

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

651T
Ignore info on cards
2:3

FIELD FINAL -

AC - Toronto
Project Registration
TELEPHONE OMNIBUS - WAVE I

APPROVED BY CLIENT

DATE _____
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INTERVIEWED BY _____

n=1,000

I.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 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)

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)

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)

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

(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

(419) (420)

D6a. Did you graduate from (response in D6)?

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

(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) |

(422) (423)

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

- | | |
|----|--------------|
| 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)

- | | |
|----|--------------|
| 01 | Other (list) |
| 02 | HOLD |
| 03 | (Refused) |
| 04 | Not employed |
| 05 | Retired |
| 06 | Student |
| 07 | Housewife |

(Skip to D9)

Same As D7

(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 |

(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)

(430) (431)

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

00 None
98 (DK)
99 (Refused)

(432) (433)

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

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?

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)

9999 (DK/Refused)

(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

(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)

(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.

(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

(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)

(SECTION I - ASK EVERYONE EXCEPT IN QUEBEC)

1. As you may know, scientists have developed the technology to construct a robot able to perform housekeeping duties. Do you think that such a robot will prove to be a good thing, or a bad thing for society generally, or do you think it will not have much of an effect at all?

- 1 a good thing
- 2 a bad thing
- 3 no effect at all
- 4 (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)

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

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)

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

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 the next leader of the Progressive Conservative Party? (Read and rotate 1-6)

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

4 (474)

(Rotate #4b and #4c)

4b. 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)

 (469)

4c. 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)

_____ (470)

5a. Do you think the federal budget will have a beneficial or detrimental effect on the Canadian economy?

- 1 Yes, beneficial effect
- 2 Yes, detrimental effect
- 3 No effect
- 4 (DK/Refused)

_____ (471)

5b. Do you think the federal budget will have a beneficial or detrimental effect on your personal financial situation?

- 1 Yes, beneficial effect
- 2 Yes, detrimental effect
- 3 No effect
- 4 (DK/Refused)

_____ (475)

6a. As you may know, several provincial governments have introduced budget cuts in order to reduce their deficits. Do you favor or oppose these budget cuts?

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

_____ (472)

6b. Do you think that these budget cuts introduced by the provincial governments will strengthen the Canadian economy or not?

- 1 Yes, will strengthen
- 2 No, will not strengthen
- 3 (DK)
- 4 (Refused)

_____ (473)

7. Do you favour or oppose the economic sanctions introduced by the United Nations against the Serb-led Yugoslav government?

- 1 favour
- 2 oppose
- 3 (DK/Refused)

_____ (476)

8. (HOLD)

9. (HOLD)