

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: _____													
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:      1010-

2. NAME \_\_\_\_\_ NO:      1015-

3. NAME \_\_\_\_\_ NO:      1020-

**SECTION A**

<b>RECORD TIME</b>	168
<b>AT THIS POINT</b>	1 A.M.
<b>OF INTERVIEW.</b>	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 ( <b>SPECIFY</b> ) .....	0

2. <b>SEX:</b>	<b>OBSERVE, DO NOT ASK.</b>	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	<b>SKIP TO Q. 5-a)</b>
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"/>	<b>MAXIMUM 11 HOURS</b>	240
Between 5:00 And 7:00 P.M. ....	HRS.	<input type="text"/>	<input type="text"/>	MINS.	<input type="text"/>	<input type="text"/>	<b>MAXIMUM 2 HOURS</b>	244
From 7:00 To 11:00 P.M. ....	HRS.	<input type="text"/>	<input type="text"/>	MINS.	<input type="text"/>	<input type="text"/>	<b>MAXIMUM 4 HOURS</b>	248
11:00 P.M. To 6:00 A.M. ....	HRS.	<input type="text"/>	<input type="text"/>	MINS.	<input type="text"/>	<input type="text"/>	<b>MAXIMUM 7 HOURS</b>	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"/>	<b>IF "NONE", RECORD "00"</b>	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"/>	<b>IF "NONE", RECORD "00"</b>	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"/>	<span style="border: 1px solid black; padding: 2px;"><b>MAXIMUM 4 HOURS</b></span>	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"/>	<span style="border: 1px solid black; padding: 2px;"><b>MAXIMUM 5 HOURS</b></span>	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"/>	<span style="border: 1px solid black; padding: 2px;"><b>MAXIMUM 4 HOURS</b></span>	318/321
7:00 P.M. To Midnight .....	HRS.	<input type="text"/>	<input type="text"/>	MINS.	<input type="text"/>	<input type="text"/>	<span style="border: 1px solid black; padding: 2px;"><b>MAXIMUM 5 HOURS</b></span>	322/325
Midnight To 6:00 A.M. ....	HRS.	<input type="text"/>	<input type="text"/>	MINS.	<input type="text"/>	<input type="text"/>	<span style="border: 1px solid black; padding: 2px;"><b>MAXIMUM 6 HOURS</b></span>	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))**

	<b>PAST 7 DAYS</b>
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="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></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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1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6																																									
GROUP ① WEEKLY/ BI-WEEKLY # Per Year			LOOKED INTO IN PAST YEAR	CIRCLE COLOR: G B Y P				(CARD F) HOW CAME INTO HANDS	(CARD G) WHERE LOOKED INTO	# OF OCCASIONS LOOKED INTO	AMOUNT OF TIME		DEGREE OF INTEREST																																											
NOT YES	SURE	NO		(CARD D) WHEN LAST READ OR LOOKED INTO ISSUE		(CARD E) ISSUES LOOKED INTO	HOURS				MINUTES																																													
07 – Canadian Business .....	18	1	2	3	G-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																															
18 – EYE WEEKLY .....	52	1	2	3	G-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																															
177 – Hello!Canada .....	46	1	2	3	G-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																															
23 – Maclean's .....	48	1	2	3	G-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																															
86 – NOW .....	52	1	2	3	G-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																															
24 – People .....	52	1	2	3	G-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																															
97 – Starweek .....	52	1	2	3	G-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>																															
162 – The Hockey News .....	26	1	2	3	G-1	2	3	4	5	6	7	F-1	2	3	4	5	6	<input type="text"/>	<input type="text"/>	<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="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><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>7</td><td>8</td><td>9</td><td>0</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	7	8	9	0	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	7	8	9	0																																																												
LOOKED INTO IN PAST YEAR				CIRCLE COLOR: G B Y P																																																																											
GROUP				(CARD D)					(CARD E)					(CARD F)		(CARD G)					# OF OCCASIONS LOOKED INTO		AMOUNT OF TIME		DEGREE OF INTEREST																																																						
② 10X/MONTHLY # Per Year				NOT SURE NO			WHEN LAST READ OR LOOKED INTO ISSUE					ISSUES LOOKED INTO					HOW CAME INTO HANDS		WHERE LOOKED INTO																																																												
▲ 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"/>																																										
180 – Cineplex 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"/>																																										
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"/>																																										
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"/>																																										
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"/>																																										
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) →																																																		
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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																																											
<b>GROUP</b> <b>③</b> 9X/8X/7X <b># Per Year</b>		LOOKED INTO IN PAST YEAR	CIRCLE COLOR: G B Y P											AMOUNT OF TIME		DEGREE OF INTEREST																																										
		NOT SURE YES NO	(CARD D) WHEN LAST READ OR LOOKED INTO ISSUE			(CARD E) ISSUES LOOKED INTO			(CARD F) HOW CAME INTO HANDS	(CARD G) WHERE LOOKED INTO			# OF OCCASIONS LOOKED INTO	HOURS	MINUTES																																											
▲ 71 – Canadian Family ..... 8		1 2 3	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																																																	
51 – Glow ..... 8		1 2 3	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																																																	
21 – Homemakers ..... 9		1 2 3	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																																																	
169 – LOULOU ..... 8		1 2 3	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																																																	
36 – Tribute ..... 8		1 2 3	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																																																	
90 – Zoomer Magazine ..... 9		1 2 3	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																																																	

