

SERIAL # 117
CARD # 5:6
JOB # 11:13
Weights 15:19

5771

577T NEWSPAPER
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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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?

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?

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)

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)

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

(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

(419) (420)

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

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

(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) |

(422)	(423)
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- D7a. What type of company do you work for? (Open ended)

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

(424)	(425)
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(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)

Same As D7

(426)	(427)
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- 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)
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(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)

(430) (431)

D10. How many would be under 10 years? (Open ended and code actual number)

00 None
98 (DK)
99 (Refused)

(432) (433)

D11. How many would be between 10 and 17 years? (Open ended and code actual number)

00 None
98 (DK)
99 (Refused)

(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)

(436)

D13. What was your year of birth? (Open ended and code all four digits of year)

9999 (DK/Refused)

(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

(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)

(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)

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

 (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.

 (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

 (449)

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

IN CDS. 455:458 Codes for:
 MONTREAL - 4621
 METRO TOR. - 5351

(SECTION I - ASK EVERYONE)

1. If you had the possibility to choose, which of these would you prefer (read 1-2)?

- 1 to start your own business
- 2 to work as an employee in a company
- 3 (DK)
- 4 (Refused)

____ (465)

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

LEAN

~~VOTE~~

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. Do you approve or disapprove of the recent decision taken by the federal government to invest in the Hibernia Oil Project off the coast of Newfoundland?

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

_____(466)

5. Do you believe that within the next 15 years, space travel will become accessible to all of us or not?

- 1 Yes, will become accessible
- 2 No, will not be accessible
- 3 (DK)
- 4 (Refused)

_____(467)

(If code "05 - Quebec" in S2, Continue;
Otherwise, Skip to Section II)

6. Do you approve or disapprove of the recent decision taken by the provincial government to allow the word "Stop" on street signs?

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

_____(468)