

GALLUP WOULD LIKE YOUR OPINION

APR 14, 1968

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

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 I -- ASK EVERYONE

01

HAND CARD 1

1. Do you think the future development of Canada should depend...POINT TO CARD 1 AND READ ALOUD

- SA
- more on private enterprise?-----1-4
 - more on government control?-----2
 - or on the same mixture of private and government control as we have now--3
 - DON'T KNOW-----4
 - NS -----5

2. In your opinion, what policy should Prime Minister Mulroney follow - should he encourage foreign investment in this country or discourage it?

- SA
- ENCOURAGE IT-----1-17
 - DISCOURAGE IT-----2
 - NEITHER/STAY THE SAME-----3
 - DON'T KNOW-----4
 - NS -----5

3. How likely do you think it is that there will be a nuclear war in your lifetime, very likely, somewhat likely, not too likely or not at all likely?

- SA
- VERY LIKELY-----1-18
 - SOMEWHAT LIKELY-----2
 - NOT TOO LIKELY-----3
 - NOT AT ALL LIKELY-----4
 - DON'T KNOW-----5
 - NS -----6

4. Are you personally aware of any serious instances of physical abuse of children by their parents - that is, not just something you read about in the newspapers or saw on TV - but that happened to someone you know or someone who lives in your neighborhood?

- SA
- YES-----1-19
 - NO-----2
 - DK/NS -----3

5. And have you personally heard about any serious instances of physical abuse of women by their husbands or partners - again we mean something that has happened to someone you know or someone who lives in your neighborhood?

- SA
- YES-----1-20
 - NO-----2
 - DON'T KNOW-----3
 - NS -----4

DATA CENTRE

6a. As you may know, the Girl Guides of Canada is an organization devoted specifically to pre-teen and young teenage girls.

If you had a young girl in this age group would you encourage her to enroll in the Girl Guides or not?

- SA
- YES, WOULD-----1-21
 - NO, WOULD NOT-----2
 - DON'T KNOW-----3
 - NS -----4

b. When you were younger, did you belong to an organization like the Girl Guides or the Boy Scouts?

- SA
- YES-----1-22
 - NO-----2
 - NS -----3

7a. Around this time of year some people are complaining about Spring Fever. Do you think you might be having Spring Fever?

- SA
- YES-----1-23
 - NO-----2
 - DON'T KNOW-----3
 - NS -----4

IF 'YES' ASK:

b. What form does it take with you?

- 24
- 25
- see attached code list 26
- 27
- 28
- 29

ASK EVERYONE:

8. Here are a few questions we're asking throughout Canada.

a. Do you happen to know what provinces are meant by the Prairie provinces? Could you please name them?

see attached code list 30
() DON'T KNOW

b. What province in Canada is Gaspé in?

see attached code list 31
() DON'T KNOW

c. Which province is Lake Louise in?

see attached code list 32
() DON'T KNOW

d. Do you think Canada or the U.S.A. has more of the Falls at Niagara?

- SA
- CANADA-----1-23
 - U.S.A.-----2
 - BOTH EQUAL-----3
 - DON'T KNOW-----4
 - NS -----5

9a. Have you seen or read anything about the recent meeting of Prime Minister Mulroney and U.S. President Reagan in Quebec City?

YES-----1-34
NO-----2
OK/NS → 3

b. One step taken at this meeting, was the appointment of two Acid Rain envoys - Canadian Bill Davis and American Drew Lewis. Their job is to review and summarize acid rain information and to suggest possible action.

Have you heard or read about this?

YES---1-95
NO-----2
OK/NS → 3

IF 'YES' ASK:

c. Some people view these appointments as a positive step; others as a delaying action. How do you feel - is it a positive step, a delaying action, or somewhere in between?

POSITIVE STEP---1-36
DELAYING ACTION---2
IN BETWEEN-----3
DON'T KNOW-----4
NS → 5

ASK EVERYONE:

10. Do you have quite a lot of confidence, some confidence, a little confidence or no confidence in the way the government in Ottawa is handling the problem of unemployment?

