

IF HOUSEHOLD ADDRESS NOT ON LABEL:
 Street No. _____ Apt.# _____
 Street _____
 District _____
 LOCATION NO: _____

INTRODUCTION:

Hello, I'm Mr./Miss/Mrs. _____ of TNS Canadian Facts. We are conducting a survey about leisure activities and communications. To make sure that I am interviewing the right person, I'd like to ask you a few introductory questions.

First, how many individuals, 12 years and over, live in your household? Be sure to include yourself, any children, in-laws or boarders now living in this household.

(RECORD NUMBER)

Would you please give me their first names in order starting with the oldest down to the youngest. **(RECORD BELOW)**

So there are a total of **(NUMBER)** people living in this household who are 12 years of age and over! Is this correct? **(IF NECESSARY REVISE LIST)**

The person whose name appears on the lowest line opposite an "X" **must** be interviewed.

I should be interviewing

(NAME)

(IF NOT AVAILABLE, MAKE APPOINTMENT:)

DATE: _____

TIME: _____

TEL. NO. _____

PRINT RESPONDENTS' FIRST NAME — OLDEST TO YOUNGEST	SELECT NAME OPPOSITE LAST "X"	MALE	FEMALE	FOR OFFICE USE ONLY
1. _____	X	1	2	VERIFIED:
2. _____	X	1	2	NO. OF INDIVIDUALS 12 AND OVER <input type="checkbox"/>
3. _____		1	2	PRESENTATION OF EXHIBITS <input type="checkbox"/> <input type="checkbox"/>
4. _____	X	1	2	LENGTH OF INTERVIEW <input type="checkbox"/>
5. _____		1	2	ADDRESS _____ <input type="checkbox"/>
6. _____		1	2	
7. _____		1	2	
8. _____		1	2	
9. _____		1	2	
10. _____		1	2	

139-

140-14

REPEAT INTRODUCTION IF NECESSARY:

This survey is being conducted across Canada. Your opinions are important to the success of this study. Please be assured that I am not selling anything.

RECORD FOR EACH CALL: ENTER — DATE: _____									SPECIAL ATTEMPTS			PICK-UP ATTEMPTS	
TIME: _____									1	2	3	1	2
CALL NUMBER:	1	2	3	4	5	6	7	8	1	2	3	1	2
NO ONE AT HOME	1	1	1	1	1	1	1	1	1	1	1	1	1
LANGUAGE PROBLEM (SPECIFY)	2	2	2	2	2	2	2	2	2	2	2	2	2
REFUSED LISTING	3	3	3	3	3	3	3	3	3	3	3	3	3
SEL. RESP. NOT AVAILABLE	4	4	4	4	4	4	4	4	4	4	4	4	4
REFUSED TO BE INT. AT ALL	5	5	5	5	5	5	5	5	5	5	5	5	5
RESP. BROKE OFF	6	6	6	6	6	6	6	6	6	6	6	6	6
COMPLETED INTERVIEW	7	7	7	7	7	7	7	7	7	7	7	7	7

142- 143- 144- 145- 146- 147- 148- 149- 150- 151- 152- 153- 154-

SPECIFY REASONS IN DETAIL:

INTERVIEWER'S I.D. 1. NAME _____ NO: 156-
 2. NAME _____ NO: 160-
 3. NAME _____ NO: 164-

SECTION A

RECORD TIME	168
AT THIS POINT	1 A.M.
OF INTERVIEW.	2 P.M.

1. **RECORD LANGUAGE OF INTERVIEW, DO NOT ASK.**

ENGLISH	210- 1
FRENCH	2
ITALIAN	3
GERMAN	4
UKRAINIAN	5
GREEK	6
CHINESE —CANTONESE	7
—MANDARIN	8
—OTHER CHINESE	9
PORTUGUESE	0
POLISH	212- 1
SPANISH	2
INDIAN —PUNJABI	3
—OTHER INDIAN	4
VIETNAMESE	5
ARABIC	6
TAGALOG	7
OTHER (SPECIFY) _____	0

2. SEX:	OBSERVE, DO NOT ASK.	Male	238- 1
		Female	2

I would like to begin by asking you a few questions about the amount of time you personally spend watching television, listening to the radio and reading newspapers.

3. Just thinking of an average week, on how many weekdays, that is, Monday to Friday, do **you personally** watch television?

Never	239- 1	SKIP TO Q. 5-a)
Less Than 1 Day A Week	2	
1 Day	3	
2 Days	4	
3 Days	5	
4 Days	6	
5 Days	7	

4. On the weekdays that you watch T.V., on average, how long, each day, do you **personally** watch it...?

6:00 A.M. To 5:00 P.M.	HRS.	<input type="text"/>	<input type="text"/>	MINS.	<input type="text"/>	<input type="text"/>	MAXIMUM 11 HOURS	240
Between 5:00 And 7:00 P.M.	HRS.	<input type="text"/>	<input type="text"/>	MINS.	<input type="text"/>	<input type="text"/>	MAXIMUM 2 HOURS	244
From 7:00 To 11:00 P.M.	HRS.	<input type="text"/>	<input type="text"/>	MINS.	<input type="text"/>	<input type="text"/>	MAXIMUM 4 HOURS	248
11:00 P.M. To 6:00 A.M.	HRS.	<input type="text"/>	<input type="text"/>	MINS.	<input type="text"/>	<input type="text"/>	MAXIMUM 7 HOURS	252

IF "NONE" FOR ANY TIME PERIOD, RECORD "00" ABOVE

5-a) How much time do **you personally** watch television on an average Saturday?

Saturday	HRS.	<input type="text"/>	<input type="text"/>	MINS.	<input type="text"/>	<input type="text"/>	IF "NONE", RECORD "00"	256
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-b) How much time do **you personally** watch television on an average Sunday?

Sunday	HRS.	<input type="text"/>	<input type="text"/>	MINS.	<input type="text"/>	<input type="text"/>	IF "NONE", RECORD "00"	260
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6. Did **you personally** happen to watch television yesterday, either at home or somewhere else?

