

MAY, 1950

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.

PART I -- SECTION I -- ASK EVERYONE C1

1a. Have you, yourself smoked any cigarettes in the past week?

YES-----1-16
NO-----2 REF/NS=3

b. Now I'd like to get your guess as to how many Canadians do smoke - what percent of Canadian adults do you think have smoked a cigarette within the past week?

01-96
97+ = 97 11 () DON'T KNOW
98 = OK
99 = NS

2a. Did you, yourself, happen to attend church or synagogue in the last seven days?

YES-----1-19
NO-----2 REF/NS=3

b. Is organized religion a relevant part of your life at the present time or not?

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

3. What do you think is the ideal number of children for a family to have?

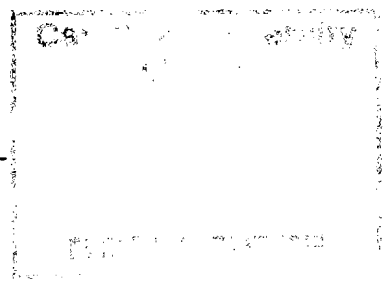
1 2 3 4 5 6 OR MORE -21 OK=7
() CAN'T SAY NS=8

4. On the average, about how much does your family spend on food, including milk, each week?

-22
2 () DON'T KNOW

COL 22-23 - BLANK - USE COL. 64, 65, 66

001-996 998 = BK
997 = 997+ 999 = NS



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-----1-64 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

	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

SA/NO FORMAL SCHOOLING----- 9
 NS/REFUSED----- 0

What is your occupation?

SPECIFIC JOB: Standard Galley
 TYPE OF COMPANY: Occupations Code list 29
 CHECK IF: () STUDENT
 () HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB: Standard Galley
 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→98
 YEAR REFUSED→99
 76

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 - \$25,999-----4-78
 \$10,000 - \$14,999-----2 \$30,000 - \$35,999-----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

INTRODUCTION

This report covers questions included in the second week of the May Gallup National Omnibus.

In total, 1,047 adults, 18 years of age and over were personally interviewed in their homes across Canada from May 9 to 11, 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	1.280	1.300
30 to 49 years	0.891	0.801
50 years and over	0.870	1.118
Did not state	1.000	1.001

SAMPLE CHARACTERISTICS

NUMBER PERCENT

<u>SAMPLE CHARACTERISTICS</u>	<u>NUMBER</u>	<u>PERCENT</u>
NATIONAL	1047	100%
<u>Region:</u>		
Atlantic	98	9
Quebec	287	27
Ontario	365	35
Prairies	175	17
British Columbia	121	12
<u>Community Size:</u>		
Over 100,000	541	52
10,000 to 100,000	151	14
Under 10,000	355	34
<u>Sex:</u>		
Male	512	49
Female	535	51
<u>Age:</u>		
18 - 29 years	324	31
30 - 49 years	371	35
50 years and over	342	33
<u>Education:</u>		
Public school	158	15
High school	676	65
University	211	20
<u>Income:</u>		
Under \$20,000	271	26
\$20,000 - \$29,999	173	17
\$30,000 - \$39,999	155	15
\$40,000 and over	265	25
Refused	183	17
<u>Occupation of Respondent</u>		
Professional/Executive	199	19
Sales/Clerical	144	14
Labor	227	22
Housewife	257	25
Student	52	5
Other	153	15
<u>Mother Tongue:</u>		
English	647	62
French	288	28
Other	111	11

weighted.

NOTE: Percentage may not add exactly to 100 due to rounding

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