QUITE A LOT---1-37
SOME-----2
A LITTLE-----3
NONE-----4
DON'T KNOW-----5
NS → 6

11. Are you, or is anyone in your family, directly affected by unemployment at the present time?

YES, SELF-----1-38
YES, OTHERS IN FAMILY---2
NO, NO ONE-----3
OK/NS → 4

12a. Are you employed outside the home full-time, part-time or not at all?

FULL-TIME-----1-39
PART-TIME-----2
NOT AT ALL-----3
NS → 4

IF 'FULL OR PART-TIME' ASK:

b. Do you think your present job is safe - or do you think there is a chance you may become unemployed?

SAFE-----1-40
CHANCE OF BECOMING UNEMPLOYED---2
OK/CAN'T SAY-----3
NS → 4

c. If you became unemployed, do you think you would be able to find a new job fairly quickly - or do you think it might take longer?

FAIRLY QUICKLY-----1-41
MIGHT TAKE LONGER-----2
WOULDN'T LOOK FOR A JOB---3
OK/CAN'T SAY-----4
NS → 5

ASK EVERYONE:

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

LIBERAL-----1-42
PROG. CONS.-----2
N.D.P.-----3
OTHER PARTY (WRITE IN)-----4
OK/UNDECIDED-----5
NS/REFUSED-----6
NOT ELIGIBLE-----7

14. Did you vote in the last federal election on September 4, 1984?

YES----- NO-----1-43
TOO YOUNG-----2

IF 'YES' ASK:

Which party did the candidate for whom you voted represent?

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

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?"

4-10

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 "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
POST SECONDARY & NON-UNIVERSITY		
COMMUNITY COLLEGE-----	5	6
C.E.G.E.P.-----	5	6
OTHER-----	5	6
(SPECIFY)		
NO FORMAL SCHOOLING-----	9	
REFUSED-----	0	

What is your occupation?
SPECIFIC JOB: Standard Gallup
TYPE OF COMPANY: Occupations Code list 69
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→75
YEAR REFUSED→76

RECORD IF: SA MAH-----1 WOMAH-----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
RURAL, NON-FARM-----2
SA 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

INTRODUCTION

This report covers questions included in the first week of the April Gallup National Omnibus.

In total, 1,049 adults, 18 years of age and over were personally interviewed in their homes across Canada from April 4 to 6, 1985.

Case counts and percentages shown are photographic reproductions of computer print-outs.

The sampling characteristics, questions asked, sampling tolerances, and a description of the sample are included in this report.

Because of an imbalance by sex and age, the following weights were applied:

	<u>MALE</u>	<u>FEMALE</u>
18 to 29 years	0.971	1.166
30 to 49 years	0.949	0.831
50 years and over	1.019	1.167
Did not state	1.000	1.001

SAMPLE CHARACTERISTICS

496-1

	<u>NUMBER</u>	<u>PERCENT</u>
<u>NATIONAL</u>	1049	100
<u>Region:</u>		<i>Weighted</i>
Atlantic	100	10
Quebec	269	26
Ontario	379	36
Prairies	182	17
British Columbia	119	11
<u>Community Size:</u>		
Over 100,000	545	52
10,000 - 100,000	152	14
Under 10,000	352	34
<u>Sex:</u>		
Male	513	49
Female	536	51
<u>Age:</u>		
18 to 29 years	325	31
30 to 49 years	372	35
50 years and over	343	33
Did not state	9	1
<u>Education:</u>		
Elementary	191	18
Secondary	661	63
University	191	18
Refused	6	1
<u>Income:</u>		
Under \$10,000	138	13
\$10,000 - \$19,999	170	16
\$20,000 - \$29,999	206	20
\$30,000 and over	358	34
Refused	177	17
<u>Occupation of Respondent:</u>		
Prof./Executive	182	17
Sales/Clerical	160	15
Labour	259	25
Housewife	217	21
Student	67	7
Other	140	13
Refused	24	2
<u>Mother Tongue:</u>		
English	669	64
French	274	26
Other	105	10
Did not state	1	*

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

* Less than 0.5 percentage points.