YES 264- 1
 NO 2
 NOT SURE 3

7. Now, I would like you to think about the time that you spend listening to the radio.

Did you personally happen to listen to the radio yesterday, either at home or somewhere else?

YES 334- 1
 NO 2
 NOT SURE 3

8. Just thinking of an average week, on how many weekdays, that is, Monday to Friday, do **you personally** listen to the radio?

Never	267- 1	SKIP TO Q. 10-a)
Less Than 1 Day A Week	2	
1 Day	3	
2 Days	4	
3 Days	5	
4 Days	6	
5 Days	7	

9. On weekdays, that is, Monday to Friday, how much time, on average, do you personally spend each day listening to the radio between **(READ TIME PERIODS)**?

6:00 A.M. To 10:00 A.M.	HRS.	<input type="text"/>	<input type="text"/>	MINS.	<input type="text"/>	<input type="text"/>	MAXIMUM 4 HOURS	310/313
10:00 A.M. To 3:00 P.M.	HRS.	<input type="text"/>	<input type="text"/>	MINS.	<input type="text"/>	<input type="text"/>	MAXIMUM 5 HOURS	314/317
3:00 P.M. To 7:00 P.M.	HRS.	<input type="text"/>	<input type="text"/>	MINS.	<input type="text"/>	<input type="text"/>	MAXIMUM 4 HOURS	318/321
7:00 P.M. To Midnight	HRS.	<input type="text"/>	<input type="text"/>	MINS.	<input type="text"/>	<input type="text"/>	MAXIMUM 5 HOURS	322/325
Midnight To 6:00 A.M.	HRS.	<input type="text"/>	<input type="text"/>	MINS.	<input type="text"/>	<input type="text"/>	MAXIMUM 6 HOURS	326/329

IF "NONE" FOR ANY TIME PERIOD, RECORD "00" ABOVE

10-a) On an average Saturday, how much time do you personally spend listening to the radio?

Saturday HRS. MINS. **IF "NONE", RECORD "00"** 330/333

-b) And, on an average Sunday, how much time do you personally spend listening to the radio?

Sunday HRS. MINS. **IF "NONE", RECORD "00"** 972/975

11. Now, I'd like you to think about daily newspapers that you read.

IF INTERVIEWING TUESDAY TO SATURDAY, ASK:

Did you personally happen to read or look into any of yesterday's daily newspapers?

IF INTERVIEWING SUNDAY OR MONDAY, ASK:

Did **you personally** happen to read or look into any of last Friday's daily newspapers?

YES	335- 1
NO	2
NOT SURE	3

12. Just thinking of an average week, on how many weekdays, that is, Monday to Friday, do you personally read or look into a daily newspaper?

Never	336- 1
Less Than 1 Day A Week	2
1 Day	3
2 Days	4
3 Days	5
4 Days	6
5 Days	7

13. **(NO LONGER ASKED IN THIS SECTION)** (337)

14. On how many out of the last **four** weekends did you personally read or look into a Saturday edition of any daily newspaper? **(IF INTERVIEWING ON SATURDAY, SAY: Not including any of this Saturday's issues?)**

None	338- 1
1	2
2	3
3	4
4	5

15. **(NO LONGER ASKED IN THIS SECTION)** (339)

16. On how many out of the last **four** weekends did **you personally** happen to read or look into a Sunday edition of any daily newspaper? **(IF INTERVIEWING ON SUNDAY SAY: Not including any of this Sunday's issues?)**

None	340- 1
1	2
2	3
3	4
4	5

17. As you may know, local community newspapers contain local news, information and advertising. Some community newspapers are published twice a week, some weekly, some every other week and some monthly.

-a) **(NO LONGER ASKED IN THIS SECTION)** (341)

-b) Did you, yourself, happen to read or look into **any** local community newspaper during the past 7 days?

YES	342- 1
NO	2
NOT SURE	3

17-c) **(HAND CARD A)** On average, how many issues of **your** local community newspaper would you say you **personally** read or look into?

Every Issue	344- 1
About 3 Out Of Every 4 Issues	2
About 2 Out Of Every 4 Issues	3
About 1 Out Of Every 4 Issues	4
Fewer Than That	5
None Or Never Read	6

18. **(HAND CARD B)** When did you last read or look into any magazine, either at home or somewhere else?

Yesterday	359- 1
Past Week (7 Days)	2
Past Month (30 Days).....	3
Past 2 Months (60 Days)	4
Past 3 Months (90 Days)	5
Longer Ago	6

19. **(NO LONGER ASKED IN THIS SECTION)**

20. The next question is concerned about your in-town travel.

-a) **(HAND CARD C)** In the past 7 days, how many kilometers did you personally travel in a town, city, or suburb, as a driver or passenger in a car or truck? Just give me the code opposite the correct category. **(RECORD BELOW UNDER -a))**

	<u>PAST 7 DAYS</u>
Under 15 Km (Under 9 Miles)	360- 1
15 To 24 Km (9 To 15 Miles)	2
25 To 49 Km (16 To 30 Miles)	3
50 To 74 Km (31 To 46 Miles)	4
75 To 99 Km (47 To 61 Miles)	5
100 To 149 Km (62 To 92 Miles)	6
150 To 249 Km (93 To 154 Miles)	7
250 To 500 Km (155 To 311 Miles)	8
Over 500 Km (Over 311 Miles)	9
NONE	0

-b) **(NO LONGER ASKED IN THIS SECTION)** (361)

-c) How many times have you visited any shopping malls in the past 7 days?

(WRITE IN NUMBER OR "00" IF NONE) 362

-d) **(IF "NONE" IN Q. 20-c), ASK:)** And, how many times have you visited any shopping malls in the past 4 weeks?

(WRITE IN NUMBER OR "00" IF NONE) 364

21. Now, we would like to ask you a few questions about your use of public transit systems, that is, local buses, streetcars, LRT (Light Rapid Transit), commuter trains, or the subway.

Have you personally taken any trips by public transit in the past 4 weeks?

