

GALLUP WOULD LIKE YOUR OPINION

497-3
MAY/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

SECTION 1 -- ASK EVERYONE

01

1. Do you think our system of law and justice is or is not efficient?

YES, IS-----1-16
NO, IS NOT-----2
DON'T KNOW-----3

2. And do you think our system of law and justice is or is not fair to everyone?

YES, IS-----1-17
NO, IS NOT-----2
DON'T KNOW-----3

3. Do you think that judges are in any way influenced by the government in power at the time, or are they completely independent?

ARE INFLUENCED-----1-18
INDEPENDENT-----2
DON'T KNOW-----3

4. In your opinion, do the courts in this country dispense justice impartially, or do they favor the rich and influential?

IMPARTIAL-----1-19
FAVOR RICH-----2
DON'T KNOW-----3

5. Do you feel the distribution of money and wealth in this country today is fair or do you feel that the money and wealth in this country should be more evenly distributed among a larger percentage of the people?

FAIR NOW-----1-20
MORE EVENLY DISTRIBUTED---2
NO OPINION-----3

6. Just your best estimate, what percentage of Canadians would you say are living below the poverty line today?

-96
+ = 97
9 = OK
19 = NS
_____ % () NO OPINION

7. Would you say that the percentage of Canadians living below the poverty line is increasing from year to year or decreasing from year to year?

INCREASING-----1-21
DECREASING-----2
STAYING THE SAME-----3
DON'T KNOW-----4

8. In your opinion, which is more often to blame if a person is poor - lack of effort on his own part or circumstances beyond his control?

LACK OF EFFORT-----1-22
CIRCUMSTANCES BEYOND CONTROL--2
BOTH EQUALLY (VOLUNTEERED)-----3
NO OPINION-----4

9a. Over the past year or so, there has been considerable discussion about cruise missile tests in Canada. Have you heard or read anything about this or not?

YES-----1-25
NO-----2

b. The United States is currently using a northern Canadian area to test the cruise missiles because the guidance system must be tested in an arctic-like climate. In these tests, the cruise missiles have neither conventional or nuclear warheads.

How do you feel about this testing - do you think Canada should or should not continue to permit the United States to test these missiles in its territories?

SHOULD PERMIT-----1-26
SHOULD NOT PERMIT-----2
DON'T KNOW-----3

10a. Have you heard or read anything about the American plan to develop a space-based defence against nuclear attack - popularly known as Star Wars?

YES-----1-27
NO-----2

IF YES ASK:

b. In your opinion, should Canada become involved in research on this Star Wars project or not?

YES-----1-28
NO-----2
DON'T KNOW-----3

c. Do you think development of this space-based defence system will make the world safer from nuclear destruction or less safe?

SAFER-----1-29
LESS SAFE-----2
DON'T KNOW-----3

ASK EVERYONE:

11a. Have you seen or read anything about the Fraser Report on prostitution and pornography?

YES---1-30
NO-----2

ASK EVERYONE:

b. This report suggested that the act of prostitution is not a crime, and that prostitutes should be allowed to work out of their homes. Do you agree with the suggestion that prostitutes should be allowed to work out of their homes, or not?

YES, THEY SHOULD---1-31
NO, THEY SHOULD NOT---2
DON'T KNOW-----3

12. How would you feel if brothels were legalized, licensed and regulated by local authorities. Would you favor or oppose this?

FAVOR---1-32
OPPOSE-----2
DON'T NOW-----3

13. As far as you know is prostitution a problem in this community or not?

YES, IS-----1-93
NO, IS NOT-----2
DON'T KNOW-----3

HAND CARD 1

The report would ban all pornography involving children, violence or that is degrading.

But it suggested the sale or distribution, to adults, of explicit pornography, not involving children, violence or degradation, should be allowed.

14a. Do you agree with this, or not?

YES, AGREE-----1-94
NO, DISAGREE-----2
DON'T KNOW-----3

IF 'NO DISAGREE', ASK:

b. Why?

ASK EVERYONE:

15. Which country do you regard as Canada's best friend?

() CAN'T SAY

16. Do you think Canadian culture or way of life is, or is not, being influenced too much by American TV?

YES-----1-99
NO-----2
DON'T KNOW-----3

17a. From what you have seen or heard, do you think television is a good influence on family life or not a good influence?

GOOD INFLUENCE-----1-90
NOT A GOOD INFLUENCE---2
QUALIFIED(SPECIFY)

DON'T KNOW-----4

IF 'NOT A GOOD INFLUENCE' ASK:

b. Why do you feel this way? PROBE: Anything else?

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

LIBERAL-----1-97
PROG. CONS.-----2
N.D.P.-----3
OTHER PARTY (WRITE IN)
UNDECIDED-----4
REFUSED-----5
NOT ELIGIBLE-----6

19. Did you vote in the last federal election on September 4, 1987?

YES----- NO-----1-98
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)
DON'T KNOW-----6
REFUSED-----7

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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 PART-TIME-----2 NOT AT ALL-----3 NS→4

ASK EVERYONE:
 What is your marital status?
 SA SINGLE-----1-65 MARRIED-----2 M/D/DIV/SEP-----3 LIVING AS MARRIED-----4 NS→5

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	2
SECONDARY SCHOOL-----3	4	4
UNIVERSITY-----7	8	8
POST SECONDARY & NON-UNIVERSITY		
COMMUNITY COLLEGE-----5	6	6
C.E.G.E.P.-----5	6	6
OTHER (SPECIFY)-----5	6	6

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

What is your occupation?
 SPECIFIC JOB: Standard Galley
 TYPE OF COMPANY: Occupations Code list 70
 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 NO-----3 NS→4 Both→5

What was the year of your birth?
 SA 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-----4-72
 \$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

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INTRODUCTION

This report covers questions included on the third week of the May Gallup National Omnibus.