X



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					
▲ 92 – Metro (Toronto).....	1	2	3								1	2	3	1	2	3	1	2	3	4	5	6												
83 – National Post.....	1	2	3								1	2	3	1	2	3	1	2	3	4	5	6												
61 – t.o.night.....	1	2	3								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	1	2	3	4	5	6												
X 89 – Toronto Star.....	1	2	3								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										
X 10 – Sunday Toronto Star.....	1	2	3			1	2	3	4	5										

**SECTION C—INTERNET**

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

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

As you know, people logon to the Internet using many different devices and for many different reasons. Sometimes it is to access specific websites for information or for entertainment, to connect to social networks or for instant messaging.

1. **(HAND TIME CARD I-A)** Not including today, when was the last time that you personally accessed the Internet, for any reason, 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 .....	<b>7 GO TO</b>
Never Access The Internet .....	<b>8 SECTION D</b>

2. **(IF ACCESSED IN PAST MONTH, CODE 1, 2, 3 OR 4 CIRCLED IN Q. 1, ASK:)** Now thinking about the past 30 days, have you personally accessed the Internet **(READ LIST)?**

	<u>YES</u>	<u>NO</u>
Using A Desktop Or Laptop Computer Owned By You Or Someone Else In Your Household .....	1054- 1	2
Using A Desktop Or Laptop Computer Owned By Your Employer .....	1055- 1	2
Using A Mobile Device Such As A Smart Phone, PDA Or Touch-Screen Tablet Owned By You Or Another Member Of Your Household .....	1056- 1	2
Using A Mobile Device Such As A Smart Phone, PDA Or Touch-Screen Tablet Owned By Your Employer.....	1057- 1	2
Using A Computer Owned By A Third Party Such As A Computer Internet Café, Public Library, Hotel Or Airline .....	1058- 1	2

3-a) **(IF ACCESSED IN PAST 7 DAYS, CODE 1 OR 2 CIRCLED IN Q. 1, ASK:)** Regardless of location and the computer or mobile devices you might have used, 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

-b) And about how much of the total time spent in the past 7 days was spent accessing the Internet from a mobile device such as a smart phone or PDA, but not including a laptop computer? **(RECORD HRS AND MINS BELOW — TIME CANNOT BE GREATER THAN TIME RECORDED IN Q. 3-a) — IF “NONE” RECORD “0” IN EACH BOX)**

HRS.   MINS.   1044/1047

**SECTION D—BASIC DATA**

<b>RECORD TIME</b>	415
<b>AT THIS POINT</b>	1 A.M.
<b>OF INTERVIEW.</b>	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)**

	<u>-a</u>	<u>-b)</u>	<u>-c)</u>
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 <b>(SPECIFY)</b> .....	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
<b>REFUSED</b>	.....	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 <b>(COMPLETED COURSES)</b> .....	91	.....	91
COMPLETED YEARS <b>(SPECIFY NUMBER)</b> .....	<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 <b>Not</b> Including University .....	4
University Certificate Or Diploma <b>Below</b> Bachelor Level .....	5
Bachelor's Degree(s) (Example: B.A., B.Sc., B.A.Sc., LLB.) .....	6
University Certificate Or Diploma <b>Above</b> 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
<b>REFUSED — DO NOT READ ALOUD</b> .....	6

5-a) 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 <b>(SPECIFY)</b> _____	6

-b) **(IF "YES" TO CHILD OR CHILDREN LIVING AT HOME — CODES "1" OR "3" CIRCLED IN Q. 5-a) ASK:)** Is there a child or are there any children living in this household who are **(READ LIST)?**

	<u>YES</u>	<u>NO</u>
18 To 24 Years Of Age .....	458- 1	2
25 Years Of Age Or Older .....	459- 1	2

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?)