YES
NO

366- 1
2
**RECORD TIME AT
BOTTOM OF
PG. A6, THEN GO
TO SECTION B.**

22. Now, I would like you to think about single trips that you might have recently taken by **public transit**. By single trips, I mean any one-way trip from your origin to your destination, regardless of the number of transfers involved from one vehicle to another.

**IF INTERVIEWING IN MONTREAL, TORONTO, VANCOUVER, OR SURROUNDING COMMUNITIES:
ASK Q. 22-a)**

-a) How many single trips did you personally take by **(NAME SYSTEM)** in the past 7 days? **(IN MONTREAL SAY "TRAINS DE BANLIEUE"; IN TORONTO SAY "GO TRAIN"; IN VANCOUVER SAY "WEST COAST EXPRESS")**

(WRITE IN NUMBER OR "00" IF NONE) 367

-b) **(NO LONGER ASKED IN THIS SECTION)** (369)

-c) How many single trips did you **personally** take by **(NAME SYSTEM)** in the past 7 days? **(IN MONTREAL SAY "METRO"; IN TORONTO, SAY "SUBWAY OR LRT"; IN CALGARY/EDMONTON, SAY "LRT"; IN VANCOUVER, SAY "SKY TRAIN")**

(WRITE IN NUMBER OR "00" IF NONE) 371

-d) **(NO LONGER ASKED IN THIS SECTION)** (373)

ASK EVERYONE:

23-a) How many single trips did you personally take by bus or streetcar in the past 7 days?

(WRITE IN NUMBER OR "00" IF NONE) 375

-b) **(NO LONGER ASKED IN THIS SECTION)** (377)

RECORD TIME 410
AT THIS POINT 1 A.M.
OF INTERVIEW. 2 P.M.

**SECTION B
PUBLICATION READERSHIP**

INTRODUCTION

Now, we would like to ask you a few questions about different magazines or publications that you may have read.

Set up Pink Heading Card. Shuffle small white Title Cards. Start with group ①.

I would like you to look at these Title Cards (**SHOW DECK OF GROUP ① CARDS**). On each card is the logo and name of a publication. After you examine each, I would like you to tell me whether you personally happen to have read or looked into any copy of the magazine or publication in the past year. Before we begin however, I need to explain a few terms.

By any copy I mean any printed issue of the publication that you may have seen in the past year, it does not matter how old it was, where you read or looked into it, or whether it was your copy or someone else's.

And, it does not matter how much or how little you read, or how much time you may have spent reading it — you may have just looked at a few pages, or you may have read it cover to cover. As I hand you each Title Card, please examine it carefully, refer to the written description on each card, and then place it in one of three piles. (**POINT TO PINK HEADING CARD**)

If you are certain that you read or looked into any issue of the publication in the past year, place the title card here (**POINT TO “YES” POSITION**); if you are certain that you have not read or looked into any issue in the past year, place the Title Card here (**POINT TO “NO” POSITION**); and finally, if you are not sure, place the Title Card here (**POINT TO “NOT SURE” POSITION**).

START Q. 1 WITH GROUP MARKED ①.

1. (HAND TITLE CARD) [PROMPT:] Have you read or looked into any issue of this publication in the past year? (REPEAT AS NECESSARY)

[AFTER ALL CARDS ARE SORTED FOR GROUP MARKED ① SAY:] To help me record your responses, please read the publication title on each card starting with the “NO” group, then the “NOT SURE” group and, finally, the “YES” group.

[PLACE GROUP MARKED ① CARDS IN TWO PILES. PUT “YES” AND “NOT SURE” CARDS TOGETHER, LOGO SIDE UP. PUT “NO” CARDS ASIDE. REPEAT FOR GROUP MARKED ②. PUT “YES”, “NOT SURE” CARDS TOGETHER AND PLACE ON TOP OF PREVIOUS “YES/NOT SURE” GROUP, LOGO SIDE UP. PUT “NO” CARDS ASIDE. REPEAT FOR GROUP ③. REPEAT FOR GROUP ④.]

TURN “YES”, “NOT SURE” PILE OVER — LOGO SIDE DOWN. GROUP ① SHOULD NOW BE ON TOP.

START Q. 2 WITH “YES/NOT SURE” CARDS FROM GROUP MARKED ①. LEAVE CARDS IN THE SAME ORDER IN WHICH THEY WERE HANDED BACK AFTER Q. 1.

ASK ALL PARTS OF Q. 2 FOR EACH TITLE CARD CIRCLED “YES” OR “NOT SURE” IN Q. 1. CHECK COLOUR CODE ON BACK OF TITLE CARD. ASK RESPONDENT TO LOCATE APPROPRIATE GREEN, BLUE, YELLOW OR PINK HAND CARDS. CIRCLE COLOUR CODE ON RECORDING FORM. IT MUST ALWAYS MATCH THE COLOUR OF HAND CARDS D AND E.

- 2-a) When did you last read or look into any issue of (SHOW TITLE CARD AND READ TITLE)?

Referring to the (NAME COLOUR) Card D, please read the statement and code that applies. [IF RESPONDENT SAYS “TODAY” SAY: When did you last read or look into any copy of (READ TITLE) apart from today?]

- b) (READ TITLE) comes out (READ FREQUENCY). Referring to the (NAME COLOUR) Card E, how many issues would you say you usually look into? Please read the statement and the number code that applies. (RECORD UNDER Q. 2-b).

CONTINUE PROCEDURE FOR EACH “YES/NOT SURE” CARD IN GROUP ② THEN ③ THEN ④.

ASK ALL PARTS OF Q. 3. FOR EACH PUBLICATION CODED “1”, “2”, “3” OR “4” IN Q. 2-a). START WITH GROUP ① AND PUBLICATION NEAREST THE “X”.

