

GALLUP WOULD LIKE YOUR OPINION

INTERVIEWER DON'T READ ALOUD. WORDS IN CAPITAL LETTERS / CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES

487-1

SUGGESTED INTRODUCTION:

Good day. I'm from the Gallup Organization, and I'd like to talk to you about a few topics on national public opinion and on marketing.

CARD # COL 01-02
SERIAL # COL 03-06
ASSIGNMENT # COL 07-10

STUDY # COL 11-13
WEEK # COL 14
INTERVIEWING DATES JULY 5-7/84

ASK EVERYONE

1. What do you think is the most important problem facing this country today?

ECONOMIC, INFLATION, HIGH PRICES-----1-56
UNEMPLOYMENT-----2
LABOR UNIONS/STRIKES-----3

SA NATIONAL UNITY, QUEBEC SEPARATION-----4
ENERGY, OIL, GAS PROBLEMS-----5
GOVERNMENT-----6

OTHER (SPECIFY) _____ 7

~~DK~~ CAN'T SAY-----8
NS -----9

2. If a federal election were held today, which party's candidate do you think you would favor? -

SA LIBERAL-----1-51 OTHER PARTY (WRITE IN)
PROG. CONS.-----2
N.D.P.-----3
CREDITISTE-----4 ~~DK~~ UNDECIDED-----6
SOCIAL CREDIT-----5 ~~NS~~ / REFUSED-----8
NOT ELIGIBLE-----9

3. Did you vote in the last federal election on February 18, 1980?

SA YES----- NO-----1-58
TGG YOUNG-----2

IF 'YES' ASK:
which party did the candidate for whom you voted represent?

LIBERAL-----3 OTHER PARTY (WRITE IN)
PROG. CONS.-----4
N.D.P.-----5
CREDITISTE-----6
SOCIAL CREDIT-----7 DK / REFUSED-----9
DON'T KNOW-----8

DATA CENTRE

BASIC DATA SECTION: INTERVIEWER: INTRODUCE THIS SECTION AS FOLLOWS: "Now may I ask you a few questions so that I can be sure I am getting the right sample of people in this community?"

MEN: Are you the male head of the household?
 WOMEN: Are you the female head of the household?
 SA YES-----1-65 NO-----2 NS→3

ASK EVERYONE:

Are you employed outside the home full-time, part-time or not at all?
 SA FULL-TIME-----1-64 NS→4
 PART-TIME-----2
 NOT AT ALL-----3

ASK EVERYONE:

What is your marital status?
 SA SINGLE-----1-65 NS→5
 MARRIED-----2
 WID/DIV/SEP-----3
 LIVING AS MARRIED-----4

What was the language you first spoke in childhood and still understand?

SA ENGLISH-----1-66
 FRENCH-----2
 OTHER(SPECIFY)-----3
 NS-----4

Now for a question on religion. What is your religious preference - Protestant, Roman Catholic or Jewish?

SA PROTESTANT-----1-67
 JEWISH-----2
 ROMAN CATHOLIC-----3
 OTHER(SPECIFY)-----4
 NS/NO RELIGIOUS PREFERENCE-----5

Which of these was the last school that you attended? HAND CARD "Q"

Did you graduate from...(LEVEL OF SCHOOLING ATTAINED)? RECORD BELOW

	SOME	GRADUATED
PUBLIC/GRADE SCHOOL-----	1-68	2
SECONDARY SCHOOL-----	3	4
UNIVERSITY-----	7	8
SA POST SECONDARY & NON-UNIVERSITY		
COMMUNITY COLLEGE-----	5	6
C.E.G.E.P.-----	5	6
OTHER-----	5	6
(SPECIFY)		
NO FORMAL SCHOOLING-----	9	
NS/REFUSED-----	0	

What is your occupation?

