

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

FIELD FINAL -

AC - Toronto  
 Project Registration  
 TELEPHONE OMNIBUS - WAVE I

X APPROVED BY CLIENT

DATE \_\_\_\_\_  
 Copyright, Gallup Canada, Inc.  
 INTERVIEWED BY \_\_\_\_\_

n=1,000

I.D.#: \_\_\_\_\_ (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)	<u>      </u> (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)	<u>      </u> (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)	<u>      </u> (414)

*(married)*

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	

*(mother)*

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

*(grad)*  
 (421)

(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)

(hhhd)  
 (430) (431)

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

- 00 None
- 98 (DK)
- 99 (Refused)

(hhhd10)  
 (432) (433)

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

- 00 None
- 98 (DK)
- 99 (Refused)

(hhhd1017)  
 (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 <sup>Six</sup> characters of your postal code? (Open ended and code all three digits of postal code)

- 999 (DK/Refused)

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

(DEMOGRAPHICS CONTINUED)

PLEASE NOTE:  
 IF THE ABOVE COLS.  
 ARE BLANK, THEN  
 THE POSTAL CODE WAS  
 NOT PICKED UP.

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)

(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 \_\_\_\_\_ (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.

\_\_\_\_\_  
(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

\_\_\_\_\_  
(orig int)  
(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. Overall, do you believe that Canada as a nation is rich, quite well off, not very well off or poor?

(cda)

- 1 Is rich
- 2 Quite well off
- 3 Not very well off
- 4 Is poor

5 (DK/Refused)

1.50 (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

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)

(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 New Democratic Party/NDP

10 Reform Party

11 Bloc Quebecois/BQ

(lean)  
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)

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

(voter)  
3.10 ✓  
(463) (464)

4a. Just from what you have seen, heard or read, how serious a problem is hunger among Canadians today - would you say very serious, quite serious, not too serious or not really a serious problem at all?

- 1 Very serious
- 2 Quite serious
- 3 Not too serious
- 4 Not really a serious problem at all
- 5 (DK/Refused)

(hunger)  
4 (474)

4b. For each of the following groups that I read out, please tell me how much responsibility they should have for solving the hunger problem in Canada. Should they have none (N), little (L), some (S) or a great deal (GD)? (Read and rotate A-H)

	N	L	S	GD	(DK)	(RF)
A. Government	1	2	3	4	5	6
B. General Public	1	2	3	4	5	6
C. Social Agencies	1	2	3	4	5	6
D. Food Banks	1	2	3	4	5	6
E. Charities	1	2	3	4	5	6
F. Hungry People themselves	1	2	3	4	5	6
G. Food Companies	1	2	3	4	5	6
H. Private Industries	1	2	3	4	5	6

(govt) (616)  
 (public) (617)  
 (social) (618)  
 (food) (619)  
 (charity) (620)  
 (self) (621)  
 (comp) (622)  
 (private) (623)

5. Have you, yourself, smoked any cigarettes in the past week?

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

(Smoke)  
450 (467)

6. Regardless of any political feelings you may have, and thinking just of individuals, 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 (DK)
- 7 (Refused)

(best pm)  
4.51 (468)

7. Upon becoming Prime Minister, do you believe Kim Campbell should immediately call a federal election or not?

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

(election)  
4.52 (469)

8. Did you, yourself, happen to attend a church, synagogue or other place of worship, in the last seven days?

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

(church)  
4.53 (475)

(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)

- 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

(provinc)  
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) (Skip to #11)
- 5 (Refused)

(prov vote)

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

(prov vote)

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)

(rae)

4.80 (629)