

INTRODUCTION

This report covers your question included in the second week of the August Gallup National Omnibus.

In total, 1044 adults, 18 years of age and over were personally interviewed in their homes across Canada from August 8-10, 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	1.259	1.297
30 to 49 years	0.903	0.845
50 years and over	0.869	1.042
Did not state	0.999	1.000

GALLUP WOULD LIKE YOUR OPINION

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 1 --- ASK EVERYONE

01

1a. Do you yourself plan to attend night school or to take any part-time lessons this coming fall or winter?

YES-----1-16
NO-----2
DON'T KNOW

IF 'YES' ASK:

b. What do you plan to take? 17/18

DON'T KNOW ()

ASK EVERYONE:

2 a. Generally speaking, do you think young children - say those under 10 years of age - who are exposed to a considerable amount of violence on television today are more likely to become overly aggressive adults than are those not so exposed?

YES, MORE LIKELY-----1-19
NO, NOT MORE LIKELY-----2
DON'T KNOW-----3

IF 'YES', ASK:

b. Do you think it is the responsibility of the parents to prevent or control such exposure, or do you think the government should act to control it?

PARENTS RESPONSIBLE-----1-20
GOVERNMENT SHOULD ACT-----2
BOTH-----3
DON'T KNOW-----4

ASK EVERYONE:

3 Some people say that there is a growing belief in this province that it should secede (separate) from Canada. Do you agree with this or not?

YES, AGREE-----1-21
NO, DO NOT-----2
CAN'T SAY-----3

4 a. In your opinion are the chances of an atomic war breaking out greater or less great than they were ten years ago?

GREAT-----1-22
LESS GREAT-----2
THE SAME-----3
DON'T KNOW-----4

"GREATER" OR "LESS GREAT" ASK:

Why? 23/24

25/26

27/28

ASK EVERYONE:

5. Some people say that with the advancement in, and widespread use of computers, we are heading towards a virtually "cashless" society where financial transactions are almost completely handled by computers.

a. Do you, or do you not think this will happen in your lifetime?

YES, WILL-----1-29
NO, WILL NOT-----2
DON'T KNOW-----3

b. Do you think society as a whole will be better off or worse off if this happens?

BETTER OFF-----1-30
WORSE OFF-----2
NO DIFFERENCE-----3
DON'T KNOW-----4

IF "BETTER" OR "WORSE", ASK:

c. Why? 31
32
33
34
35
36

ASK EVERYONE:

6. There has been a great deal of concern in this country over the increase in crime and violence. Here is a list of possible causes.

Obviously, some are more important than others. I would like you to go down the list and say, for each one, whether you think it is a very important cause of crime and violence, fairly important, or of little importance.

HAND CARD 1

	VERY IM- POR- TANT	FAIRLY IMPOR- TANT	LITTLE IMPOR- TANCE	DON'T KNOW
a. General breakdown in respect for authority, Law and order	1	2	3	4-37
b. Laws too lenient & not letting the police do their job	1	2	3	4-38
c. Bad example set by the parents	1	2	3	4-39
d. Coverage of riots & crimes in TV news	1	2	3	4-40
e. Coverage of riots & crimes in newspapers	1	2	3	4-41
f. Violence in TV enter- tainment	1	2	3	4-42

500-2

7. Now I'd like to ask you a few questions about Canada.

a. First can you tell me the total number of people living in Canada? Just your best guess?

-43 CAN'T GUESS ()

b. And how many metropolitan areas in Canada have a population of over 1 million people?

-44 DON'T KNOW ()

c. And what percent of the Canadian population do you think live in rural areas under 1,000 in population?

-45 DON'T KNOW ()

8. On the whole, would you say that you are satisfied or dissatisfied with:
READ LIST

	SATIS- FIED	DIS SATIS- FIED	CAN'T SAY
a. the honesty and standards of behaviour of people in this country?	1	2	3-46
b. The future facing you and your family?	1	2	3-47
c. Your family's income?	1	2	3-48

9. There has been a lot of talk recently about both the level of government spending and the level of unemployment.

In your opinion, which should Ottawa give priority to...READ LIST & ALTERNATE BY STARTING WITH (✓)

- balancing the budget?-----1-49

- reducing unemployment?-----2

DON'T KNOW-----3

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

LIBERAL-----1-51
PROG. CONS.-----2
N.D.P.-----3
OTHER PARTY (WRITE IN)

UNDECIDED-----4
REFUSED-----6
NOT ELIGIBLE-----7

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

YES----- NO-----1-52
TOO YOUNG-----2

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

LIBERAL-----3
PROG. CONS.-----4
N.O.P.-----5
OTHER PARTY (WRITE IN)

DON'T KNOW-----6
REFUSED-----7

SA 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?

SINGLE-----1-65 NS→5
 MARRIED-----2
 WID/DIV/SEP-----3
 LIVING AS MARRIED-----4

SA

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
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 Stallop

TYPE OF COMPANY: Occupations Code List

CHECK IF: () STUDENT
 () HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB: Standard Stallop

TYPE OF COMPANY: Occupations Code List

How many people, including yourself are there in this household?

SA 1 2 3 4 5 6 OR MORE -91 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 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 - \$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: _____

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

CODE LIST - 500-2

SECTION I

Q.1b. What do you plan to take?

UPPER

- 1 GENERAL ACADEMIC: English, Math, French
- 2 CULTURAL: fine arts, music
- 3 DATA PROCESSING: computer programming
- 4 OTHER VOCATIONAL: plumbing, engineering, hairdressing, nautical school
- 5 COMMERCIAL: typing, shorthand
- 6 HANDICRAFTS: sewing, pottery, floral design
- 0 OTHER
- X DON'T KNOW
- V NOT STATED

CODE LIST - 500-2

SECTION I

Q.4b Why do you say the chances of an atomic war breaking out are greater than 10 years ago?