SPECIFIC JOB: Standard Gallop
 TYPE OF COMPANY: Occupations Code List
 CHECK IF: () STUDENT
 () HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB: Standard Gallop
 TYPE OF COMPANY: Occupations Code List 70

How many people, including yourself are there in this household?
 SA 1 2 3 4 5 6 OR MORE -71 NS→7

How many would be under 10 years?
 SA 0 1 2 3 4 OR MORE -72 NS→5

How many would be between 10 & 17 years?
 SA 0 1 2 3 4 OR MORE -73 NS→5

Are you, yourself a member of a trade union, or is your husband/wife a trade union member?

SA YES, MYSELF-----1-74 Both→5
 YES, MY SPOUSE-----2
 NO-----3
 NS-----4

What was the year of your birth? Below 1901 → 78
 YEAR REFUSED 1976

RECORD IF: SA MAH-----1 WOMAN-----2 -77

HAND CARD "R": Which number on this card corresponds to your total annual family income from all sources before tax deductions?

SA UNDER \$10,000-----1 \$20,000 - \$29,999-----4-78
 \$10,000 - \$14,999-----2 \$30,000 - \$39,999-----5
 \$15,000 - \$19,999-----3 \$40,000 & OVER-----6
 NS/REFUSED-----7

RECORD IF: FARM-----1 -79
 SA RURAL, NON-FARM-----2
 URBAN-----3

TIME INTERVIEW ENDED: _____

(PLEASE PRINT)

NAME OR RESPONDENT: _____ TELEPHONE: _____

ADDRESS: _____ CITY: _____ PROV: _____

DATE OF INTERVIEW: _____ POSTAL CODE: _____

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW -- INTERVIEWER'S SIGNATURE: _____

***A VALIDATION CHECK WILL BE MAKE ON ALL INTERVIEWERS' WORK

L'ENQUETE GALLUP DESIRE VOTRE OPINION

ENQUETEUR NE LISEZ PAS A HAUTE VOIX LE TEXTE EN LETTRES MAJUSCULES
ENCERCLEZ LES NUMEROS APPROPRIES OU MARQUEZ LES CASES

487-1

PRESENTATION SUGGEREE

Bonjour, je suis de l'organisation de Gallup et j'aimerais discuter avec vous de différents sujets sur l'opinion publique nationale et sur le marketing.

DEMANDEZ A TOUS

1. Selon vous, quel est le plus important problème auquel ce pays fait actuellement face?

ECONOMIE, INFLATION, PRIX ELEVES-----1-56
CHOMAGE-----2
SYNDICATS OUVRIERS/GREVES-----3

UNITE NATIONALE, SEPARATION DU QUEBEC-----4
PROBLEMES D'ENERGIE, HUILE, GAZ-----5
GOUVERNEMENT-----6

AUTRE (PRECISEZ) _____ 7

NE PEUX DIRE-----8

2. Si une élection fédérale avait lieu aujourd'hui, quel serait le parti du candidat de votre choix?

LIBERAL-----1-57
PROG. CONS.-----2
N.P.D.-----3
CREDITISTE-----4
CREDIT SOCIAL-----5
AUTRE PARTI (INSCRIVEZ) _____ 6
INDECIS-----7
REFUS-----8
NON-ELIGIBLE-----9

3. Avez-vous voté aux dernières élections fédérales du 18 février, 1980?

OUI----- NON-----158
TROP JEUNE POUR VOTER-----2

SI 'OUI', DEMANDEZ:

Quel parti représentait le candidat pour lequel vous avez voté?

LIBERAL-----3
PROG. CONS.-----4
N.P.D.-----5
CREDITISTE-----6
CREDIT SOCIAL-----7
AUTRE PARTI (INSCRIVEZ) _____ 8
NE SAIS PAS-----9
REFUS-----0

ENQUETEUR: PRESENTEZ CETTE SECTION DE LA FACON SUIVANTE: "Maintenant, puis-je vous poser quelques questions afin de m'assurer que je m'adresse à une personne bien représentative de cette localité.

HOMMES: Etes-vous l'homme chef du foyer?
 FEMMES: Etes-vous la femme chef du foyer?
 OUI-----1 NON-----2 -63

DEMANDEZ A TOUS:
 Actuellement, travaillez-vous à l'extérieur du foyer à plein temps, à temps partiel, ou pas du tout?

