

GALLUP WOULD LIKE YOUR OPINION

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

486-3

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 JUNE 21-23/84

SECTION I -- ASK EVERYONE

01

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

ECONOMIC, INFLATION, HIGH PRICES-----1-10
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-----1-17 OTHER PARTY (WRITE IN)

PROG. CONS-----2

N.D.P.-----3

CREDITISTE-----4

SOCIAL CREDIT-----5

DK/ UNDECIDED-----6

NS/ REFUSED-----7

NOT ELIGIBLE-----8

9

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

SA

YES -----1-18 NO-----2
TOO 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/ DON'T KNOW-----8

NS/ REFUSED-----9

0

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-----1-63 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 "D"

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)		
NS/NO FORMAL SCHOOLING-----	9	
REFUSED-----	0	

What is your occupation?
 SPECIFIC JOB: Standard Gallop
 TYPE OF COMPANY: Occupations Code list 70
 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
 YES, MY SPOUSE-----2 Both→5
 NO-----3
 NS-----4

What was the year of your birth?
 BELOW 1901→75
 SA YEAR REFUSED→76

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?

UNDER \$10,000-----1 \$20,000 - \$25,999-----4-78
 \$10,000 - \$14,999-----2 \$30,000 - \$35,999-----5
 \$15,000 - \$19,999-----3 \$40,000 & OVER-----6
 SA 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

486-3

PRESENTATION SUGGEREE:

Donneur, 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

SECTION I -- DEMANDEZ A TOUS

01

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

ECONOMIE, INFLATION, PRIX ELEVES-----1-16
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-----1-17
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-----1-18
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 -43

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
 FRANÇAISE-----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
 76

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-----5
 \$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'AUTENTICITE

ET L'HONNETETE DE CETTE INTERVIEW -- SIGNATURE DE L'INTERVIEWEUR:-----

Newspaper Questions
 Gallup National Omnibus (486-3)
 Interviewing Dates: June 21-23/84
 TAPE #GP 0252 (Barleton)

RECORD LAY-OUT

<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	BLANK
	Q.1	16	1-9
	Q.2	17	1-9
	Q.3	18	1-0
		19-62	BLANK
		63-79	BASIC DATA
		80	BLANK

WEIGHTS APPLIED

	<u>MALE</u>	<u>FEMALE</u>
18 to 29 years	1.181	1.184
30 to 49 years	0.977	0.862
50 years and over	0.844	1.076
Did not state	1.000	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

1. PROFESSIONAL/TECHNICAL

Accountants/Actuaries/Auditors	Social Scientists:	Economics
Architects		Political/Politician
Engineers: Aeronautical		Psychologists
Chemical		Sociologist
Civil	Teachers	Urban & Regional Planners
Electrical		on all levels/vocational &
Flight	Instructor:	educational counsellors
Industrial		
Mechanical	<u>Technicians & Technologists:</u>	Health; clinical
Metallurgical		Dental hygenists/technicians
Mining		Health records, health
Petroleum		Radiologist/X-ray
Sales		Research technician
Farm & Home Management Advisors	Engineering & Science:	Technicians &
Foresters/conservationists		Technologists
Judges/lawyers		Agricultural
Librarians/Archivists/Curators		Biological
Mathematicians/Statisticians		Chemical
Nurses: Registered Nurses		Electrical
Dieticians		Industrial
Therapists		Mechanical
Physicians and Related Practitioners:	Other technicians:	
Chiropractors		Airplane pilots
Dentists		Air traffic controllers
Optometrists		Embalmers/Undertaker
Pharmacists	Writers, Artists and Entertainers:	
Veterinarians		Actors
Religious workers:		Athletes
Clergymen		Authors
Ministers		Dancers
Researchers		Designers
Scientists:		Editors/Reporters
Agricultural		Musicians & Composers
Atmospheric & Space		Painters & Sculptors
Biological		Public Relations & Publicity
Life & Physical		Producers
Marine		Radio & Television Announcers
Chemists		Mortician
Geologists		Model
Physicists/Astronomers		Disc Jockey
Chef		

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
Architctural	Officials of lodges, societies & unions
Hardware	Postmaster & mail superintendants
Contractors & Builders	Presidents
Controllers	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, Cranesmen, 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
Sailors & 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

SAMPLE CHARACTERISTICS

	<u>NUMBER</u>	<u>PERCENT</u>
<u>NATIONAL</u>	1054	100
<u>Region:</u>		
Atlantic	117	11
Quebec	267	25
Ontario	377	36
Prairies	182	17
British Columbia	110	10
<u>Community Size:</u>		
Over 100,000	551	52
10,000 - 100,000	151	14
Under 10,000	352	33
<u>Sex:</u>		
Male	515	49
Female	539	51
<u>Age:</u>		
18 to 29 years	323	31
30 to 49 years	370	35
50 years and over	341	32
Did not state	20	2
<u>Education:</u>		
Elementary	176	17
Secondary	656	62
University	215	20
Refused	7	1
<u>Income:</u>		
Under \$10,000	100	9
\$10,000 - \$19,999	161	15
\$20,000 - \$29,999	197	19
\$30,000 and over	375	36
Refused	221	21
<u>Occupation of Respondent:</u>		
Prof./Executive	232	22
Sales/Clerical	138	13
Labour	239	23
Housewife	249	24
Student	53	5
Other	128	12
Refused	15	1
<u>Mother Tongue:</u>		
English	600	57
French	292	28
Other	155	15
Did not state	7	1

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