Q.7b What form does Spring Fever take with you?

UPPER

- 1 WANT FRESH AIR/GET OUT IN COUNTRY/GET IN CAR AND DRIVE: an urge to have the children outside, wanting to get outside - barbecues, want to get out in the sun, like to get
2. DO CHORES/CLEAN HOUSE/BUILD THINGS: wanting to paint, start to clean house, I start to spring clean, go outside and work outside home, waiting to get outside to work on my car
- 3 FEEL RENEWED/YOUNGER/CAREFREE: hope - spring is a time of hope and excitement, end of university class in April, just motivates me, happy feelings, improves my mood, feeling of a fresh start
- 4 GET TIRED/DEPRESSED/LAZY: lazy, moody, irritable, depressing when it's a long winter tired of cold weather - tired of winter - anxious for warm spring, getting bored with cold weather, sick of winter, can't wait for summer
- 5 WANT TO TRAVEL/TAKE A HOLIDAY/TRIP: I feel like going some place, get to the trailer want to get out and go, travel is on my mind, I'd like to get away from it all, eager to go camping, cabin fever
- 6 FEEL RESTLESS/DON'T KNOW WHAT TO DO: get itchy - want to move - do something, want to get out and do something different - shopping - sightseeing, just want to get out of the house and do things, get up and go - pep
- 7 NEED RECREATION/TO PLAY GOLF/TO GARDEN: summer sports, want to plant everything, start a garden
- 8 HAVE A COLD/SORE THROAT/ACHES AND PAINS : hay fever, allergies
- 9
- 0 OTHER (HAND TAB): a heightened sexual awareness, spring clothing, changing cars
- X DON'T KNOW
- V NOT STATED

CODE LIST - 496-1

SECTION I

Q.8a Do you happen to know what provinces are meant by the Prairie provinces?
Could you please name them.

- 1 MANITOBA, ALBERTA, SASKATCHEWAN
- 2 INCORRECT ANSWER
- 3 DON'T KNOW
- 4 NOT STATED

Q.8b What province is Gaspé in?

- 1. QUEBEC
- 2 INCORRECT ANSWER
- 3 DON'T KNOW
- 4 NOT STATED

Q.8c Which province is Lake Louise in?

- 1 ALBERTA
- 2 INCORRECT ANSWER
- 3 DON'T KNOW
- 4 NOT STATED

446-1

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-Occupation of Respondant & COL 70-Occupation of Head of Household)

