

GALLUP WOULD LIKE YOUR OPINION

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

489-2

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.

SECTION -- ASK EVERYONE

1. On the whole, how satisfied were you with the results of the September 4th election - would you say very satisfied, quite satisfied, not too satisfied, or not at all satisfied?

SA VERY SATISFIED---1-52
 QUITE SATISFIED---2
 NOT TOO SATISFIED---3
 NOT AT ALL SATISFIED---4

DON'T KNOW-----5
 NS-----6

2a. In the September 4th election, what Party did the candidate for whom you voted represent - or did something happen to prevent you voting in this election?

CONSERVATIVE---1-53
 LIBERAL-----2
 N.D.P.-----3
 OTHER (SPECIFY)-----4

DID NOT VOTE-----5
 NS/REFUSED TO SAY-----6 } GO TO Q3A

UNLESS "DID NOT VOTE/REFUSED TO SAY", ASK:

b. Why did you support the... (PARTY NAMED Q.2a) Party?

2ND MENTION COL:61 LIKED PARTY LEADER, BEST LEADER-----1-54
 LIKED PARTY POLICIES, BEST POLICIES-2
 TIME FOR A CHANGE-----3

3RD MENTION COL:62 PREFERRED LOCAL CANDIDATE, BEST CANDIDATE-----4

OTHER (SPECIFY)-----5
 TRADITION/ALWAYS-----8
 DON'T KNOW/CAN'T SAY-----6
 NS-----7

3a. During the past five years, have any of these things happened to you...

	YES	NO	DK/NS
SA a. Had your home broken into or attempt made?-----	1	2-55	3
SA b. Had money or property stolen from you or other household member?-----	1	2-56	3
SA c. Been personally assaulted physically?-----	1	2-57	3
b. Have any of these things happened to you in the last year?			
SA a. Had your home broken into or attempt made?-----	1	2-58	3
SA b. Had money or property stolen from you or other household member?-----	1	2-59	3
SA c. Been personally assaulted physically?-----	1	2-60	3

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

NS/OTHER(SPECIFY)-----4
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

Table with columns: SOME, GRADUATED. Rows include PUBLIC/GRADE SCHOOL, SECONDARY SCHOOL, UNIVERSITY, POST SECONDARY & NON-UNIVERSITY, COMMUNITY COLLEGE, C.E.G.E.P., OTHER, NO FORMAL SCHOOLING, REFUSED.

What is your occupation?

SPECIFIC JOB: Standard Gallup

TYPE OF COMPANY: Occupations Code List 29

CHECK IF: () STUDENT
() HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB: Standard Gallup

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 1901-78
YEAR REFUSED-79

RECORD IF: SA MAN-----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 - \$29,999-----4-78
\$10,000 - \$14,999-----2 \$30,000 - \$39,999-----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:

CROSS SECTION FOR GALLUP 489-2

ASSIGNMENT NO:	LOCATION
0401	Grand Falls (Nfdl.)
0601	near Sandy Cove (Nfdl.)
1501	Souris (P.E.I.)
1601	near Farmington (P.E.I.)
2201	Halifax (Nova Scotia)
2301	Sydney (Nova Scotia)
2601	near Ingonish Beach
2611	near Shubenacadie (Nova Scotia)
3301	Fredericton (N.B.)
3601	near Burnt Church (N.B.)

QUEBEC

4102	Longueuil
4112	Sainte-Therese
4122	Laval
4132	Montreal-Nord
4142	Montreal
4152	Montreal
4162	Montreal
4172	Montreal
4182	Verdun
4192	Saint-Laurent
4104	Saint-Raphael-De-L'ile Bizard
4108	Beauport
4118	Quebec city
4128	Levis
4202	Sherbrooke
4302	Saint-Hyacinthe
4402	Val D'or
4412	Montmagny
4502	Plessisville
4512	New Carlisle
4522	Laval
4602	near Lochaber West
4612	near Val David
4622	near Stanbridge
4632	near Ayer's Cliff
4642	near Saint Joachim
4652	near saint Gabriel
4106	Hull

ASSIGNMENT NO:

LOCATION

ONTARIO

5101	Markham
5111	Scarborough
5121	Scarborough
5131	Toronto
5141	Toronto
5151	Toronto
5161	North York
5171	North York
5181	York
5191	Etobicoke
5103	Mississauga
5113	Brampton
5107	Nepean
5117	Ottawa
5109	Burlington
5119	Hamilton
5129	Grimsby
5201	Nickel Centre
5211	London
5221	Windsor
5231	Cambridge
5241	Niagara Falls
5251	Oshawa
5301	Cornwall
5311	Mississauga
5321	Sarnia
5331	Sault Sainte Marie
5401	Collingwood
5411	Newcastle
5501	East Gwillimbury
5511	Walkerton
5521	Dryden
5601	near Valley East
5611	near Angus
5621	near Sandwich West
5631	near Delhi
5641	near Brampton
5651	near Wooler
5661	near Monkland