In total, 1050 adults, 18 years of age and over were personally interviewed in their homes across Canada between May 16 and 18, 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	1.333	1.212
30 to 49 years	0.880	0.880
50 years and over	0.863	1.039
Did not state	1.000	1.000

SAMPLE CHARACTERISTICS

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	<u>NUMBER</u>	<u>PERCENT</u>
NATIONAL	1050	100
<u>Region:</u>		
Atlantic	103	10
Quebec	265	25
Ontario	369	35
Prairies	195	19
British Columbia	117	11
<u>Community Size:</u>		
Over 100,000	568	54
10,000 - 100,000	143	14
Under 10,000	338	32
<u>Sex:</u>		
Male	513	49
Female	536	51
<u>Age:</u>		
18 to 29 years	324	31
30 to 49 years	372	35
50 years and over	343	33
Did not state	11	1
<u>Education:</u>		
Elementary	156	15
Secondary	671	64
University	219	21
<u>Income:</u>		
Under \$20,000	264	25
\$20,000 - \$29,999	180	17
\$30,000 - \$39,999	183	17
\$40,000 and over	213	20
Refused	210	20
<u>Occupation of Head-of-Household</u>		
Prof./Executive	294	28
Sales/Clerical	119	11
Labour	338	32
Other	264	25
Refused	35	3
<u>Mother Tongue:</u>		
English	665	63
French	265	25
Other	116	11
Did not state	4	*

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

*Less than 0.5 percentage points.

SECTION I

Q.14b Why do you disagree with the sale or distribution, to adults, of explicit pornography?

UPPER

- 1 CHILDREN WOULD BE INFLUENCED/EXPOSED TO PORNOGRAPHY: there's always a danger that a child will see it, don't like the idea of children being brought into the picture at all, children shouldn't be watching any of this stuff, in case children get a hold of it by mistake, if parents allowed to get it the kids would eventually see it, if it is sold to adults - kids get it too.
- 2 DEGRADING: it's degrading to the community and people, should be banned completely - it's degrading
- 3 IMMORAL/SINFUL/BAD INFLUENCE: morally wrong, we are breaking God's commandment - it's an incentive to sin, too much influence on people
- 4 DEGRADES WOMEN: because I'm a woman - I think it's degrading to women, it's an exploitation of women
- 5 PROMOTES VIOLENCE/RESULTS IN RAPE: can't control the end results of pornography the kooks see this and try what they've seen, this is what causes rape and violence in the country today
- 6 OBJECT TO PORNOGRAPHY: pornography is wrong no matter what it depicts, it's disgraceful, stuff like this is very sickening, don't like pornography of any kind, should not be allowed for sale at all, don't think there should be such a thing because it's disgusting, everything is corrupt enough
- 7 DON'T LIKE/BELIEVE IN/NEED PORNOGRAPHY: we don't need that kind of stuff, don't feel it's necessary, not into pornography, just don't like pornography at all
- 0 OTHER: don't think we're made to do things like that, if you work on a relationship this is a fantasy, it gets too open - then becomes too common a thing
- X DON'T KNOW
- V NOT STATED

CODE LIST - 497-3

SECTION I

Q.15 - Which country do you regard as Canada's best friend?

ALL UPPER

- 1 UNITED STATES
- 2 BRITAIN
- 3 FRANCE
- 0 OTHER
- X DON'T KNOW
- V NOT STATED

SECTION 1

Q.17b Why do you feel television is not a good influence on family life?

UPPER

- 1 TOO MUCH VIOLENCE/KILLING/CRIME SHOWS: too much violence on TV - enough in the world without seeing it at home, all the murder shows and violence that is on, too much violence on that it makes the kids think the way things should be, too violent - portrays bad stereotypes, even the cartoons have violence - bad influence on children
- 2 NOT SUITABLE FOR KIDS/MANY SHOWS NOT RIGHT FOR CHILDREN: not enough for kids to see
- 3 OTHER CONTENT CRITICISM: because 90% of it is stupid, all the garbage goes on the TV, nothing too good to watch, not showing the right type of programs, poor programs, too one-sided most of the stuff - media doesn't look at issues objectively, too much American stuff coming in, too many shows which are unrealistic, language
- 4 WASTE OF TIME/TOO MUCH TIME SPENT WATCHING: too easy to waste time, some people do nothing but watch TV - they have no time for anything else, no one wants to do anything anymore - just sit and watch TV
- 5 NOT A FAMILY ACTIVITY/INTERFERES WITH FAMILY LIFE: because there is no social life left - people don't talk to each other any more, more people watching TV and not being involved in family activities, TV becomes too important - it takes away family and friendship lives because of interest in what is on TV - and has to be watched, the family would have time to do other constructive activities, becomes a baby-sitter - we become brainwashed
- 6 UNREALISTIC DEPICTION OF LIFE
- 7 TOO MUCH SEX
- 8 TOO MUCH ADVERTISING: enticing ads
- 9 BECOME MINDLESS: can't think for yourself
- 0 OTHER
- X DON'T KNOW
- V NOT STATED

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
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102											0
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