

INTRODUCTION

This report covers questions included in the December National Gallup Omnibus (Wave 1).

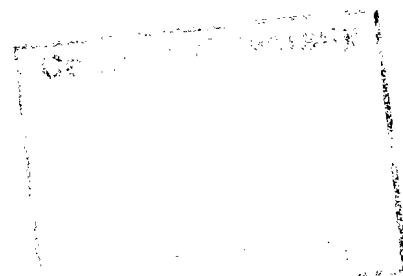
In total, 1,025 adults, 18 years of age and over were personally interviewed in their homes across Canada, between December 5 and 7, 1985.

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	1.065	1.133
30 to 49 years	1.021	0.862
50 years and over	0.884	1.105



# GALLUP WOULD LIKE YOUR OPINION

#504-1  
Dec./85

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.

TIME INTERVIEW STARTED: \_\_\_\_\_

SECTION I --- ASK EVERYONE

01

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

- ECONOMIC, INFLATION, HIGH PRICES-----1-16
- UNEMPLOYMENT-----2
- LABOR UNIONS/STRIKES-----3
- NATIONAL UNITY, QUEBEC SEPARATION-----4
- ENERGY, OIL, GAS PROBLEMS-----5
- BANK FAILURES-----6
- FREE TRADE; U.S. TRADE RELATIONS-----7
- GOVERNMENT-----8

SA

OTHER(SPECIFY)-----9  
OK/CAN'T SAY-----0  
NS = V

2. Is it your impression that Canada and the U.S. have been drawing closer together recently or getting further apart?

- CLOSER TOGETHER-----1-17
- FURTHER APART-----2
- THE SAME-----3

SA

DON'T KNOW-----4  
NS = 5

3. Speaking of our future, which do you think will be the biggest threat to Canada in years to come - big business, big labor, or big government?

- BIG BUSINESS-----1-18
- BIG LABOR-----2
- BIG GOVERNMENT-----3
- DON'T KNOW-----4

SA

NS = 5

4. Do you think that children, on the whole, have more chance, or less chance of a happy life than children of your generation had?

- MORE CHANCE-----1-19
- LESS CHANCE-----2
- ABOUT THE SAME-----3

SA

OK/UNDECIDED-----4  
NS = 5

5. Students are often given the grades A, B, C, D, and FAIL to denote the quality of their work. Suppose the public schools themselves, in this community were graded in the same way. What grade would you give the public schools here - A, B, C, D or FAIL?

- A RATING-----1-20
- B RATING-----2
- C RATING-----3
- D RATING-----4
- FAIL RATING-----5
- DON'T KNOW-----6

SA

NS = 6

6. Some people say there are too many trouble-makers and agitators among union leaders. Others say this talk is only anti-labor propaganda. What are your views on this?

- TRUBLE MAKERS-----1-A'
- JUST PROPAGANDA-----2

OTHER(SPECIFY)-----3  
OK/NO OPINION-----4  
NS = 5 BOTH = 6

7. Looking ahead ten years or so, do you think unions will be more powerful, less powerful or have much the same power as they have today?

- MORE POWERFUL-----1-22
- LESS POWERFUL-----2
- THE SAME-----3

OK/CAN'T SAY-----4  
NS = 5

8. Some companies insist on a person retiring when he or she reaches the age of 65 - regardless of health. Do you think this is or is not a good idea?

- GOOD IDEA-----1-23
- NOT A GOOD IDEA-----2

DON'T KNOW-----3  
NS = 4

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

- LIBERAL-----1-25
- PROG. CONS.-----2
- N.D.P.-----3

OTHER PARTY (WRITE IN)-----4

UNDECIDED-----5  
NS/REFUSED-----6  
NOT ELIGIBLE-----7

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

- YES----------1-26
- NO-----2
- 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?"

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

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

What is your occupation?
SPECIFIC JOB: Standard Galley
TYPE OF COMPANY: Occupations Code List 79
CHECK IF: ( ) STUDENT ( ) HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY
SPECIFIC JOB: Standard Galley
TYPE OF COMPANY: Occupations Code List 79

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
NO-----3
NS-----4 Both->

What was the year of your birth?
SA BELOW 1901-98
YEAR REFUSED-99/00

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
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