3. Now, I would like to ask you a few more questions about the publications you have read recently.

-a) People sometimes see a copy that originally belonged to someone else. (HAND CARD F) Just thinking about the last copy of (NAME PUBLICATION) that you read, which statement on this card best describes how the copy you read came into your hands? (RECORD CODE UNDER Q. 3-a)

-b) Again, referring to the last issue of (NAME PUBLICATION) that you read, I would like you to think about all of the occasions and places where you might have read or looked into it. (HAND CARD G) Where did you happen to read or look into it. PROBE: Any where else? PROBE: Where else? (RECORD UNDER Q. 3-b) — CIRCLE ONE OR MORE

- c) And, on how many separate occasions can you remember looking into the last issue of (NAME PUBLICATION) that you read? (RECORD UNDER Q. 3-c)

-d) Including all of the different times and occasions when you picked up the last issue of (NAME PUBLICATION) that you read, about how much time, in total, did you spend reading or looking into it? Please be as accurate as possible. (RECORD HOURS AND MINUTES UNDER Q. 3-d)

-e) And how interesting do you find (NAME PUBLICATION) in general? Please give it a score between 1 and 10 for interest: 1 would be the lowest score and 10 would be the highest. (RECORD UNDER Q. 3-e)

[GO TO THE NEXT PUBLICATION CODED “1”, “2”, “3” OR “4” IN Q. 2-a) FOLLOWING THE DIRECTION OF THE ARROW.]

REGION: BALANCE ONTARIO				← ASK FOR EACH "YES"/"NOT SURE" IN Q. 1 →									← ASK FOR EACH CODED "1", "2", "3" OR "4" IN Q. 2-a) →																																																								
<table border="1" style="width:100%; border-collapse: collapse;"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>0</td></tr> <tr><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr> </table>				1	2	3	4	5	6	7	8	9	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6	Q. 1			Q. 2-a)					Q. 2-b)				Q. 3-a)	Q. 3-b)					Q. 3-c)			Q. 3-d)		Q. 3-e)
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LOOKED INTO IN PAST YEAR				CIRCLE COLOR: G B Y P									(CARD F)	(CARD G)					# OF OCCASIONS LOOKED INTO			AMOUNT OF TIME		DEGREE OF INTEREST																																													
				(CARD D)					(CARD E)				HOW CAME INTO HANDS	WHERE LOOKED INTO								HOURS MINUTES																																															
				WHEN LAST READ OR LOOKED INTO ISSUE					ISSUES LOOKED INTO																																																												
				NOT SURE			YES		NO																																																												
GROUP ② 10X/MONTHLY # Per Year				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
▲ 163 – Alive MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
09 – Canadian House & Home MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
10 – Canadian Living MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
12 – Chatelaine MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
141 – City Parent MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
155 – Elle Canada MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
14 – enRoute MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
114 – Famous MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
101 – FASHION Magazine 10				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
104 – Financial Post Magazine MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
19 – Flare MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
91 – Good Times MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
169 – Loulou (English) MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
160 – Movie Entertainment MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
122 – Ontario OUT OF DOORS 10				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
27 – Reader’s Digest MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
28 – Report On Business Magazine MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
153 – Show MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
30 – Style At Home MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
33 – Today’s Parent MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
X 72 – Toronto Life MTHLY				1	2	3	B-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																																

REGION: BALANCE ONTARIO		← ASK FOR EACH "YES"/"NOT SURE" IN Q. 1 →											← ASK FOR EACH CODED "1", "2", "3" OR "4" IN Q. 2-a) →																																																														
<table border="1" style="font-size: small;"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>0</td></tr> <tr><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td></td><td></td><td></td><td></td><td></td></tr> </table>		1	2	3	4	5	6	7	8	9	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6						Q. 1	Q. 2-a)					Q. 2-b)						Q. 3-a)	Q. 3-b)					Q. 3-c)	Q. 3-d)		Q. 3-e)
1	2	3	4	5	6	7	8	9	0																																																																		
0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1																																																							
1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6																																																												
LOOKED INTO IN PAST YEAR		CIRCLE COLOR: G B Y P											(CARD F)	(CARD G)					# OF OCCASIONS LOOKED INTO	AMOUNT OF TIME		DEGREE OF INTEREST																																																					
GROUP		NOT SURE NO					WHEN LAST READ OR LOOKED INTO ISSUE						HOW CAME INTO HANDS	WHERE LOOKED INTO						HOURS	MINUTES																																																						
③ 9X/8X/7X # Per Year		1	2	3	4	5	6	7	8	9	0	Y-1	2	3	4	5	6	7	F-1	2	3	4	5	6	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10																															
71 – Canadian Family		8	1	2	3							Y-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																													
85 – Canadian Gardening		8	1	2	3							Y-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																													
130 – Canadian Home & Country		9	1	2	3							Y-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																													
11 – Canadian Home Workshop		9	1	2	3							Y-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																													
51 – Glow		8	1	2	3							Y-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																													
21 – Homemakers		9	1	2	3							Y-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																													
131 – Inside Entertainment		8	1	2	3							Y-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																													
127 – Ottawa Magazine		8	1	2	3							Y-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																													
25 – Outdoor Canada		8	1	2	3							Y-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																													
36 – Tribute		9	1	2	3							Y-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																													
149 – Vervegirl		7	1	2	3							Y-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																													
166 – Wish		9	1	2	3							Y-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																													
90 – Zoomer Magazine		9	1	2	3							Y-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	1	2	3	4	5	6	7	8	9	10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																													

Now, I would like to ask you about printed issues of different **daily** newspapers.

By printed issue I mean, any printed weekday or weekend issue of a newspaper that you may have read or looked into. It does not matter where you read it, how much time you spent reading it, or how many pages or sections you may have looked into.

1. **(SHUFFLE AND HAND NEWSPAPER LOGO CARDS IN TURN) [PROMPT:]** Have you personally read or looked into any issue of **(NAME NEWSPAPER)** in the past 3 months? **(REPEAT FOR EACH NEWSPAPER)**

ASK FOR ALL LISTED NEWSPAPERS BEFORE GOING TO Q. 2.

ASK ALL PARTS OF Q. 2 FOR EACH PAPER CIRCLED “YES” OR “NOT SURE” IN Q.1

IF INTERVIEWING TUESDAY TO SATURDAY, ASK:

IF INTERVIEWING SUNDAY OR MONDAY, ASK:

2-a) Did you, yourself, happen to read or look into yesterday’s issue, that is, **(NAME DAY)** ‘s issue of the **(NAME PAPER)**, either at home or somewhere else?

