

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

590T News papers
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.#:

JD
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

MTC016-05
(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 p7)
- 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 |
| 06 | Student |
| 07 | Housewife |

(Skip to D9)

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)

YRBIRTH
 (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)

D15. 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)

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

LANGINT

(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. In your opinion, do you think that the number of doctors in Canada is (read 1-3)?

- 1 Too high
- 2 Too low
- 3 Just about right
- 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)

4a. Regardless of how you plan to vote, what is your best guess as to which political party will get the most votes in the coming election? (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 Bloc Québécois

Q4a

4.10

(467) (468)

4b. In the next election, do you think that any one party will get a majority of seats in the House of Commons? (if yes, ask:) Which party do you think that will be? (Open ended and code)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 No
- 05 HOLD
- 06 Yes, Liberal
- 07 Yes, Progressive Conservatives/P.C./Tories
- 08 Yes, NDP/New Democratic Party
- 09 Yes, Reform Party
- 10 Yes, Bloc Québécois

Q4b

4.20

(469) (470)

4c. How do you feel personally; would you prefer to see the next government in Ottawa have a majority or a minority of seats?

- 1 Prefer majority of seats
- 2 Prefer minority of seats
- 3 (DK)
- 4 (Refused)

Q4c

____ (471)

5. Do you favor or oppose the recent proposal by the federal government to ban the publication of public opinion polls 72 hours before election day?

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

Q5

____ (515)

6. (HOLD)

7. Do you think Canada should have full diplomatic relations with China or not?

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

Q7

____ (516)

8. In your opinion, do you think Ben Johnson is guilty of having used performance-enhancing drugs or not?

- | | | | |
|-------------|----------------|------|------|
| 1 | 2 | 3 | 4 |
| Yes, guilty | No, not guilty | (DK) | (RF) |

Q8

____ (517)

(If code "05 - Quebec" in S2, Continue; Otherwise, Skip to "Note" before #10)

9. 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)

Q9

7 (529)

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

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 (write in)
- 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

Q10

13.10

(616) (617)

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)

Q11a

14 (618)

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

Q11b

14.10

(619) (620)

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)

Q12

15 (621)