MANITOBA

6101	Winnipeg
6111	Winnipeg
6601	near Starbuck

SASKATCHEWAN

7201	Saskatoon
7211	Regina
7501	Meadow Lake
7601	near Marcelin
7611	near Saltcoats

ASSIGNMENT NO: LOCATION

ALBERTA

8101	Calgary
8111	Calgary
8121	Calgary
8131	Edmonton
8141	Edmonton
8301	Red Deer
8401	Camrose
8501	Whitecourt
8601	near Athabasca
8611	near Dovercourt

BRITISH COLUMBIA

9101	Surrey
9111	Richmond
9121	Vancouver
9131	Burnaby
9141	Port Coquitlam
9201	Victoria
9301	Nanaimo
9401	Vernon
9501	One Hundred Mile House
9601	near Kamloops
9611	near Surrey

#489-2
RECORD LAY-OUT

Gallup National Omnibus
Newspaper Questions (489-2)
Interviewing Dates: September 13-15/85
Tape#GP 0277 (CARLETON)

<u>CARD NO:</u>	<u>QUESTION NO:</u>	<u>COLUMN NO:</u>	<u>CODE/DESCRIPTION</u>
01		01-02	Card #
		02-06	Serial #
		07-10	Assignment #
		11-13	Study #
		14	Week #
		15-51	Blank
	Q.1	52	1-6
	Q.2a	53	1-6
	Q.2b	54(1st mention)	1-8
	Q.2b	61(2nd mention)	1-8
	Q.2b	62(3rd mention)	1-8
	Q.3a	55	1-3
		56	1-3
		57	1-3
		58	1-3
		59	1-3
		60	1-3
		63-79	Basic Data
		80	Blank

WEIGHTS APPLIED

	<u>MALE</u>	<u>FEMALE</u>
18 to 29 years	1.122	1.201
30 to 49 years	0.893	0.812
50 years and over	0.967	1.161
Did not state	1.001	1.001

#489-2

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
 Architects
 Engineers: Aeronautical
 Chemical
 Civil
 Electrical
 Flight
 Industrial
 Mechanical
 Metallurgical
 Mining
 Petroleum
 Sales
 Farm & Home Management Advisors
 Foresters/conservationists
 Judges/lawyers
 Librarians/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
 Public & Local
 Ship
 Assessors
 Brokers
 Business Consultants:
 Atchitectoral
 Hardware
 Contractors & Builders
 Controllars
 Constructions Inspectors (All Others Code 5)
 Dealers
 Exporter
 Efficiency Expert
 Executive
 Farmers and Farm Managers (even
 when working part-time else-where)
 Funeral Directors
 Jobber
 Landlord
 Manager of any business; (except sales
 managers & retail trade)
 Management Consultant
 Manufacturer
 Merchant
 Nurseryman/Florists
 Officials of lodges, societies & unions
 Postmaster & mail superintendants
 Presidents
 Property owner of any business
 Publisher
 Ships officers, pursers or pilot
 Stock Broker
 Superintendant - if in management position
 Treasurers & Secretary Treasurers
 Financial advisor
 Planner
 Banker
 Co-ordinator
 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 Wokers:
 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>	1059	100
<u>Region:</u>		
Atlantic	100	9
Quebec	283	27
Ontario	381	36
Prairies	182	17
British Columbia	113	11
<u>Community Size:</u>		
Over 100,000	548	52
10,000 - 100,000	162	15
Under 10,000	349	33
<u>Sex:</u>		
Male	518	49
Female	541	51
<u>Age:</u>		
18 to 29 years	327	31
30 to 49 years	375	35
50 years and over	345	33
Did not state	12	1
<u>Education:</u>		
Elementary	180	17
Secondary	702	66
University	167	16
Refused	10	1
<u>Income:</u>		
Under \$10,000	155	15
\$10,000 - \$19,999	184	17
\$20,000 - \$29,999	196	19
\$30,000 and over	309	29
Refused	215	20
<u>Occupation of Respondent:</u>		
Prof./Executive	190	18
Sales/Clerical	126	12
Labour	243	23
Housewife	262	25
Student	55	5
Other	160	15
Refused	23	2
<u>Mother Tongue:</u>		
English	620	59
French	309	29
Other	129	12

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

* Less than 0.5 percentage points.