2-a) Did you, yourself, happen to read or look into last Friday’s issue of the **(NAME PAPER)**, either at home or somewhere else?

-b) Not including today’s issue, how many of the last five weekday issues of the **(NAME PAPER)** did you, yourself, happen to read or look into?

-b) And how many of the last five weekday issues of the **(NAME PAPER)** did you, yourself, happen to read or look into?

CONTINUE FOR ALL NEWSPAPERS CIRCLED “YES” OR “NOT SURE” IN Q. 1 BEFORE GOING TO Q. 3.

FOR EACH NEWSPAPER CIRCLED “YES” IN Q. 2-a), ASK ALL PARTS OF Q. 3.

IF INTERVIEWING TUESDAY TO SATURDAY, ASK:

IF INTERVIEWING SUNDAY OR MONDAY, ASK:

3-a) People sometimes see a copy that originally belonged to someone else. **(HAND CARD I)** Which statement on this card best describes how yesterday’s issue of the **(NAME PAPER)** that you read, came into your hands?

3-a) People sometimes see a copy that originally belonged to someone else. **(HAND CARD I)** Which statement on this card best describes how last Friday’s issue of the **(NAME PAPER)** that you read, came into your hands?

-b) And, about how much time in total did you spend reading or looking into yesterday’s issue of the **(NAME PAPER)** ? Please be as accurate as possible. **(RECORD HOURS AND MINUTES BELOW)**

-b) And, about how much time in total did you spend reading or looking into last Friday’s issue of the **(NAME PAPER)** ? Please be as accurate as possible. **(RECORD HOURS AND MINUTES BELOW)**

CONTINUE FOR ALL NEWSPAPERS CIRCLED “YES” IN Q. 2-a) BEFORE GOING TO Q. 4.

Now, we would like you to think about printed issues of **weekend** daily newspapers.

ASK FOR ALL PARTS OF Q. 4 FOR EACH NEWSPAPER CIRCLED “YES”/“NOT SURE” IN Q. 1

IF INTERVIEWING SATURDAY OR SUNDAY, ASK:

IF INTERVIEWING MONDAY TO FRIDAY, ASK:

4-a) Not including this weekend’s issue, did you, yourself, happen to read or look into last weekend’s issue of the **(NAME DAY AND PAPER)**, either at home or somewhere else?

4-a) Did you, yourself, happen to read or look into last weekend’s issue of the **(NAME DAY AND PAPER)**, either at home or somewhere else?

-b) Not including this weekend’s issue, how many of the last four issues of the **(NAME DAY AND PAPER)** did you, yourself, happen to read or look into?

-b) And, how many of the last four issues of the **(NAME DAY AND PAPER)** did you, yourself, happen to read or look into?

ASK FOR ALL NEWSPAPERS CIRCLED “YES”/“NOT SURE” IN Q. 1 BEFORE GOING TO Q. 5

FOR EACH NEWSPAPER CIRCLED "YES" IN Q. 4-a), ASK ALL PARTS OF Q. 5.

5-a) People sometimes see a copy that originally belonged to someone else. (HAND CARD I)
Which statement on this card best describes how the copy of last weekend's issue of the (NAME DAY AND PAPER), that you read, came into your hands?

5-b) And, how much time, in total, did you spend reading or looking into last weekend's issue of the (NAME DAY AND PAPER)? Please be as accurate as possible. (RECORD HOURS AND MINUTES BELOW)

REGION: BALANCE OF ONTARIO

	WEEKDAY AND/OR WEEKEND ISSUES										WEEKDAY ISSUES																				
											← ASK FOR EACH "YES"/"NOT SURE" IN Q. 1 →					← ASK FOR EACH "YES" IN Q. 2-a) →															
	q. 1										q. 2-a)					q. 2-b)					q.3-a)					q. 3-b)					
	LOOKED INTO IN PAST 3 MONTHS										LOOKED INTO ISSUE					# OF WEEKDAY ISSUES					(CARD I) HOW CAME INTO HANDS					AMOUNT OF TIME					
										YES	NOT SURE	NO	YES	NOT SURE	NO	1	2	3	4	5	6							HOURS	MINUTES		
▲ 87 – 24 Hours (Toronto).....	1	2	3								1	2	3	1	2	3	4	5	6												
92 – Metro (Toronto).....	1	2	3								1	2	3	1	2	3	4	5	6												
83 – National Post.....	1	2	3								1	2	3	1	2	3	4	5	6												
82 – The Globe and Mail.....	1	2	3								1	2	3	1	2	3	4	5	6												
89 – Toronto Star.....	1	2	3								1	2	3	1	2	3	4	5	6												
X 84 – Toronto Sun.....	1	2	3								1	2	3	1	2	3	4	5	6												

	WEEKEND ISSUES																										
	← ASK FOR EACH "YES"/"NOT SURE" IN Q. 1 →																										
	q. 4-a)					q. 4-b)					← ASK FOR EACH "YES" IN Q. 4-a) →																
	LOOKED INTO ISSUE					# OF WEEKEND ISSUES					(CARD I) HOW CAME INTO HANDS					AMOUNT OF TIME											
										YES	NOT SURE	NO	1	2	3	4	5							HOURS	MINUTES		
▲ 03 – Saturday National Post.....	1	2	3								1	2	3	4	5												
02 – Saturday The Globe and Mail.....	1	2	3								1	2	3	4	5												
09 – Saturday Toronto Star.....	1	2	3								1	2	3	4	5												
10 – Sunday Toronto Star.....	1	2	3								1	2	3	4	5												
04 – Saturday Toronto Sun.....	1	2	3								1	2	3	4	5												
X 05 – Sunday Toronto Sun.....	1	2	3								1	2	3	4	5												

SECTION C—INTERNET

RECORD TIME	471/475
AT THIS POINT	1 A.M.
OF INTERVIEW.	2 P.M.

Now, I would like to ask you a few questions about the Internet.

As you know, people logon to the Internet for different reasons. Sometimes it is to send or receive e-mail or instant messages, sometimes to access specific web sites for information or for entertainment, or to connect to an online community.

