)

Q1C

\_\_\_\_\_ (515)

D. Spirits:

- 1 Yes, do believe
- 2 No, do not believe
- 3 (DK)
- 4 (Refused)

Q1D

\_\_\_\_\_ (516)

E. Angels:

- 1 Yes, do believe
- 2 No, do not believe
- 3 (DK)
- 4 (Refused)

Q1E

\_\_\_\_\_ (517)

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

NOWPARTY

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

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)
  - 5 (Refused)
- (Skip to #4)

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

PARTY  
 3.10  
 (463) (464)

4. Generally speaking, do you think of yourself as a Liberal, Conservative, New Democratic, Reform or Bloc Québécois supporter?

- 1 Liberal supporter
- 2 Conservative supporter
- 3 New Democratic supporter
- 4 Reform supporter
- 5 Bloc Quebecois supporter
  
- 6 None of these
- 7 (DK)
- 8 (Refused)

Q4  
 4.10 (671)

5. In general terms, do you feel closer to (read and rotate 1-3)?

- 1 your municipal government
- 2 your provincial government
- 3 the federal government

- 4 (None)
- 5 (All)
- 6 (DK)
- 7 (Refused)

Q5

5 (471)

6. What do you think the chances are of Mr. Mulroney leading the PC party to victory in the next federal election - would you say he (read 1-5)?

- 1 almost certainly will
- 2 probably will
- 3 may or may not
- 4 probably will not
- 5 almost certainly will not

- 6 (DK)
- 7 (Refused)

Q6

6 (472)

7. Would you say the salaries of (read and rotate A-F) are too high (TH), too low (TL) or just right (JR)?

	<u>TH</u>	<u>TL</u>	<u>JR</u>	<u>(DK)</u>	<u>(RF)</u>	
A. Doctors	1	2	3	4	5	<u>Q7A</u> (473)
B. University professors	1	2	3	4	5	<u>Q7B</u> (474)
C. Members of Parliament	1	2	3	4	5	<u>      </u> (475)
D. Presidents of large corporations	1	2	3	4	5	<u>      </u> (476)
E. Judges	1	2	3	4	5	<u>      </u> (477)
F. Lawyers	1	2	3	4	5	<u>Q7F</u> (478)

8. As you may know, it is now possible to pre-determine, with considerable accuracy, the sex of a child before birth. In your opinion, will this prove to be a good thing, or a bad thing for society generally, or do you ~~not~~ think it will not have much of an effect at all?

- 1 a good thing
- 2 a bad thing
- 3 no effect at all

- 4 Both good and bad
- 5 (DK)
- 6 (Refused)

Q8

       (479)

9a. How important is it to you that you are physically attractive? Is it (read 1-4)?

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

- 5 (DK)
- 6 (Refused)

Q9a

9 (480)

9b. What do you think is your single most attractive physical attribute? (Open ended)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 ~~Have~~ none
- 05 HOLD

Q9b

9.10

(467) (468)

9c. In general, how do you feel when someone compliments you on the way you look? Do you feel (read 1-3)?

- 1 Flattered and pleased
- 2 Self-conscious
- 3 Skeptical

- 4 Not applicable
- 5 (DK)
- 6 (Refused)

Q9c

9.20 (512)

10. In your opinion, which one of the five nominated Canadian artists should win the Canadian Entertainer of the Year? Should it be (read and rotate 1-5)?

- 1 Bryan Adams
- 2 Barenaked Ladies
- 3 Tom Cochrane
- 4 Celine Dion
- 5 The Tragically Hip

- 6 (DK)
- 7 (Refused)

Q10

10 (513)

11. Do you support or oppose the recent changes by the federal government to the Unemployment Insurance?

- 1 Support changes
- 2 Oppose changes
- 3 (DK)
- 4 (Refused)

Q11

11 (514)

12. (HOLD)

Q9B  
(9.10)

01. OTHER
02. DK
03. REFUSED
04. HAVE NONE
05. HOLD
  
06. EYES
07. HAIR
08. SMILE
09. FACE / LOOKS
10. LEGS / FEET
11. SLIMNESS
12. FIGURE / SHAPE / BUILD / BODY
13. PERSONALITY
14. HEIGHT
15. MOUTH / LIPS
16. VOICE
17. TEETH
18. BEHIND
19. CHEST
20. MOUSTACHE / BEARD

Newspaper