PLEIN TEMPS-----1 -64
 TEMPS PARTIEL-----2
 PAS DU TOUT-----3

DEMANDEZ A TOUS:

Quel est votre statut marital? CELIBATAIRE-----1 -65
 MARIE-----2
 VEUF, DIVORCE, SEPARÉ--3
 CONCUBINAGE/VIE COMMUNE--4

Langue maternelle - quelle est la première langue que vous avez parlée dans votre enfance et qui vous est encore familière?

ANGLAISE-----1 -66
 FRANCAISE-----2

AUTRE(PRECISEZ) _____ 3

Maintenant une question sur la religion. Quelle religion préférez-vous - Protestante, Catholique Romaine ou Juive?

PROTESTANTE-----1 -67
 JUIVE-----2
 CATHOLIQUE ROMAINE-----3
 AUTRE(PRECISEZ) _____ 4
 PREFERE AUCUNE RELIGION-----5

Quelle est la dernière école que vous avez fréquentée?
 PASSEZ LA CARTE "Q"

Avez-vous gradué (niveau de scolarité atteint)?
 INSCRIRE CI-DESSOUS

	EN PARTIE	GRADUE
ECOLE PRIMAIRE-----1 -68		2
ECOLE SECONDAIRE-----3		4
UNIVERSITE-----7		8
POST SECONDAIRE & AUCUNE UNIVERSITE:		
C.E.G.E.P.-----5		6
AUTRE(SPECIFIEZ) _____ 5		6
AUCUNE INSTRUCTION SCOLAIRE-----9		
REFUS -----0		

Quelle est votre occupation?

TYPE DE TRAVAIL PRECIS? _____
 TYPE DE COMPAGNIE? _____ -69
 COCHEZ SI: () ETUDIANT
 () MENAGERE

OCCUPATION DU CHEF DE FAMILLE:

PRECISEZ LE TRAVAIL? _____
 GENRE DE COMPAGNIE? _____ -70

Tout en vous incluant combien y a-t-il de personnes qui vivent dans cette maison?

1 2 3 4 5 6 OU PLUS -71

Parmi ces personnes combien y en a-t-il sont âgées de moins de 10 ans?

0 1 2 3 4 OU PLUS -72

Combien sont âgées de 10 et 17 ans?

0 1 2 3 4 OU PLUS -73

Etes-vous syndiqué, ou votre conjoint est-il/elle syndiqué/e?

OUI, MOI MEME-----1 -74
 OUI, MON EPOUX(SE)-----2
 NON-----3

En quelle année êtes-vous né?

ANNEE _____ 75
 %

INSCRIVEZ SEXE: HOMME-----1 FEMME-----2 -77

PASSEZ LA CARTE "R": Quel chiffre sur cette carte représente le revenu total annuel de votre famille tous revenus, inclus avant deduction des taxes?

MOINS DE \$10,000-----1 \$20,000 - \$29,999-----2-78
 \$10,000 - \$14,999-----2 \$30,000 - \$39,999-----3
 \$15,000 - \$19,999-----3 \$40,000 ET PLUS-----6

REFUS-----7

INDIQUEZ SI: FERME-----1 -79
 RURAL MAIS NON FERME----2
 URBAIN-----3

L'INTERVIEW A PRIS FIN A: _____

(VEUILLEZ INSCRIRE EN LETTRES MOULEES)

NOM DU REpondant: _____ TELEPHONE: _____

ADRESSE: _____ VILLE: _____ PROV: _____

DATE DE L'INTERVIEW: _____ CODE POSTAL: _____

J'ATTESTE CI-CONTRE L'AUTHEMATICITE
 ET L'HONNETETE DE CETTE INTERVIEW -- SIGNATURE DE L'INTERVIEWE

RECORD LAY-OUT

Newspaper Questions
Gallup National Omnibus (487-1)
Interviewing Dates - July 5-7, 1984
Tape #GP 0267 (CARLETON)

