

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

589T Newspaper

ignore info 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.#:

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)

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)

MARSTAT
____ (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

LANGUAGE
____ (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)

- 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

D7a

(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

D8

(426) (427)

Same As D7

- 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

D8a

(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)

YR BIRTH

(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)

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

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

CITY/TOWN

(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

SEX
____ (44)

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

AREA CODE

(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

LANG 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. Do you believe that life in Canada today is better or worse than it was thirty years ago?

- 1 Is better
- 2 Is worse
- 3 No difference
- 4 (DK)
- 5 (Refused)

Q1

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 (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

NOWPARTY

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

LEANING

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 N.D.P./New Democratic Party
- 10 Reform Party
- 11 HOLD

PARTY

3.10

(463) (464)

Hospital percentage

4a. Have the economic policies of the federal government made you and your family better off, worse off or haven't they made much of a difference either way?

- 1 Better off
- 2 Worse off
- 3 No difference
- 4 (DK)
- 5 (Refused)

Q1a

4 (515)

4b. Would you say that the policies of the federal government have made the country's economy much better, somewhat better, somewhat worse, much worse or haven't made much of a difference either way?

- 1 Much better
- 2 Somewhat better
- 3 Somewhat worse
- 4 Much worse
- 5 No difference either way
- 6 (DK)
- 7 (Refused)

Q4b

4.10 (516)

4c. Do you expect the country's economy to get better, stay about the same or get worse in the next six months?

- 1 Get better
- 2 Stay the same
- 3 Get worse
- 4 (DK)
- 5 (Refused)

Q4c

4.20 (517)

4d. Looking ahead, do you think that a year from now, you and your family will be much better off financially, somewhat better off, somewhat worse off, much worse off or just about the same as now?

- 1 Much better off
- 2 Somewhat better off
- 3 Somewhat worse off
- 4 Much worse off
- 5 About the same
- 6 (DK)
- 7 (Refused)

Q4d

4.30 (525)

5. If you or your husband/wife were out of work for any reason, and after any unemployment benefits ran out, about how long do you think you could get by without earnings? (Open ended and code)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 ~~XXXX~~ NOT AT ALL
- 05 HOLD

- 06 Less than a week
- 07 1 to less than 2 Weeks
- 08 2 weeks to less than a month
- 09 1 to less than 3 months
- 10 3 to less than 6 months
- 11 6 months to a year
- 12 Over a year
- 13 Indefinitely
- 14 Retired/Not applicable

Q5

5.10

(526) (527)

6. Thinking of Prime Ministers over the past years, how would you rate Brian Mulroney - in your opinion has he been (read 1-5)?

- 1 the best
- 2 one of the best
- 3 so-so
- 4 one of the worst
- 5 the worst

- 6 (DK)
- 7 (Refused)

Q6

6 (528)

(If code "05 - Quebec" in S2, Continue; Otherwise, Skip to #8a)

7. With the resignation of Brian Mulroney as leader of the Progressive Conservative party, do you think that the possibility of Quebec becoming independent within the next five years has increased, decreased or stayed the same?

- 1 Increased
- 2 Decreased
- 3 Stayed the same

- 4 (DK)
- 5 (Refused)

Q7

7 (529)

8a. The following five movies have been nominated for Best Picture in the year's Academy Awards. Which movie do you think should win this Award - (read and rotate 1-5)?

- 1 The Unforgiven
- 2 Howard's End
- 3 A Few Good Men
- 4 The Crying Game
- 5 Scent of a Woman

- 6 (DK/None of them)
- 7 (Refused)

Q8a

8 (530)

8b. The following five actors have been nominated for Best Actor in this year's Academy Awards. Which actor do you think should win this Award - (read and rotate 1-5)?

- 1 Clint Eastwood
- 2 Al Pacino
- 3 Stephen Rea
- 4 Denzel Washington
- 5 Robert Downey Jr.

- 6 (DK/None of them)
- 7 (Refused)

Q8b
8.10 (531)

8c. The following five actresses have been nominated for Best Actress in this year's Academy Awards. Which actress do you think should win this Award - (read and rotate 1-5)?

- 1 Ema Thompson
- 2 Susan Saradon
- 3 Michelle Pfeiffer
- 4 Mary McDonnell
- 5 Catherine Deneuve

- 6 (DK/None of them)
- 7 (Refused)

Q8c
8.20 (532)

(There are NO Sections II to VI;
Skip to Section VII)

Q 5
(5.10)

- NEWSPAPER SEC -
STUDY # 589

01. OTHER

02. DK

03. REFUSED

04. NOT AT ALL

05. HOLD

06. LESS THAN A WEEK

07. 1 TO LESS THAN 2 WEEKS

08. 2 WEEKS TO LESS THAN A MONTH

09. 1 TO LESS THAN 3 MONTHS

10. 3 TO LESS THAN 6 MONTHS

11. 6 MONTHS TO A YEAR

12. OVER A YEAR

13. INDEFINITELY

14. RETIRED / NOT APPLICABLE (PRELUDES 01 → 13)