

Serial # 1.7
 CARD # 5:6
 Job # 11:13
 Weights 15:19

654T

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.#: _____ (id) 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)
 (employ)

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)
 (marstat)

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)
 (mtongue)

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

(educ)

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) |

(grad)

(421)

(DEMOGRAPHICS CONTINUED)

D7. What is your occupation? (Open ended and code) (occup)

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)

D7a. What type of company do you work for? (Open ended) ②

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) ②

01	Other (list)
02	HOLD
03	(Refused)
04	Not employed
05	Retired
	(Skip to D9)
06	Student
07	Housewife

Same As D7

(426) (427)

D8a. What type of company does the head of the family work for? (Open ended) ②

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)

(hhld)

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)

(hhld10)

00 None

98 (DK)

99 (Refused)

(432) (433)

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

(hhld1017)

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?

(union)

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)

(yr birth)

9999 (DK/Refused)

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

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

999 (DK/Refused)

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

(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

(income)

- 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)

(sex)

- 1 Male
- 2 Female

____ (44)

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

____ (450) (451) (452)

S2. PROVINCE: (Code from call record sheet)

(prov)

- 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:)

(lang id)

- 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:

MONTRÉAL - 4621

METRO TORONTO - 5351

(SECTION I - ASK EVERYONE)

1. Do you think that the number of doctors in Canada is too high, too low or just about right?

(dr)

- 1 Too high
- 2 Too low
- 3 Just about right
- 4 (DK/Refused)

_____ (465)

2a. If a federal election were held today, which party's candidate do you think you would favor? (Open ended and code)

(now party)

- 01 Other party (list) - (Skip to #3a)
- 02 (DK/Undecided)
- 03 (Refused)
- 04 None (Continue)
- 05 HOLD

- 06 Not eligible " (Skip to #3a)
- 07 Liberal
- 08 Progressive Conservatives/
P.C./Tories
- 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)

(lean)

- 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?

(vote)

- 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)

(vote who)

- 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. The following are some names suggested as possible successors to Brian Mulroney as Progressive Conservative Party leader. Which of the following would you favor as the next leader of the Progressive Conservative Party? (Read and rotate 1-6)

(preleader)

- 1 Kim Campbell
- 2 Patrick Boyer
- 3 Garth Turner
- 4 Jean Charest
- 5 Jim Edwards
- 6 John Long
- 7 (DK)
- 8 (Refused)

4 (474)

5. If the Progressive Conservative Party had (read and rotate A-F) as its leader, which party's candidate do you think you would favor? (Open ended and code)

(Kim)

A. Kim Campbell:

- 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 Bloc Québécois/BQ

4.10

(616) (617)

B. Patrick Boyer:

(pat)

- 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 Bloc Québécois/BQ

4.20

(618) (619)

C. Garth Turner:

(garth)

- 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 Bloc Québécois/BQ

4.30

(620) (621)

5. (Continue:)

D. Jean Charest:

(Jean)

- 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 Bloc Québécois/BQ

4.40

(622) (623)

E. Jim Edwards:

(Jim)

- 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 Bloc Québécois/BQ

4.50

(467) (468)

F. John Long:

(John)

- 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 Bloc Québécois/BQ

4.60

(515) (516)

6. Do you support or oppose the new proposed regulations that would favor prospective immigrants to Canada who have a grasp of English or French?

(immig)

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

(517)

7. Which do you think the government should give greater attention to - trying to curb inflation or trying to reduce unemployment?

(govt)

- 1 Trying to curb inflation
- 2 Trying to reduce unemployment
- 3 (DK/Refused)

____ (469)

8. Do you believe that the economic recession is over, or not?"

(recess)

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

____ (475)

9. (HOLD)

(There is no Section II,
Continue with Section III)