

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

563T

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) _____ (412)
Head

(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 mtounge (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 |

(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)

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)

(DEMOGRAPHICS CONTINUED)

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

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

~~city~~
city

(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)

____ (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)

1a. In general terms, do you think students in Canada are receiving the education they need in order to compete in the future or not?

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

Q1a
1.50 (465)

1b. How important is a college or university education today? Is it (read 1-3)?

- 1 Very important
- 2 Fairly important
- 3 Not too important
- 4 (DK/Refused)

Q1b
 (471)

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 Québécois/BQ

NOWPARTY

(skip to #3a)

NOWPARTY

 (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 Québécois/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 #4)
- 5 (Refused)

NOTE

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. 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)

04

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

4 (474)

5. (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

Q5d

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

Q5e

4.50

(467) (468)

F. John Long:

- 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

Q5f

4.60

(515) (516)

6a. Do you think that, in the last five years, the amount of violence on television has increased, decreased or stayed the same?

- 1 Increased
- 2 Decreased
- 3 Stayed the same
- 4 (DK/Refused)

Q6a
4.67 (517)

6b. Would you favor or oppose a federal law limiting violence on television?

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

Q66
4.68 (469)

7. (HOLD)

8. (HOLD)

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

9. 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)

Q9
4.69 (475)

(If code "06 - Ontario" in S2, Continue;
Otherwise, Skip to "Note" before 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 (list)
- 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
4.70
(624) (625)

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)

Q11
4.76 (626)

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
4.80
(627) (628)

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
4.86 (629)