

CARD # 5:6
JOB # 11:13
Weights 15:19

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.#: _____ 0 (1-ID
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) MARRIED (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)

(DEMOGRAPHICS CONTINUED)

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)

Same As: D7

D8
 (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 |

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)

YRBIPTH

(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)

(DEMOGRAPHICS CONTINUED)

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)

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

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*

(If code "05" in S2, Skip to Section II
Otherwise, Continue)

(SECTION I - ASK EVERYONE EXCEPT IN QUEBEC)

1. As you may know, scientists have developed technology that will allow consumers to have access to about 300 television channels. Do you think that this technology will have (read 1-3) on the quality of life of Canadians?

- 1 a good effect
- 2 a bad effect
- 3 no effect at all
- 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

NO 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 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. 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 next leader of the Progressive Conservative Party? (Read and rotate 1-5)

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

Q1a
4 (474)

4b. If the Progressive Conservative Party had (read and rotate A-B) as its leader, which party's candidate do you think you would favor? (Open ended and code)

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

Q4b # A

4.10

(616) (617)

B. Patrick Boyer:

- 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

Q4b # B

4.20

(618) (619)

C. Garth Turner:

- 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

Q4b # C

4.30

(620) (621)

4b. (Continue:)

D. Jean Charest:

- 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

Q4b # D

4.40

(622) (623)

E. Jim Edwards:

- 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

Q4b # E

4.50

(467) (468)

(Rotate #5a and #5b)

5a. In your opinion, of the following who do you think would make the best Prime Minister? Would it be (read and rotate 1-3)?

- 1 Jean Charest
- 2 Jean Chretien
- 3 Audrey McLaughlin

- 4 (None)
- 5 (DK/Refused)

Q5a

(469)

5b. In your opinion, of the following who do you think would make the best Prime Minister? Would it be (read and rotate 1-3)?

- 1 Kim Campbell
- 2 Jean Chretien
- 3 Audrey McLaughlin

- 4 (None)
- 5 (DK/Refused)

Q5b

(470)

6. Are you in favor of or opposed to a free trade agreement among Canada, the United States and Mexico?

- * 1 In favor of
- 2 Opposed to
- 3 (DK)
- 4 (Refused)

Q6
6 (471)

7. (HOLD)

8a. What would you say are the chances of the Toronto Blue Jays winning the World Series again this year. Would you say they are (read 1-3)?

- 1 Very good
- 2 Good
- 3 Not very good
- 4 (DK)
- 5 (Refused)

Q8a
8 (472)

8b. What would you say are the chances of the Montreal Expos winning the World Series this year? Would you say they are (read 1-3)?

- 1 Very good
- 2 Good
- 3 Not very good
- 4 (DK)
- 5 (Refused)

Q8b
8.10 (473)

9. Which hockey team do you feel has the best chance of winning the Stanley Cup this year? (Open ended and code)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD

- 06 Boston
- 07 Buffalo
- 08 Calgary
- 09 Chicago
- 10 Detroit
- 11 Edmonton
- 12 Hartford
- 13 Los Angeles
- 14 Minnesota
- 15 Montreal
- 16 New Jersey
- 17 NY Islanders
- 18 NY Rangers
- 19 Ottawa
- 20 Philadelphia
- 21 Pittsburgh
- 22 Quebec
- 23 San Jose
- 24 St. Louis
- 25 Tampa Bay
- 26 Toronto
- 27 Vancouver
- 28 Washington
- 29 Winnipeg

Q9

9.10

(518) (519)