

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

July

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)

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)

MSTATUS _____ (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

MTOUNGE

_____ (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 |
| 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
 06 Student
 07 Housewife

(Skip to D9)

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)

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)

XRBIRTH

(437) (438) (439) (440)

D14. Please give me the ⁶ characters of your postal code? (Open ended and code all three digits of postal code)

999 (DK/Refused)

() () ()
150 151 152 153 154 155

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)

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 1 (44)

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

AREACODE

(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 _____ (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 - 4621

metro TORONTO - 5351

(SECTION I - ASK EVERYONE)

1. Recently there has been much discussion about the availability of upto 300 television channels from American direct broadcast satellites. Do you think these transmissions into Canada should be regulated?

1	2	3	4	
Yes	No	(DK)	(RF)	<u>1.5</u> (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

(Skip to #3a)

09 New Democratic Party/NDP

10 Reform Party

11 Bloc Quebecois/BQ

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 New Democratic Party/NDP

10 Reform Party

11 Bloc Quebecois/BQ

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 #4)
- 5 (Refused)

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 New Democratic Party/NDP
- 10 Reform Party
- 11 HOLD

3.10

(463) (464)

4. As Prime Minister, which of the following people do you think would do the best job at resolving problems between Quebec and the rest of Canada? (Read and rotate 1-5)

- 1 Jean Chrétien
- 2 Kim Campbell
- 3 Audrey McLaughlin
- 4 Preston Manning
- 5 Lucien Bouchard
- 6 (None)
- 7 (DK)
- 8 (Refused)

307
(2638)

5. Which of these things would you like to see done about the Canadian Senate - continue the present system under which the government appoints Senators, elect Senators as we elect Members of Parliament, or do away with the Senate altogether?

- 1 Continue the present system
- 2 Elect Senators
- 3 Do away with the Senate altogether
- 4 (DK)
- 5 (Refused)

308
(2639)

6. Regardless of any political feelings you may have, and thinking just of individuals, of the following, which person do you think would best represent Canada internationally? (Read and rotate 1-5)

- 1 Jean Chrétien
- 2 Kim Campbell
- 3 Audrey McLaughlin
- 4 Preston Manning
- 5 Lucien Bouchard
- 6 (None)
- 7 (DK)
- 8 (Refused)

309
_____(2640)

7a. There has been some discussion lately about the possibility of racial problems in Canada. In your opinion, has there been any increase in racial intolerance over the past five years or not?

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

310
_____(2641)

7b. Do you believe that over the next five years racial problems in Canada will increase or not?"

- 1 Yes, will increase
- 2 No, will not
- 3 (DK)
- 4 (Refused)

311
_____(2642)

8a. Regardless of any political feelings you may have, and thinking just of individuals, of the following, which person do you think would make the best Prime Minister for Canada? (Read and rotate 1-5)

- 1 Jean Chrétien
- 2 Kim Campbell
- 3 Audrey McLaughlin
- 4 Preston Manning
- 5 Lucien Bouchard
- 6 (None)
- 7 (DK)
- 8 (Refused)

312
_____(2643)

8b. Regardless of any political feelings you may have, and thinking just of individuals, of the following, which person do you think would make the best Prime Minister for Canada? (Read and rotate 1-5)

- 1 Clyde Wells
- 2 Kim Campbell
- 3 Audrey McLaughlin
- 4 Preston Manning
- 5 Lucien Bouchard
- 6 (None)
- 7 (DK)
- 8 (Refused)

313
_____(2644)

9. (HOLD)

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

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

- 01 Other party (list)
- 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

4.60

(624) (625)

11a. Did you vote in the last provincial election on September 6th, 1990?

- 1 Yes - (Continue)
- 2 No
- 3 Too young
- 4 (DK) (Skip to #12)
- 5 (Refused)

466 (626)

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

4.70

(627) (628)

12. 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)

4.80 (629)

13. As you may know, the government of Ontario plans to cut two billion dollars from its payroll in order to control the deficit. In the current "social contract" dispute between the provincial government and its public employees, which side do you support?

- 1 Provincial government
- 2 Public employees
- 3 (Neither)
- 4 (Both)
- 5 (DK)
- 6 (Refused)
- 7 (Not familiar with the issue)

_____ (623)

14. (HOLD)