- 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

	BLANKS	9	8	7	6	5	4	3	2	1	0	-	+
501	1049	0	0	0	0	0	0	0	0	0	0	0	0
502	1049	0	0	0	0	0	0	0	0	0	0	0	0
503	1049	0	0	0	0	0	0	0	0	0	0	0	0
504	1049	0	0	0	0	0	0	0	0	0	0	0	0
505	1049	0	0	0	0	0	0	0	0	0	0	0	0
506	1049	0	0	0	0	0	0	0	0	0	0	0	0
507	1049	0	0	0	0	0	0	0	0	0	0	0	0
508	1049	0	0	0	0	0	0	0	0	0	0	0	0
509	1049	0	0	0	0	0	0	0	0	0	0	0	0
510	1049	0	0	0	0	0	0	0	0	0	0	0	0
511	1049	0	0	0	0	0	0	0	0	0	0	0	0
512	1049	0	0	0	0	0	0	0	0	0	0	0	0
513	1049	0	0	0	0	0	0	0	0	0	0	0	0
514	1049	0	0	0	0	0	0	0	0	0	0	0	0
515	1049	0	0	0	0	0	0	0	0	0	0	0	0
516	1049	0	0	0	0	0	0	0	0	0	0	0	0
517	1049	0	0	0	0	0	0	0	0	0	0	0	0
518	1049	0	0	0	0	0	0	0	0	0	0	0	0
519	1049	0	0	0	0	0	0	0	0	0	0	0	0
520	1049	0	0	0	0	0	0	0	0	0	0	0	0
521	1049	0	0	0	0	0	0	0	0	0	0	0	0
522	1049	0	0	0	0	0	0	0	0	0	0	0	0
523	1049	0	0	0	0	0	0	0	0	0	0	0	0
524	1049	0	0	0	0	0	0	0	0	0	0	0	0
525	1049	0	0	0	0	0	0	0	0	0	0	0	0
526	1049	0	0	0	0	0	0	0	0	0	0	0	0
527	1049	0	0	0	0	0	0	0	0	0	0	0	0
528	1049	0	0	0	0	0	0	0	0	0	0	0	0
529	1049	0	0	0	0	0	0	0	0	0	0	0	0
530	1049	0	0	0	0	0	0	0	0	0	0	0	0
531	1049	0	0	0	0	0	0	0	0	0	0	0	0
532	1049	0	0	0	0	0	0	0	0	0	0	0	0
533	1049	0	0	0	0	0	0	0	0	0	0	0	0
534	1049	0	0	0	0	0	0	0	0	0	0	0	0
535	1049	0	0	0	0	0	0	0	0	0	0	0	0
536	1049	0	0	0	0	0	0	0	0	0	0	0	0
537	1049	0	0	0	0	0	0	0	0	0	0	0	0
538	1049	0	0	0	0	0	0	0	0	0	0	0	0
539	1049	0	0	0	0	0	0	0	0	0	0	0	0
540	1049	0	0	0	0	0	0	0	0	0	0	0	0
541	1049	0	0	0	0	0	0	0	0	0	0	0	0
542	1049	0	0	0	0	0	0	0	0	0	0	0	0
543	1049	0	0	0	0	0	0	0	0	0	0	0	0
544	1049	0	0	0	0	0	0	0	0	0	0	0	0
545	1049	0	0	0	0	0	0	0	0	0	0	0	0
546	1049	0	0	0	0	0	0	0	0	0	0	0	0
547	1049	0	0	0	0	0	0	0	0	0	0	0	0
548	1049	0	0	0	0	0	0	0	0	0	0	0	0
549	1049	0	0	0	0	0	0	0	0	0	0	0	0
550	1049	0	0	0	0	0	0	0	0	0	0	0	0
551	1049	0	0	0	0	0	0	0	0	0	0	0	0
552	1049	0	0	0	0	0	0	0	0	0	0	0	0
553	1049	0	0	0	0	0	0	0	0	0	0	0	0
554	1049	0	0	0	0	0	0	0	0	0	0	0	0
555	1049	0	0	0	0	0	0	0	0	0	0	0	0
556	1049	0	0	0	0	0	0	0	0	0	0	0	0
557	1049	0	0	0	0	0	0	0	0	0	0	0	0
558	1049	0	0	0	0	0	0	0	0	0	0	0	0
559	1049	0	0	0	0	0	0	0	0	0	0	0	0
560	1049	0	0	0	0	0	0	0	0	0	0	0	0
561	1049	0	0	0	0	0	0	0	0	0	0	0	0
562	1049	0	0	0	0	0	0	0	0	0	0	0	0
563	0	0	0	0	0	0	0	1	14	90	0	0	0
564	0	0	0	0	0	0	0	46	145	443	0	0	0
565	0	0	0	0	0	0	0	127	655	266	0	0	0
566	0	0	0	0	0	0	0	103	275	669	0	0	0
567	0	0	0	0	0	130	33	434	15	437	0	0	0
568	0	0	123	71	126	62	279	197	95	95	0	0	0
569	25	64	213	40	93	169	125	37	100	88	95	0	0
570	38	15	38	48	79	284	79	48	155	112	143	0	0
571	0	0	0	2	60	138	236	206	300	107	0	0	0
572	0	0	0	0	0	8	7	43	115	148	728	0	0
573	0	0	0	0	0	4	6	15	77	160	781	0	0
574	0	0	0	0	0	20	12	762	98	150	0	0	0
575	0	12	0	0	177	293	195	129	118	98	27	0	0
576	0	102	82	105	115	110	106	123	114	80	112	0	0

MARSTAT

1-96h