1. **(HAND TIME CARD I-A)** Not including today, when was the last time that you personally accessed the Internet, either from home or somewhere else? **(IF “TODAY” SAY: NOT INCLUDING TODAY.)**

Yesterday	345- 1
In The Past 7 Days	2
In The Past 14 Days	3
In The Past Month	4
In The Past 2 Months	5
In The Past 3 Months	6
Longer Ago Than That	7 GO TO
Never Access The Internet	8 SECTION D

2. **(IF ACCESSED IN PAST 7 DAYS, CODE 1 OR 2 CIRCLED IN Q. 1, ASK:)** And approximately how much time, in total, did you personally spend on the Internet in the past 7 days? **(RECORD HRS AND MINS BELOW)**

HRS. MINS. 346/349

3-a) **(IF ACCESSED IN PAST 3 MONTHS, CODES 1 TO 6 CIRCLED IN Q. 1, ASK:)** On each of these cards is the name of a web site. **(SHUFFLE AND HAND WEB SITE CARDS)** Please examine each card in turn. **(SET UP YELLOW SITE SORT BOARD)** Then, place each one on this board to indicate the last time that you personally visited or accessed the named web site.

(AFTER ALL CARDS ARE PLACED ON THE BOARD, SAY:) To help me record your responses, please read me the name of the web sites placed on each space starting with the “NEVER” group. **(CONTINUE WITH THE “LONGER AGO” GROUP AND EACH GROUP IN REVERSE ORDER UNTIL ALL RESPONSES ARE RECORDED)**

-b) **(FOR EACH VISITED, CODES 1 TO 7 CIRCLED IN Q.3-a), SAY:)** Did you access the **(NAME SITE)** web site from your computer at home or from another computer at your office or elsewhere? **(CIRCLE UNDER -b) BELOW — IF RESPONDENT SAYS BOTH CIRCLE “9” AND “0”).**

	-a)								-b)	
	WHEN LAST ACCESSED								WHERE ACCESSED	
	YESTER-DAY	PAST 7 DAYS	PAST 14 DAYS	PAST MTH.	PAST 2 MTHS.	PAST 3 MTHS.	LONGER AGO	NEVER	AT HOME	OFFICE OR ELSE-WHERE
Alive	461-1	2	3	4	5	6	7	8	9	0
Canadian Geographic	462-1	2	3	4	5	6	7	8	9	0
Elle Canada	515-1	2	3	4	5	6	7	8	9	0
Golf Canada	463-1	2	3	4	5	6	7	8	9	0
Journal de Montréal	516-1	2	3	4	5	6	7	8	9	0
Journal de Québec	517-1	2	3	4	5	6	7	8	9	0
National Post	518-1	2	3	4	5	6	7	8	9	0
NIGHTLIFE Magazine	519-1	2	3	4	5	6	7	8	9	0
NOW	464-1	2	3	4	5	6	7	8	9	0
People	465-1	2	3	4	5	6	7	8	9	0
Sports Illustrated	466-1	2	3	4	5	6	7	8	9	0
The Globe and Mail	467-1	2	3	4	5	6	7	8	9	0
TIME	468-1	2	3	4	5	6	7	8	9	0
Toronto Star	469-1	2	3	4	5	6	7	8	9	0

SECTION D—BASIC DATA

RECORD TIME	415
AT THIS POINT	1 A.M.
OF INTERVIEW.	2 P.M.

The remaining few questions are just to help us divide our interviews into groups. Please be assured that any survey responses and all personal information provided will be kept completely confidential by us, our partners or clients, and are used for research purposes only.

- 1-a) What language did you first learn in childhood, before going to school, and still understand? **(DO NOT READ LIST. CIRCLE ONE ANSWER ONLY)**
- b) What languages do you speak at least conversationally, that is, well enough to conduct a conversation? **(DO NOT READ LIST. CIRCLE ALL MENTIONS)**
- c) What language do you most often speak at home now? **(DO NOT READ LIST. CIRCLE ONE ANSWER ONLY)**

	-a	-b)	-c)
ENGLISH	216- 1	211- 1	222- 1
FRENCH	2	2	2
ITALIAN	3	3	3
GERMAN	4	4	4
UKRAINIAN	5	5	5
GREEK	6	6	6
CHINESE —CANTONESE	7	7	7
—MANDARIN	8	8	8
—OTHER CHINESE	9	9	9
PORTUGUESE	0	0	0
POLISH	217- 1	213- 1	214- 1
SPANISH	2	2	2
INDIAN —PUNJABI	3	3	3
—OTHER INDIAN	4	4	4
VIETNAMESE	5	5	5
ARABIC	6	6	6
TAGALOG	7	7	7
OTHER (SPECIFY) _____	0	0	0

- 2-a) In what year were you born? **(ENTER FOUR DIGITS)**

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354/357

- b) **(IF REFUSED IN Q. 2-a)) (HAND CARD J) (ASK:) Just to help classify our data, in which of these age groups do you fall? (IF REFUSED, CIRCLE CODE AND CIRCLE YOUR ESTIMATE OF RESPONDENT'S AGE)**

12 YEARS	(01)	234- 1
13-14	(02)	2
15-17	(03)	3
18 YEARS	(04)	4
19 YEARS	(05)	5
20-21	(06)	6
22-24	(07)	7
25-29	(08)	8
30-34	(09)	9
35-39	(10)	0
40-44	(11)	235- 1
45-49	(12)	2
50-54	(13)	3
55-59	(14)	4
60-64	(15)	5
65-69	(16)	6
70 AND OVER	(17)	7
REFUSED	8

3-a) I would like you to first think about education up to and including high school. What is the highest grade you ever attended?

