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 Toronto, Ontario
 M4P 2Z5

STUDY NO.	SERIAL NO.	DATE
		APR.
4303		1988

Good _____ I'm _____ of Quantum Research. We're conducting a short survey among men and women concerning their opinions about other countries. (it will only take a few moments, I'm sure you'll find it interesting).

Q.NO.	QUESTION	ANSWER	COL.#	NEXT Q.																									
	CODE SEX	MALE	1																										
		FEMALE	2																										
1.	First of all, I have to talk to people in different age groups, so can I just check your age. Is it READ OUT & CODE	18 - 29	1																										
		30 - 39	2																										
		40 - 49	3																										
		50 - 59	4																										
		60 & OVER	5	NOTE																									
NOTE	CHECK QUOTAS. ASK TO SPEAK TO SOMEONE ELSE IF NECESSARY																												
2.	<p>We're conducting a survey about what people in Australia think of certain other countries and in particular, we're interested in your opinions of 4 different countries. Perhaps it would help if you write them down as I read them because I'm going to be asking you to rank these countries on a number of different characteristics. These countries are, UK, France, Italy and Canada (ROTATE ORDER OF COUNTRIES). I'd like to emphasise it's just your opinion we're interested in. Even if you feel you don't know very much it's your opinion that counts (and not what anyone else in your family thinks).</p> <p>First how would you rank these countries for their level of overall industrial development? Which do you believe is most industrially developed, which next and so on. ROTATE</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th><u>Most</u></th> <th><u>2nd</u></th> <th><u>3rd</u></th> <th><u>Least</u></th> </tr> </thead> <tbody> <tr> <td>UK</td> <td>1</td> <td>1</td> <td>1</td> <td>1</td> </tr> <tr> <td>France</td> <td>2</td> <td>2</td> <td>2</td> <td>2</td> </tr> <tr> <td>Canada</td> <td>3</td> <td>3</td> <td>3</td> <td>3</td> </tr> <tr> <td>Italy</td> <td>4</td> <td>4</td> <td>4</td> <td>4</td> </tr> </tbody> </table>					<u>Most</u>	<u>2nd</u>	<u>3rd</u>	<u>Least</u>	UK	1	1	1	1	France	2	2	2	2	Canada	3	3	3	3	Italy	4	4	4	4
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