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-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)

	Q. 11-f)	Q. 11-g)
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. **(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 time? **(CIRCLE ONE OR MORE CODES UNDER JOB AREAS)**

		<u>JOB AREAS</u>
A	Overall Corporate Policy .....	477- 1
B	Finance .....	2
C	Accounting .....	3
D	Investment .....	4
E	Personnel/Human Resources/ Industrial Relations .....	5
F	Marketing/Sales/Marketing Services .....	6
G	Legal .....	7
H	Medical .....	8
I	Scientific .....	9
J	Education .....	0
K	Engineering/Design .....	478- 1
L	Research And Development .....	2
M	Computing/Data Processing/Information Systems .....	3
N	Production .....	4
O	Purchasing .....	5
P	Real Estate .....	6
Q	Transportation/Distribution .....	7
R	OTHER _____	8

**(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	NUMBER	NUMBER	NUMBER	NUMBER
	NUMBER	UNDER 3	3 TO 5	6 TO 11	12 TO 17	18 TO 24	25 YEARS
		YEARS	YEARS	YEARS	YEARS	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 6 Months ..... 343  
7 To 12 Months ..... 358  
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
<b>ESTIMATE</b> .....	543- 90	547- 90

20. And, a few final questions.

-a) Were you born in Canada?

YES .....	1032- 1	<b>GO TO Q. 20-c)</b>
NO .....	2	

-b) **(IF "NO" IN Q. 20-a), ASK:)** How long have you lived in Canada?

Less Than 1 Year .....	1033- 1
1 To 2 Years .....	2
3 To 4 Years .....	3
5 To 10 Years .....	4
More Than 10 Years .....	5

-c) 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.

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

<b>RECORD TIME</b>		549
<b>AT THIS POINT</b>	1	A.M.
<b>OF INTERVIEW.</b>	2	P.M.

<b>SPECIAL</b>	1	575
<b>VERSION CONTROL</b>	2	

**TO BE COMPLETED AFTER INTERVIEW IS FINISHED:**

<p>RESPONDENT'S I.D.</p> <hr/> <p>NAME: _____ _____</p> <p>ADDRESS: _____</p> <p>CITY: _____</p> <p>POSTAL CODE:     _ _ _ _      _ _ _ _  554-</p> <p>TEL. NO:     _ _ _ _      _ _ _ _  -  _ _ _ _ _  (AREA CODE)</p>	<p>INTERVIEWER'S I.D.</p> <hr/> <p>NAME: _____ NO:    _ _ _ _  1025</p> <p>INTERVIEW COMPLETED:    _ _  DAY    _ _  MTH.    _ _  YEAR 564</p> <p>LENGTH OF INTERVIEW ( MINUTES): _____ 570</p> <p>DAY: MON ... 1   TUES... 2   WED... 3   THURS ... 4 FRI ..... 5   SAT ..... 6   SUN ... 7           573</p>
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The second part of this interview allows us to match your reading interests to products that are used in and bought for your household. In order to collect this information and not take up any more of your time, I would like to leave a questionnaire with you. The questionnaire looks long, but there will be sections in it that you do not fill in or that can be easily answered. The instructions for answering these questions are provided.

Some of the questions in it are about products used by you, personally. Please complete these sections yourself.

I will be pleased to give you **(READ AMOUNT)** as a token of our appreciation for completing this interview.

I will be in this area on \_\_\_\_\_ to pick up your completed questionnaire.

If you are not going to be home at this time, simply leave the **completed** form in this plastic bag and place it on your door knob or in between your doors. I will replace the completed form with an envelope containing **(READ AMOUNT)** either in the plastic bag or by putting it through your letter box or under your door.

Thank you very much.

RECORD PICK UP DATE: _____	DAY: _____
TIME: _____	<input type="checkbox"/> Morning
	<input type="checkbox"/> Afternoon
	<input type="checkbox"/> Evening
<b>TRANSFER FROM THIS QUESTIONNAIRE TO THE LEAVE-BEHIND, THE NAME AND ADDRESS OF THE RESPONDENT AND THE PICK-UP DAY AND TIME.</b>	