

SERIAL #  
CARD # 5:6  
JOB # 11:13  
Weights 15:19

(Newspaper)

4931 NEWS  
\* IGNORE DATA  
ON CARDS 2 & 3

FIELD FINAL -

AC - Toronto  
Project Registration  
TELEPHONE OMNIBUS - WAVE I

X  APPROVED BY CLIENT

DATE \_\_\_\_\_  
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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

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   | 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)           |

*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)

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)

POSTCODE

(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 \_\_\_\_\_ (44)

SEX

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

AREA CODE

\_\_\_\_\_  
(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.

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-462  
METRO-TORONTO-535

## (SECTION I - ASK EVERYONE)

- 1a. Here are some social changes which might occur in the coming years. Would you welcome (W) or not welcome (NW) (read and rotate A-G)?

	<u>W</u>	<u>NW</u>	<u>(DK)</u>	<u>(RF)</u>	
A. More emphasis on self-expression	1	2	3	4	<u>Q1a-A</u> (465)
B. Less emphasis on money	1	2	3	4	<u>Q1a-B</u> (466)
C. More acceptance of sexual freedom	1	2	3	4	_____ (467)
D. More emphasis on traditional family ties	1	2	3	4	_____ (468)
E. More respect for authority	1	2	3	4	_____ (469)
F. Less emphasis on working hard	1	2	3	4	_____ (470)
G. More acceptance of marijuana usage	1	2	3	4	_____ (471)

- 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

(Skip to #3a)

09 New Democratic Party/NDP

10 Reform Party

11 Bloc Quebecois/BQ

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

PARTY

3.10

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(463) (464)

4a. As you may know, Prime Minister Mulroney recently shuffled his cabinet. Does this cabinet shuffle have a positive effect, a negative effect or no effect at all on the way you would vote if a federal election were held today?

- 1 Negative effect
- 2 Positive effect
- 3 No effect
- 4 (DK)
- 5 (Refused)

QAA

     (472)



4b. Do you approve or disapprove of the way Brian Mulroney is handling his job as Prime Minister?

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

Q4b (473)

4c. Do you approve or disapprove of the way Jean Cretien is handling his job as leader of the Opposition?

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

Q4c (474)

4d. Do you approve or disapprove of the way Audrey McLaughlin is handling her job as leader of the N.D.P.?

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

Q4d (475)

4e. 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 (DK)
- 4 (Refused)

\_\_\_\_\_ (476)

4f. Do you approve or disapprove of the way Lucien Bouchard is handling his job as leader of the Bloc Québécois?

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

\_\_\_\_\_ (477)

5a. Have the economic policies of the federal government made you and your family better off, worse off or haven't they made much of a difference either way?

- 1 Better off
- 2 Worse off
- 3 No difference
- 4 (DK)
- 5 (Refused)

\_\_\_\_\_ (478)

5b. Looking ahead, do you think that a year from now, you and your family will be much better off financially, somewhat better off, somewhat worse off, much worse off or just about the same as now?

- 1 Much better off
- 2 Somewhat better off
- 3 Somewhat worse off
- 4 Much worse off
- 5 About the same
- 6 (DK)
- 7 (Refused)

Q5b (479)

5c. Would you say that the policies of the federal government have made the country's economy much better, somewhat better, somewhat worse, much worse or haven't made much of a difference either way?

- 1 Much better
- 2 Somewhat better
- 3 Somewhat worse
- 4 Much worse
- 5 No difference either way
- 6 (DK)
- 7 (Refused)

Q5c (480)

5d. Do you expect the country's economy to get better, stay about the same or get worse in the next six months?

- 1 Get better
- 2 Stay the same
- 3 Get worse
- 4 (DK)
- 5 (Refused)

Q5d (525)

6. How would you describe business conditions in your region - would you say they are very good, good, not too good, or bad?

- 1 Very good
- 2 Good
- 3 Not too good
- 4 Bad
- 5 (DK)
- 6 (Refused)

Q6 (526)

7a. In general terms, how would you rate the honesty of the members of the Royal Canadian Mounted Police (RCMP). Is the RCMP (Read 1-4)?

- 1 Very honest
- 2 Somewhat honest
- 3 Somewhat dishonest
- 4 Very dishonest
- 5 (DK)
- 6 (Refused)

Q7a (527)

7b. Do you think the RCMP - the Royal Canadian Mounted Police has too much power, not enough power or just the right amount of power?