NONE/KINDERGARTEN ONLY 420- 90
 HIGHEST GRADE ATTENDED (SPECIFY 1 TO 13)

-b) And, now, I'd like you to think about other levels of education. First, how many years of education have you ever completed at a University? **(RECORD BELOW UNDER -b))**

-c) And apart from university, how many years of education have you ever completed at a Post Secondary School of Technology or Business, Community College or College of Applied Arts, CEGEP or College Classique? **(RECORD BELOW UNDER -c))**

	<u>-b)</u>		<u>-c)</u>
	<u>YEARS COMPLETED AT UNIVERSITY</u>		<u>YEARS COMPLETED AT OTHER POST-SECONDARY INSTITUTES</u>
NONE	422- 90	424- 90
LESS THAN 1 YEAR (COMPLETED COURSES)	91	91
COMPLETED YEARS (SPECIFY NUMBER)	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>

-d) **(HAND CARD K)** And which of these degrees, certificates or diplomas have you ever obtained? Just read the number opposite each that applies. **(PROBE)** What others? **(PROBE)** Any others? **(CIRCLE ALL THAT APPLY)**

Elementary Or Primary School Graduation Certificate	426- 1
Secondary Or High School Graduation Certificate	2
Trades Certificate Or Diploma	3
Other Certificate Or Diploma Obtained At Community College, College Of Applied Arts Or Technology, CEGEP, But Not Including University	4
University Certificate Or Diploma Below Bachelor Level	5
Bachelor's Degree(s) (Example: B.A., B.Sc., B.A.Sc., LLB.)	6
University Certificate Or Diploma Above Bachelor Level	7
Master's Degree(s) (Example: M.A., M.Sc., M.Ed.)	8
Degree In Medicine, Dentistry, Veterinary Medicine Or Optometry (M.D., D.D.S., D.M.D., D.V.M., O.D.)	9
Earned Doctorate (Example: Ph.D., D.Sc., D.Ed.)	0
None	427- 1

4. Are you: **(READ LIST)**

Single	428- 1
Married Or Living Together	2
Widowed	3
Separated	4
Divorced	5
REFUSED — DO NOT READ ALOUD	6

5. How would you describe your household structure? **(READ LIST)**

Couple With Child Or Children Living At Home	448- 1
Couple With No Children Living At Home	2
Adult With Child Or Children Living At Home	3
Adult Living Alone	4
Adult Sharing Accommodation	5
Other (SPECIFY) _____	6

6. Do you consider yourself to be the female/male head of this household?

- YES, FEMALE HEAD 429- 1
- YES, MALE HEAD 2
- NO 3

7. (IF 40 YEARS OF AGE OR OLDER, ASK:) Are you a grandparent?

- YES 539- 1
- NO 2

8. In your household, who is considered to be the principal wage or income earner? (READ LIST) — (CIRCLE ONE MENTION ONLY)

- Yourself 430- 1
- Other Household Member 2
- Yourself And Other Household Member Equally 3

9. In your household, which person does most of the grocery shopping? (READ LIST) — (CIRCLE ONE MENTION ONLY)

- Yourself 431- 1
- Other Household Member 2
- Yourself And Other Household Member Equally 3
- Done By Someone Else 4

10. (HAND CARD L) Which statement on this card best describes your own employment status? Just read the number code opposite the description that applies. (RECORD BELOW)

- SELF-EMPLOYED**
- Professional Self-Employed 432- 01
- Other Self-Employed 02
- EMPLOYED — FULL TIME (30 HRS. OR MORE PER WEEK)**
- PAID JOB**
- Professional With Managerial Responsibilities 03
- Professional 04
- Managerial Position 05
- Other Full-Time Employment 06
- STUDENT**
- With Part-Time Paid Job 07
- With No Paid Job 08
- RETIRED**
- Semi Retired: Some Paid Employment 09
- Fully Retired 10
- OTHER MALES/FEMALES**
- With Part-Time Paid Job 11
- With No Paid Job 12
- UNEMPLOYED** 13

**IF RESPONDENT NOT EMPLOYED PART-TIME OR FULL TIME
(CODES "08" OR "10" OR "12" OR "13", SKIP TO Q. 15.)**

11-a) In what kind of business, industry or service do you work? (IF "PRODUCT" ONLY MENTIONED SUCH AS OIL, COMPUTERS, CLOTHING, PROBE: Is that manufacturing, distribution or retail sales?)

-b) What kind of work do you do?

-c) What is your job title?

-d) (IF PROFESSIONAL [CODES "1", "3" OR "4"] IN Q. 10, ASK:) What are your professional qualifications? (PROBE: SPECIFIC DEGREES, DIPLOMAS, CERTIFICATES/ASSOCIATIONS) (IF "ENGINEER" ASK: Are you a member of the Society of Professional Engineers? (RECORD RESPONSE BELOW)

438 (442)

-e) Does your company or the company for which you work have more than one office or location? YES ... 1 NO 2 447

-f) (HAND CARD M) Approximately how many people are employed at the location where you are employed? (RECORD RESPONSE BELOW)

-g) (IF "YES" IN Q. 11-e), [EXCLUDING GOVERNMENT], ASK:) Approximately how many people does your organization employ across Canada? (RECORD RESPONSE BELOW)

	<u>Q. 11-f)</u>	<u>Q. 11-g)</u>
Under 5	450- 1	451- 1
5 To 9	2	2
10 To 19	3	3
20 To 49	4	4
50 To 99	5	5
100 To 249	6	6
250 To 499	7	7
500 To 999	8	8
More Than 1,000	9	9
DON'T KNOW	0	0

-h) (IF DON'T KNOW, ASK:) What is the name of your company? _____

(452/457)

12. (IF SELF-EMPLOYED/PROFESSIONAL/MANAGER [CODES "1" TO "5"] IN Q. 10, ASK:) Approximately how many people report to you either directly or indirectly through your subordinates?

