

INTRODUCTION

This report covers questions included in the fourth week of the June Gallup National Omnibus.

In total, 1037 adults, 18 years of age and over were personally interviewed in their homes across Canada from June 20-22, 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:

	Male	Female	<u>weights</u>	
			<u>Male</u>	<u>Female</u>
18 to 29 years	15.619	15.541	1.031	1.211
30 to 49 years	17.974	17.693	1.022	0.775
50 years and over	15.210	17.673	0.883	1.307
Not stated	<u>.096</u>	<u>.193</u>		
	48.899	51.100		

NOTE: These are weighting goals

# GALLUP WOULD LIKE YOUR OPINION

498-4  
JULY, 198  
GIB7

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 ---- ASK EVERYONE

1. Has drinking ever been a cause of trouble in your family?

YES-----1-21  
NO-----2

INTERVIEWER: THOSE IN ATLANTIC & BRITISH COLUMBIA WHO HAVE SHOWN IN SECTION III THAT THEY ARE DRINKERS SIMPLY CIRCLE CODE 1 OF Q.2 & GO ONTO Q.3

ASK ALL OTHERS (IN ATL., B.C., AND IN ALL OTHER PROVINCES)

2. Do you have occasion to use alcoholic beverages, such as spirits, wine or beer, or are you a total abstainer?

YES-----1-22  
NO, TOTAL ABSTAINER----2

IF 'YES' ASK:

3. Do you sometimes drink more than you think you should?

YES-----1-23  
NO-----2

198-4

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

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

OCCUPATION OF HEAD OF FAMILY  
 SPECIFIC JOB: Standard Galley  
 TYPE OF COMPANY: Occupations Book list

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 MAH-----1 WOHAN-----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 - \$25,995-----4-77  
 \$10,000 - \$14,999-----2 \$30,000 - \$35,995-----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