UPPER

- 1 MID-EAST CRISIS: Israel-Arab situation
- 2 NUCLEAR PROLIFERATION: more small countries now have the bomb, nuclear bombs
- 3 ECONOMIC SITUATION WORSE
- 4 HEAR/READ ABOUT WARS ALL OVER
- 5 MORAL DECLINE/WHOLE WORLD CORRUPT: too many people want power, terrorism, violence, plane crashes, bombs, more violence now, more tension in the world
- 6 CRACKPOTS/NUTS/IDIOTS ALL OVER: some nut will start it
- 7 LESS ACCORD BETWEEN COUNTRIES: interference in other governments/war-like politics, the way the government is, Reagan's attitude
- 8 GENERAL: just looks that way, it's a human cycle - history
- 9 TECHNOLOGICAL ADVANCES: more computers now
- 0 OTHER
- X DON'T KNOW
- V NOT STATED

CODE LIST - 500-2

SECTION I

Q.4b Why do you say the chances of an atomic war breaking out are less great than 10 years ago?

UPPER

- 1 AWARENESS OF DANGERS/CONSEQUENCES: know it would mean total destructions, I think there is too much control on both sides
- 2 U.S. AND RUSSIA ARE CLOSER: detente
- 3 CLOSER CONTACT BETWEEN COUNTRIES: better foreign relations
- 4 MORE RATIONAL APPROACH: realize how foolish it is, no one wants war, war is foolish, people understand the futility of war
- 5 NUCLEAR PROLIFERATION: all - many countries now have nuclear weapons
- 6 GENERAL: CAN'T SEE A WAR COMING: just doesn't seem likely
- 0 OTHER
- X DON'T KNOW
- V NOT STATED

SECTION I

Q.5c Why do you think society is better off?

UPPER

- 1 REDUCES/ELIMINATES ROBBERIES/CRIME: people wouldn't get robbed or hit over the head for their money, there would be less robberies and stealing, it would protect us from petty theft
- 2 MORE EFFICIENT: more efficient for society, easier and quicker - more efficient system to work with, its quicker, it would make it easier for people to handle money, computer would be easier to deal with, it would be more accurate
- 3 BETTER CONTROL OVER FINANCES: better control over money, it will be better for the lower income people because it will be harder to get into debt, possibly limits that are sanctioned would register immediately and not allow to overspend, insures payment, people won't be able to write NSF cheques
- 4 THINGS OF FUTURE/KEEP UP WITH TECHNOLOGY: because of moderization and advancement, have to move ahead, just a feeling people act better educated to computers, could use computers to show kids where the money goes
- 0 OTHER: won't be using money - can get diseases from paper money, it requires a strong business administration attitude
- X DON'T KNOW
- V NOT STATED

CODE LIST - 500-2

SECTION I

Q.5c Why do you think society is worse off?

UPPER

- 1 LOSS OF JOBS: where would the work be for everyone if machines do all the work, because of unemployment it would create, because less jobs for people
- 2 LOSS OF CONTROL OVER (PERSONAL) FINANCES: no control over expenditure, not as much control on your finances if you don't actually handle it, people will not be able to use their money, you can get into a lot of problems - it would be harder to make small private transaction, one doesn't have any on hand monetary currency - just a numerical figure on video screen
- 3 PEOPLE WILL SPEND MORE: because you can spend it without having it, it is too easy to spend plastic money, high charging habits created, too much access
- 4 GOVERNMENT ACCESSIBILITY/LOSS OF PRIVACY: no such thing as privacy, government will know pretty well every penny we will have in the bank, it would give too much control to the government, big brother - quote George Orwell
- 5 COMPUTERS WILL RUN/TAKE OVER OUR LIVES: computers will run everything, computers will take over people - people will become like robots, machines and electronics will control our lives, if everything handled by computers - people will stop thinking for themselves, if we didn't use our brains - we become useless, will take thinking away from the person, the children don't learn from school - they don't learn as much through computers, make people lazy, you have to keep people busy and not let computers do all the work, people will lose their individuality, take freedom of choice away, no theme for personal pride
- 6 LESS HUMAN/PERSONAL CONTACT: it would be too impersonal if you went shopping, isolating ourselves, losing something of their personal touch, lack of human contact, no bargaining benefits, can't argue with computers
- 7 MORE COMPUTER ERRORS/BREAKDOWNS: computers are susceptible to error, mistakes can happen, possible errors, greater chance of screw-ups
- 8 MORE FRAUD/CRIME: great potential for fraud

LOWER

- 0 OTHER: spend money when we need to clean this world up, would reduce value of money, no point to it, because cashless society - signs of last day
- X DON'T KNOW
- V NOT STATED

CODE LIST - 500-2

SECTION 1

Q.7a First can you tell me the total number of people living in Canada?
Just your best guess?

- 1 25 million
- 2 22 - 28 million
- 3 Other
- 4 DON'T KNOW
- 5 NOT STATED

7b And how many metropolitan areas in Canada have a population of over 1 million people?

- 1 Three
- 2 OTHER
- 3 DON'T KNOW
- 4 NOT STATED

7c And what percent of the Canadian population do you think live in rural areas under 1,000 in population?

- 1 23%
- 2 21 - 25%
- 3 OTHER
- 4 DON'T KNOW
- 5 NOT STATED