- 1 Too much power
- 2 Not enough power
- 3 Just the right amount of power
- 4 (DK)
- 5 (Refused)

Q7b (528)

(Read and rotate #8a, #8b and #8c)

8a. If you were to describe Americans in one word, how would you describe them? (Open ended)

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

8.10

(529) (530) (531)

8b. If you were to describe Mexicans in one word, how would you describe them? (Open ended)

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

8.20

(532) (533) (534)

8c. If you were to describe Canadians in one word, how would you describe them? (Open ended)

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

8.30

(535) (536) (537)

9a. Do you believe miracles can happen or not?

1	2	3	4	
Yes	No	(DK)	(RF)	
(Continue)		(Skip to #10)		

Q9a (538)

9b. (If code "1 - Yes" in #9a, ask:) Have you, personally, ever witnessed a miracle?

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

Q9b (539)

10. Do you think there are Nazi war criminals still living in Canada or not?

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

Q10 (540)

11. Would you tell me how much respect and confidence you, yourself have in the (read and rotate A-H) - a great deal (AGD), quite a lot (QAL), some (S) or very little (VL)?

	<u>AGD</u>	<u>QAL</u>	<u>S</u>	<u>VL</u>	<u>(DK)</u>	<u>(RF)</u>	
A. Church or organized religion	1	2	3	4	5	6	<u>QAL-A</u> (541)
B. Public schools	1	2	3	4	5	6	_____ (543)
C. Supreme court	1	2	3	4	5	6	_____ (544)
D. Newspapers	1	2	3	4	5	6	_____ (545)
E. House of Commons	1	2	3	4	5	6	_____ (546)
F. Large corporation	1	2	3	4	5	6	_____ (547)
G. Political parties	1	2	3	4	5	6	_____ (548)
H. Labor unions	1	2	3	4	5	6	<u>QAL-H</u> (549)

# 495T / Newspaper

- AMERICANS -

- NEWSPAPER SEC -  
JAN - OMNIBUS - 93  
WAVE 1

Q8A  
(8.10)

- 001. OTHER
- 002. DK
- 003. REFUSED
- 004. NO OPINION
- 005. HOLD

(PRECODES 001 → 005)

- 006. GOOD / FINE / OK
- 007. SIMILAR / SAME AS
- 008. FRIENDLY / NICE / KIND
- 009. PATRIOTIC / PROUD / LOYAL / NATIONALISTIC
- 010. AGGRESSIVE / OVERPOWERING / OVERBEARING / DOMINEERING / BOLD / PUSHY
- 011. SELF-CENTERED / SELFISH / EGOTISTICAL / CONCEITED / SELF-INVOLVED
- 012. POWERFUL / INFLUENTIAL / LEADERS
- 013. LOUD / OBNOXIOUS / RUDE / BOISTEROUS
- 014. IGNORANT / NAIVE / UNINFORMED / UNEDUCATED
- 015. WEALTHY / PROSPEROUS / RICH
- 016. GREEDY / MATERIALISTIC
- 017. LUCKY / FORTUNATE / PRIVILEGED / ADVANTAGED
- 018. ENTREPRENEURIAL
- 019. FRIENDS / ALLIES
- 020. AVERAGE / PEOPLE / HUMAN / ORDINARY / NORMAL
- 021. DIVERSE / VARIED / INDEPENDENT
- 022. OUTGOING / ENERGETIC / LIVELY
- 023. AMBITIOUS / ASSERTIVE / STRIVING / COMPETITIVE
- 024. INTELLIGENT / SMART / EDUCATED
- 025. NEIGHBOURS
- 026. ENTHUSIASTIC / OPTIMISTIC / GUNG-HO
- 027. CAPITALISTS
- 028. LAZY
- 029. CONFIDENT / STRONG
- 030. YANKEES / AMERICANS / COLONIAL / NORTH AMERICANS
- 031. LIBERATED / FREE / DEMOCRATIC
- 032. RELAXED / EASY-GOING / CARELESS / LAID BACK
- 033. FAIR
- 034. HONEST

Q8A - AMERICANS -  
(B.10)

- NEWSPAPER SEC -  
JAN / 93 - OMNI-WAVE 1

- 035. SLY / CUNNING / SNEAKY / TAKE ADVANTAGE / HUSTLERS
- 036. BAD / TERRIBLE / UNFAVOURABLE
- 037. GLITZY / FLASHY / FLAMBOYANT
- 038. POOR / INDEBTED ✓

Q88 - MEXICANS-  
(8-20)

- NEWSPAPER SEC-  
JAN-DMINIBUS -93  
WAVE1

- 001. OTHER
- 002. DK
- 003. REFUSED
- 004. NO OPINION
- 005. HOLD

(PRECODES 001→005)