<u>CARD NO:</u>	<u>QUESTION NO:</u>	<u>COLUMN NO:</u>	<u>CODE/DESCRIPTION</u>
01		01-02	Card #
		03-06	Serial #
		07-10	Assignment #
		11-13	Study #
		14	Week #
		15-55	Blank
	1	56	1-9
	2	57	1-9
	3	58	1-0
		59-62	Blank
		63-79	Basic Data
		80	Blank

WEIGHTS APPLIED

	<u>MALE</u>	<u>FEMALE</u>
18 to 29 years	1.253	1.088
30 to 49 years	0.902	1.875
50 years and over	0.866	1.160
Did not state	1.003	1.000

CODE LIST FOR BASIC DATA AND ASSIGNMENT NUMBER

REGION: (COL 07)

First digit of assignment #

- 0 - Newfoundland
- 1 - P. E. I.
- 2 - Nova Scotia
- 3 - New Brunswick
- 4 - Quebec
- 5 - Ontario
- 6 - Manitoba
- 7 - Saskatchewan
- 8 - Alberta
- 9 - British Columbia

COMMUNITY SIZE: (COL 08) Second digit of assignment #

- 1 - Over 500,000
- 2 - 100,000 - 500,000
- 3 - 30,000 - 100,000
- 4 - 10,000 - 30,000
- 5 - 1,000 - 10,000
- 6 - Under 1,000 (Rural non-farm, farm)

LOCATION: (COL 09) Third digit of assignment #

Indicates location within a community where more than one assignment is completed

LANGUAGE: (COL 10) Fourth digit of assignment #

- 1, 3, 5 or 7 - English questionnaire
- 2, 4, 6 or 8 - French questionnaire

OCCUPATION: (COL 69/70) Basic Data

- 1 - Professional
- 2 - Business Executive, Owners/Managers
- 3 - Sales
- 4 - Clerical
- 5 - Skilled Labour
- 6 - Unskilled Labour
- 7 - Unemployed
- 8 - Housewife
- 9 - Student
- 0 - Other; Not in labour force; disabled; pension retired, including retired farmers and retired housewives
- Refused, Did not state

AGE (COL 75/76) Basic Data

- 01 to 97 - last two digits of actual year of birth (Exact year of birth)
- 98 - 1900 and prior
- 99 - Did not state

OCCUPATIONS FOR BASIC DATA

A. PROFESSIONAL/TECHNICAL

Accountants/Actuaries/Auditors
 Architects
 Engineers: Aeronautical
 Chemical
 Civil
 Electrical
 Flight
 Industrial
 Mechanical
 Metallurgical
 Mining
 Petroleum
 Sales
 Farm & Home Management Advisors
 Foresters/conservationists
 Judges/lawyers
 Librarianas/Archivists/Curators
 Mathematicians/Statisticians
 Nurses: Registered Nurses
 Dieticians
 Therapists
 Physicians and Related Practitioners:
 Chiropractors
 Dentists
 Optometrists
 Pharmacists
 Veterinarians
 Religious workers:
 Clergymen
 Ministers
 Researchers
 Scientists: Agricultural
 Atmospheric & Space
 Biological
 Life & Physical
 Marine
 Chemists
 Geologists
 Physicists/Astronomers
 Chef

Social
 Scientists: Economics
 Political/Politician
 Psychologists
 Sociologist
 Urban & Regional Planners
 Teachers on all levels/vocational &
 Instructor: educational counsellors
Technicians & Technologists:
 Health; clinical
 Dental hygenists/technicians
 Health records, health
 Radiologist/X-ray
 Research technician
 Engineering & Science: Technicians &
 Technologists
 Agricultural
 Biological
 Chemical
 Electrical
 Industrial
 Mechanical
 Other technicians:
 Airplane pilots
 Air traffic controllers
 Embalmers/Undertaker
 Writers, Artists and Entertainers:
 Actors
 Athletes
 Authors
 Dancers
 Designers
 Editors/Reporters
 Musicians & Composers
 Painters & Sculptors
 Public Relations & Publicity
 Producers
 Radio & Television Announcers
 Mortician
 Model
 Disc Jockey

