

SERIAL # 111  
CARD # 5:6  
JOB # 11:13  
Weights 15:19

(Newspaper)

T101 NEWSPAPER

4196T

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- 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                       MITONGUE (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  
 (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

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(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

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(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

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(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

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(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)

NTEFNS  
 \_\_\_\_\_  
 (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

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)



**(SECTION I - ASK EVERYONE)**

1a. Do you happen to read any astrology column regularly?

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

Q1a  
\_\_\_\_\_ (465)

1b. Do you happen to know under which sign you were born?

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

Q1b  
\_\_\_\_\_ (466)

1c. Do you believe in astrology or not?

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

Q1c  
\_\_\_\_\_ (467)

2a. Do you favor or oppose the U.S.-led military attack against Iraq?

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

Q2a  
\_\_\_\_\_ (468)

2b. Do you think Canada should participate in another U.N.-led military intervention against Iraq or not?

1 Yes, should participate  
2 No, shouldn't participate  
3 (DK)  
4 (Refused)

Q2b  
\_\_\_\_\_ (469)

2c. Do you think Canada should participate in a U.S.-led military intervention against Iraq or not?

1 Yes, should participate  
2 No, shouldn't participate  
3 (DK)  
4 (Refused)

Q2c  
\_\_\_\_\_ (470)

3a. Do you approve or disapprove of the recent decision of the Governors of the Canadian Football League to expand in the United States with franchises in San Antonio and Sacramento?

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

Q3a  
\_\_\_\_\_ (471)

3b. Would you favor or oppose the return of Canadian football in Montreal?

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

Q3b  
\_\_\_\_ (472)

4a. For St. Valentine's Day, do you intend to (read 1-3) for your spouse or partner?

- 1 Buy chocolates
- 2 Buy flowers
- 3 Buy a card
- 4 (DK)
- 5 (Refused)
- 6 (Not applicable)

Q4a  
\_\_\_\_ (473)

4b. If you were to go out for dinner on St. Valentine's Day with a federal politician, who would you go out with? (Open ended)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 None
- 05 HOLD

Q4b  
4.10

\_\_\_\_ (474) (475)

5. HOLD

(If code "05 - Quebec" in S2, Continue;  
Otherwise, Skip to "Note" before #7)

6. Do you support or oppose the decision taken by Robert Bourassa to stay on as Premier of Quebec until he starts his treatment for skin cancer?

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

Q6  
\_\_\_\_ (476)

(ALL in #6, Skip to Section V)



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

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

- 01 Other party (write in)
- 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

Q7  
13.10

(616) (617)

8a. Did you vote in the last provincial election on September 6th, 1990?

- 1 Yes - (Continue)
  - 2 No
  - 3 Too young
  - 4 (DK)
  - 5 (Refused)
- (Skip to #9)

VOTE

14 (618)

8b. (If code "1 - Yes" in #10a, 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 HOLD
- 11 HOLD

PARTY

14.10

(619) (620)

9. 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)

Q9

15 (621)

(There are NO sections II to IV;  
Continue with Section V)

Q4B  
(4.10)

- 01. OTHER
- 02. DK
- 03. REFUSED
- 04. NONE
- 05. HOLD

(PRECODES 01 → 05)

- 06. BRIAN MULRONEY
- 07. JOHN CROSBY
- 08. BOB RAE
- 09. PIERRE TRUDEAU
- 10. JEAN CHRETIEN
- 11. JOE CLARK
- 12. PRESTON MANNING
- 13. LUCIEN BOUCHARD
- 14. CLYDE WELLS
- 15. FRANK MCKENNA
- 16. ROBERT BOURASSA
- 17. MICHAEL WILSON
- 18. DON MAZANKOWSKI
- 19. PAUL MARTIN
- 20. JEAN CHAREST
- 21. JOHN TURNER
  
- 22. KIM CAMPBELL
- 23. AUDREY MAC LAUGHLIN
- 24. BARBARA MCDUGALL
- 25. SHEILA COPPS