

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

July

697T

THIS JOB WILL  
NOT HAVE COMMUNITY  
SIZE

FIELD FINAL -

AC - Toronto  
Project Registration  
TELEPHONE OMNIBUS - WAVE I

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	2	3	4	
Yes	No	(DK)	(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)

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)           |

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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         |

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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      |
|    | (Skip to D9) |
| 06 | Student      |
| 07 | Housewife    |

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         |

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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)

(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 <sup>6</sup> characters of your postal code? (Open ended and code all three digits of postal code)

999 (DK/Refused)

( ) ( ) ( )  
150 151 152 153 154 15

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

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

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(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)

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(447) (448)

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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 COLS 455:458 codes for:  
MONTREAL - 4621  
metro TORONTO - 5351

(SECTION I - ASK EVERYONE)

1. Should the media be banned from courtrooms in order to have a fair trial, or do you feel the public has a right to know about court proceedings?

- 1 Media should be banned
- 2 Public has a right to know
- 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)

- 2.4
- 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
- 09 New Democratic Party/NDP
- 10 Reform Party
- 11 Bloc Quebecois/BQ

(Skip to #3a)

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)

- 5
- 6
- 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 #4a)
- 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)

4a. Have you ever cheated on your income taxes?

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

638  
(2638)

4b. Have you ever paid for a good or service in cash to avoid paying sales taxes?

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

639  
(2639)

(Read and rotate #5a-#5e)

5a. Do you approve or disapprove of the way Kim Campbell is handling her job as Prime Minister?

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

640  
(2640)

5b. Do you approve or disapprove of the way Jean Chrétien is handling his job as leader of the Opposition?

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

641  
(2641)

7-16

TA17

TA18

Centab 401

TA19

TA20



5c. And do you approve or disapprove of the way Audrey McLaughlin is handling her job as leader of the N.D.P.?

TA21

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

642  
(2642)

5d. And do you approve or disapprove of the way Preston Manning is handling his job as leader of the Reform Party?

TA22

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

643  
(2643)

5e. And do you approve or disapprove of the way Lucien Bouchard is handling his job as leader of the Bloc Québécois?

TA23

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

644  
(2644)

6. Would you favour or oppose giving more welfare support to people in job retraining programs?

TA24

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

645  
(2645)

7. (HOLD)

8. (HOLD)

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

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

251  
27

- 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)

10a. 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 #11)

466 (626)

10b. (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

4.70

(627) (628)

11. 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)

12. 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)

13. All in all, who do you think has been a better Premier for Ontario? (Read and rotate 1-2)

- 1 Bob Rae
- 2 David Peterson
  
- 3 (Neither)
- 4 (DK)
- 5 (Refused)

         646  
(2646)