2. BUSINESS EXECUTIVE, OWNERS, MANAGERS & ADMINISTRATORS

Administrators: Health	Manager of any business; (except sales
Public & Local	managers & retail trade)
Ship	Management Consultant
Assessors	Manufacturer
Brokers	Merchant
Business Consultants:	Nurseryman/Florists
Atchitectural	Officials of lodges, societies & unions
Hardware	Postmaster & mail superintendants
Contractors & Builders	Presidents
Controllars	Property owner of any business
Constructions Inspectors (All Others Code 5)	Publisher
Dealers	Ships officers, pursers or pilot
Exporter	Stock Broker
Efficiency Expert	Superintendant - if in management position
Executive	Treasurers & Secretary Treasurers
Farmers and Farm Managers (even	Financial advisor
when working part-time else-where)	Planner
Funeral Directors	Banker
Jobber	Co-ordinator
Landlord	Store Keeper
	Expiditor
	Developer

3. SALES WORKERS

Advertising Agents
Auctioneers
Commercial Traveller
Demonstrators
Elevator Agent (Grain)
Insurance Agents & Brokers
& Underwriters

Manufacturer's Agents
Real Estate Agents & Brokers
Retail Tradespeople
Salesmen & Representatives
Sales Clerks, ie. stores
Sales Managers
Travel Agents

4. CLERICAL WORKERS

Accounting Clerks & Office Clerks
Loans Officers
Payroll & Bookkeepers
Creditman
Timekeepers
Appraisers
Bank Teller
Cashiers
Clerical Assistants or Supervisors
Collecting Agents - Billing Clerks
Commissioner
Computer Specialists:
Programmers
Systems Analysts
Key-punch Operators
Customs Officer
Dispatchers & Radio operators
Enumerators & Interviewers
Estimators
Insurance Adjusters & Examiners
Real Estate appraisers
Investigators of all kinds

Inventory Control, Stock Clerk
Library Attendants & Assistants
Meter Readers
Messengers: (Girl or Boy Friday)
Office Machine Operators
Tabulating
Duplicating
Billing & Bookkeeping
Personnel & Labour relations workers
Postmen/Women & Postal Clerks
Purchasing Agents & Buyers
Recreation Workers
Shipping & Receiving Clerks
Social & Welfare Workers
Stenographers & Secretaries &
Receptionists: Legal, medical, private
Teachers Aide
Telephone & Switchboard Operators
Telegraph Operators & Messengers
Therapy Assistants
Translators
Ticket or Station Agents
Tax Specialist
Production Scheduler
Counsellor
Field Advisor

5. SKILLED LABOR & CRAFTSMEN

Airline flight attendants male or female
Apprentices of all trades & craftsmen
Armed forces: (Regardless of rank)
Army, Navy, Airforce
Asbestos & installation workers
Assemblers:
Auto-body builders
Automobile accessories installers
Baggage Masters
Baker
Barbers & Beauty Operators:
Hairdressers
Cosmetologists
Bricklayer & Stone Mason:
Stone carvers & cutters
Butchers & Meat Cutters
Buyers and Shippers for farm products
Carpenters:
Cabinetmakers
Furniture & Wood Finishers
Upholsterers
Dry wall installers
Carpet Installers: floor layers
Cement & Concret finishers
Compositor (type setter)

Conductors: Subway, Locomotive
Streetcar, Railroad
Cooks: saucier, etc.
Decorators: Interior, Window, Paperhangers
Draftsmen
Dressmakers & Milleners
Seastresses, Tailors, Sewers
Stitchers, Pattern makers
& cutters
Drivers:
Taxi, Truck, Deliverymen
Routeman, Chauffeurs, Bus
Dry cleaners & Launderers
Pressers, Ironers
Electricians
Engineers:
Locomotive, Stationery, Audio
Steam Shovel, Radio
Transmitting
Engravers
Excavators/Surveyors
Firemen & Fire Protection
Stationary firemen
Foremen:
Supervisors, Farm, Construction
Oil Fields
Movers

