

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 _____
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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)

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

M TOUNGE

_____ (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

EDUC

Post secondary and non-university

- 09 Community college
- 10 C.E.G.E.P

~~GRAD~~

(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 |
| | | 09 BUSINESS EXECUTIVES/SELF-EMPLOYED |
| 02 | HOLD | 10 SALES WORKERS |
| 03 | (Refused) | 11 CLERICAL WORKERS |
| 04 | Not employed | 12 SKILLED LABOUR |
| | | 13 UNSKILLED LABOUR/SERVICE WORKERS |
| 05 | Retired | (Skip to "Note" before D8) |
| 06 | Student | |
| 07 | Housewife | |

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 |

(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)

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)

(DEMOGRAPHICS CONTINUED)

D15. What is your city or town name? (Open ended)

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

CITYTOWN

(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)

Sex

1 Male

2 Female

_____ (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

LANGIT

(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. Thinking of the country as a whole, do you think we would be better off or worse off if there was a tightening of control on credit buying?

- 1 be better off
- 2 be worse off
- 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 (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

NOWPART

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

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)
 - 5 (Refused)
- (Skip to #4)

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

PARTY

3.10

(463) (464)

4. As you may know, sixteen is the minimum age at which you are allowed to drive in Canada. Would you favour or oppose a national law that would raise the legal age for having a driving license to 18 years?

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

4 (474)

5a. Would you say that you and your family are (read 1-4) financially than you were a year ago?

- 1 much better off
- 2 somewhat better off
- 3 somewhat worse off
- 4 much worse off
- 5 (DK/Refused)

 (471)

5b. Would you say that over the past year, the economy of the country has gotten (read 1-5)?

- 1 much better
- 2 somewhat better
- 3 stayed about the same
- 4 got somewhat worse
- 5 got much worse
- 6 (DK/Refused)

 (475)

* Q's 5A-5F ASKED ONLY OF NON-Quebec Respondents

5c. Have the economic policies of the federal government made you and your family better off, worse off or have they not made much of a difference either way?

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

_____ (515)

5d. 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 have made no difference either way?

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

_____ (516)

5e. 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)

_____ (525)

5f. Do you expect the country's economy to get better, stay about the same or get worse in the next 12 months?

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

_____ (517)

6. Health care costs across Canada continue to rise. Which, in your opinion, would be the best way to handle this - through a general tax increase or through the adoption of a user fee for those requiring hospital care?

- 1 Through a general tax increase
- 2 Through the adoption of a user fee
- 3 (DK/Refused)

_____ (469)

7. (HOLD)

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

8. Do you believe that the Québec culture needs protection through laws in order to ensure its survival or do you believe that the Québec culture can survive without such protection?

- 1 Needs protection through laws
- 2 Can survive without such protection
- 3 (DK/Refused)

_____(1039)

not available

(There is NO Section II,
Continue with Section III)