- 006. GOOD/FINE/OK
- 007. POOR/IMPOVERISHED
- 008. FRIENDLY/WARM/NICE/HAPPY
- 009. HUMAN/ORDINARY/PEOPLE/NORMAL
- 010. LAZY/UNDER ACHIEVERS
- 011. UNFORTUNATE/UNDER PRIVILEGED/DISADVANTAGED/UNDER DEVELOPED/DEPRIVED
- 012. FOREIGN/IMMIGRANTS
- 013. EASY-GOING/LAID BACK
- 014. HARD WORKING/INDUSTRIOUS/ENTERPRISING
- 015. EXPLOITED/ABUSED/OPPRESSED
- 016. HONEST
- 017. OUTGOING/LIVELY
- 018. UNEDUCATED/ILLITERATE/SIMPLE/IGNORANT
- 019. MEXICANS/LATIN/NORTH AMERICANS/HISPANIC
- 020. AMBITIOUS/STRIVING
- 021. SIMILAR/SAME AS
- 022. NO GOOD/BAD
- 023. DIFFERENT/ORIGINAL
- 024. FORTUNATE/LUCKY
- 025. OPTIMISTIC/ENTHUSIASTIC/HOPEFUL
- 026. THIRD WORLD
- 027. TANNED/SUN BATHED/DARK
- 028. CHEAP LABOUR/LABOURERS/WORKERS
- 029. DIRTY/GRITTY/UNCLEAN
- 030. UNDISCIPLINED/LAWLESS/WILD/VIOLENT/CORRUPT
- 031. SURVIVORS
- 032. CHEAP/THRIFTY
- 033. SMART/INTELLIGENT
- 034. DEDICATED/PROUD
- 035. FRIENDS/NEIGHBOURS

Q8C - CANADIANS -  
(8.30)

- NEWSPAPER SEC -  
JAN-OMNIBUS-93  
WAVET

- 001. OTHER
- 002. DK
- 003. REFUSED
- 004. NO OPINION
- 005. HOLD

(PRECODES 001 → 005)

- 006. GOOD / GREAT / EXCELLENT
- 007. COMPLACENT / PASSIVE / MEEK / DOCILE / HUMBLE
- 008. FRIENDLY / PLEASANT / POLITE / NICE
- 009. PATRIOTIC / PROUD / UNITED / LOYAL
- 010. DOMINEERING
- 011. SELFISH / SELF-CENTERED
- 012. APATHETIC / LETHARGIC / INDIFFERENT / PESSIMISTIC
- 013. CONSERVATIVE / RESERVED
- 014. IGNORANT / NAIVE / UNINFORMED / UNEDUCATED
- 015. WEALTHY / PROSPEROUS
- 016. GREEDY
- 017. LUCKY / FORTUNATE / PRIVILEGED / ADVANTAGED
- 018. POOR / UNFORTUNATE / OVERTAXED
- 019. FOLLOWERS / SHEEP
- 020. AVERAGE / PEOPLE / HUMAN / ORDINARY / NORMAL
- 021. DIVERSE / INDEPENDENT / UNIQUE
- 022. OUTGOING / ENERGETIC / LIVELY
- 023. BORING / UNEXCITING / MEDIOCRE
- 024. INTELLIGENT / SMART
- 025. PEACEFUL / PEACE KEEPING
- 026. ENTHUSIASTIC / OPTIMISTIC / HOPEFUL
- 027. HARDWORKING
- 028. LAZY
- 029. MULTICULTURAL / IMMIGRANTS
- 030. CANADIANS / NORTH AMERICANS
- 031. LIBERATED / FREE
- 032. RELAXED / EASY GOING / CARELESS<sup>FREE</sup> / LAIDBACK
- 033. FAIR
- 034. HONEST / OPEN
- 035. MIXED UP / CONFUSED



QBC - CANADIANS -  
(8.30)

- NEWSPAPER SER -  
JAN - OMNIBUS - 93  
WAVE 1

- 036. EXPLOITED / USED / RIPPED OFF / VICTIMS
- 037. COMPLAINERS / WHINNERS
- 038. DISAPPOINTED / DEPRESSED / DISILLUSIONED / FRUSTRATED / ANGRY / UNHAPPY  
FED-UP
- 039. QUIET / PLACID / SUBDUED / MILD
- 040. SPOILED
- 041. COMPASSIONATE / CONSCIENTIOUS / CARING
- 042. DIVIDED / SEPARATED / TORN ✓