SPECIFY NUMBER

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443

13-a) (IF SELF-EMPLOYED/PROFESSIONAL/MANAGER [CODES "1" TO "5"] IN Q. 10, ASK:) On this card (HAND CARD N) is a list of job areas. Within your firm or organization, in which of these areas are you actively involved for an appreciable amount of your time? PROBE: Any others? (CIRCLE ONE OR MORE) (RECORD BELOW UNDER -a) — IF ONLY ONE AREA MENTIONED, CIRCLE AUTOMATICALLY UNDER -b))

-b) (IF MORE THAN ONE AREA MENTIONED IN Q. 13-a), ASK:) And in which one of these job areas are you most actively involved? (CIRCLE ONE ONLY) (RECORD BELOW UNDER -b))

	<u>-a)</u>		<u>-b)</u>
	<u>JOB AREAS</u>		<u>PRIMARY JOB AREA</u>
Overall Corporate Policy	458- 1	479- 01
Finance	2	02
Accounting	3	03
Investment	4	04
Personnel/Human Resources/ Industrial Relations	5	05
Marketing/Sales/Marketing Services	6	06
Legal	7	07
Medical	8	08
Scientific	9	09
Education	0	10
Engineering/Design	459- 1	11
Research And Development	2	12
Computing/Data Processing/Information Systems	3	13
Production	4	14
Purchasing	5	15
Real Estate	6	16
Transportation/Distribution	7	17
OTHER _____	8	18

(CIRCLE CODE AND SPECIFY)

14. (ASK ALL EMPLOYED FULL-TIME AND PART-TIME, CODES "1" TO "7" OR "9" OR "11" IN Q. 10, ASK:) I would like you to think about those occasions when your company, firm or organization buys or leases products or services on its own behalf or on behalf of its clients.

Are you personally (READ STATEMENT)? (REPEAT PROMPT FOR EACH STATEMENT)

	<u>YES</u>		<u>NO</u>
Involved In Suggesting, Recommending Or Selecting Products, Services Or Suppliers For Your Company	510- 1	2
Involved In The Authorization Or Approval Process To Purchase Or Lease Products Or Services For Your Company	511- 1	2

15-a) Do you, or does your family, own or rent your home?

OWN 236- 1
RENT 2

-b) Is this a condominium?

YES 223- 1
NO 2

16. Is this a ... (READ LIST) ?

Detached House 237- 1
Semi-Detached House 2
Row Or Townhouse 3
Apartment (No Elevator), Duplex Or Triplex 4
High Rise Or Apartment With Elevator 5
Mobile Home 6
OTHER (SPECIFY) _____ 7

17-a) How many people live in your household including yourself and other members of your family and anyone else living in your household who is not a member of your immediate family?

- b) How many are under 3 years of age?
- c) How many are between 3 and 5 years of age?
- d) How many are between 6 and 11 years of age?
- e) How many are between 12 and 17 years of age?
- f) How many are between 18 and 24 years of age?
- g) How many are 25 years of age and over?

(CHECK THAT THE TOTAL OF THE AGE CATEGORIES ADDS TO TOTAL NUMBER CIRCLED IN -a))

	<u>-a)</u>	<u>-b)</u>	<u>-c)</u>	<u>-d)</u>	<u>-e)</u>	<u>-f)</u>	<u>-g)</u>
	TOTAL NUMBER	NUMBER UNDER 3 YEARS	NUMBER 3 TO 5 YEARS	NUMBER 6 TO 11 YEARS	NUMBER 12 TO 17 YEARS	NUMBER 18 TO 24 YEARS	NUMBER 25 YEARS AND OVER
ONE	527- 01	529- 01	531- 01	533- 01	535- 01	523- 01	537- 01
TWO	02	02	02	02	02	02	02
THREE	03	03	03	03	03	03	03
FOUR	04	04	04	04	04	04	04
FIVE	05	05	05	05	05	05	05
SIX	06	06	06	06	06	06	06
SEVEN	07	07	07	07	07	07	07
EIGHT	08	08	08	08	08	08	08
NINE	09	09	09	09	09	09	09
TEN OR MORE	10	10	10	10	10	10	10
NONE		00	00	00	00	00	00

-h) (IF ANY UNDER 3 IN Q. 17-b), ASK:) And, of the children under 3 years of age in your household how many are (READ LIST) ?

**WRITE IN
NUMBER**

Under 12 Months 350
12 To 18 Months 351
19 To 23 Months 352
24 Months Or More 353

TOTAL = _____ **NO. IN Q. 17-b)**

18. **(HAND CARD O)** In which of these number groups does the approximate income of the **household** fall, that is, the total income or earnings of **all people in this household** before taxes? **(IF REFUSED/DON'T KNOW, CIRCLE CODE 90 AND CIRCLE YOUR ESTIMATE OF HOUSEHOLD'S INCOME)**
19. Now looking at this card again, in which of these number groups does **your personal income** fall before taxes? **(IF REFUSED/DON'T KNOW, CIRCLE CODE 90 AND CIRCLE YOUR ESTIMATE OF RESPONDENT'S INCOME)**

	<u>Q. 18</u> <u>HOUSEHOLD</u> <u>INCOME</u>	<u>Q. 19</u> <u>PERSONAL</u> <u>INCOME</u>
NONE	541- 01	545- 01
Under \$15,000	02	02
\$15,000 To \$19,999	03	03
\$20,000 To \$24,999	04	04
\$25,000 To \$29,999	05	05
\$30,000 To \$34,999	06	06
\$35,000 To \$39,999	07	07
\$40,000 To \$44,999	08	08
\$45,000 To \$49,999	09	09
\$50,000 To \$59,999	10	10
\$60,000 To \$74,999	11	11
\$75,000 To \$99,999	12	12
\$100,000 To \$124,999	13	13
\$125,000 To \$149,999	14	14
\$150,000 To \$199,999	15	15
\$200,000 Or Over	16	16
ESTIMATE	543- 90	547- 90

20. And, one final question.

To which of these groups do you belong? **(HAND CARD P)** This information is used to promote appropriate media opportunities for all Canadians. Just give me the letter code or letter codes that apply.

L	Aboriginal	436- 1
M	Black	2
N	White	3
O	Filipino	4
P	South Asian (East Indian, Pakistani, Sri Lankan, etc.)	5
Q	East/South Asian (Cambodian, Indonesian, Laotian, Vietnamese, etc.)	6
R	West Asian (Afghan, Iranian, etc.)	7
S	Arab	8
T	Latin/Central And South American	9
U	Chinese	0
V	Japanese	437- 1
W	Korean	2
X	Other (SPECIFY) _____	3