5. SKILLED LABOR & CRAFTSMEN (Cont'd...)

Furrier
Glazier also lens grinders & polishers
Inspectors: Examiners & Checkers
Manufacturers, scalers, graders
Health, Food, Grain, Insurance
Jewellers & Watchmakers (except owners)
Linemen
Lumbermen:
Lumberjack, grader, logger
Machine Operators:
Bulldozer, Heavy equipment,
Black Hoe, Cranemen, Derrichmen
Machinists, Hoistmen, Power station
Mechanic & Repairmen:
Garagemen, Aircraft, Diesel & Heavy
equipment
Farm equipment, Air Conditioners,
Automobiles & Auto Body repairmen,
Office & Data Processing Machines
Household appliances & Installers,
Gasfitters, Radio & TV repairmen
Millers:
Grain, flour, feed

Millwrights
Painters (Constructions & maintenance)
Photographic processors
Plasterers
Plumbers & Pipefitters
Policemen & Detective also
Sheriffs, Bailiffs, Marshals
and Constables
Roofers & Slaters
Sailers & deck hands
Sheet Metal Workers:
Rollers & Finishers, Structural
Metal Craftsmen
Tinsmiths
Sign Painters & letterers
Tool & Die Makers & Designers
Trainmen
Trackmen, Brakemen, Firemen
Yardmen
Welders & Solders
Textile Operators:
Knitters, spinners, weavers, etc.

6. LABORERS & SERVICE WORKERS

Animal caretakers
Caretakers of building, stores, etc.
Cleaning service Workers:
Maids
Charwomen, rooming housekeepers
Cleaners & Laundresses
Janitors
Maintenance
Carpenters helpers
Construction laborers
Elevator operators
Factory workers:
Winding operatives
Miscellaneous operatives
Seamstresses
Dressmakers
Machine operators: looms, weavers,
sewers
Wrappers & packers (retail trade)
Fishermen & Oystermen, Seamen
Freight & material handlers; cargomen
Food Service Workers:
Bartenders
Bus boys
Dishwashers
Food counter workers
Waiters & Waitresses

Guards:
Doormen
Security guards
Watchmen
Crossing guards
Life guards
Garbage collectors & Incinerators Workers
Gardeners & ground keepers
Health Service Workers:
Dental assistants
Health aides
Practical Nurses
Registered Nurses Aid
Hospital Orderly
Laborers and Farm workers:
Stock Handlers
Longshoremen: stevedores
Lumbermen: raftsmen & woodchoppers
Miner
Private household workers:
Child care worker
Cooks
Housekeeper, maids
Servants, butlers
Section hand
Stoker
Trapper: hunter
Warehousemen, storage person

7. UNEMPLOYED (if working part-time code the occupation)

8. STUDENT (even if working part-time)

0. OTHER: not in the labor force; disabled, pension, retired
Including retired farmers, housewives

REFUSED, DID NOT STATE

Year of Birth - Below 1901 code as 98

Refused code as 99

	NUMBER	PERCENT
<u>NATIONAL</u>	1061	100
<u>Region:</u>		
Atlantic	104	10
Quebec	291	27
Ontario	357	34
Prairies	200	19
British Columbia	109	10
<u>Community Size:</u>		
Over 100,000	553	52
10,000 - 100,000	163	15
Under 10,000	345	33
<u>Sex:</u>		
Male	519	49
Female	542	51
<u>Age:</u>		
18 to 29 years	328	31
30 to 49 years	375	35
50 years and over	345	33
Did not state	13	1
<u>Education:</u>		
Elementary	168	16
Secondary	702	66
University	188	18
Refused	3	*
<u>Income:</u>		
Under \$10,000	116	11
\$10,000 - \$19,999	186	18
\$20,000 - \$29,999	175	16
\$30,000 and over	358	34
Refused	226	21
<u>Occupation of Respondent:</u>		
Prof./Executive	199	19
Sales/Clerical	142	13
Labour	252	24
Housewife	256	24
Student	25	2
Other	170	16
Refused	17	2
<u>Mother Tongue:</u>		
English	610	57
French	303	29
Other	145	14
Did not state	3	*

Note: Percentages may not add exactly to 100 due to rounding.

*Less than 0.5 percentage points.