

INTRODUCTION

This report covers questions included on the first week of the September Gallup National Omnibus.

In total, 1044 adults, 18 years of age and over were personally interviewed in their homes across Canada from September 5-7, 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	1.203	1.258
30 to 49 years	0.899	0.774
50 years and over	0.904	1.204
Did not state	0.999	1.000

GALLUP WOULD LIKE YOUR OPINION

501-1
SEPT./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 I -- ASK EVERYONE

01

1a. Have you, yourself taken a holiday away from home this summer - that is since the beginning of June?

YES---1-16
NO-----2

IF 'YES', ASK:

b. Did you stay within this province, visit some other area of Canada, go to the U.S., or where?

IN OWN PROVINCE-----1-17
OTHER CANADIAN PROVINCE---2
WENT TO U.S.A.-----3
ELSEWHERE-----4-20

ASK EVERYONE:

2a. What is your idea of romance? What does romance mean to you? DO NOT READ LIST

LOVE, LOVING, PEOPLE IN LOVE-----1-21
RESPECT, FRIENDSHIP, UNDERSTANDING--2
A SETTING: A CANDLELIGHT MEAL,
FLOWERS/ROSES-----3
HAPPINESS-----4-24
PRESENTS, GIFTS-----5
OTHER (SPECIFY) _____ 6
DON'T KNOW-----7-27

b. Over the last 10 years, do you think people have become more romantic, less romantic or has there been no change?

MORE ROMANTIC---1-28
LESS ROMANTIC-----2
NO CHANGE-----3
DON'T KNOW-----4

3a. Have you seen or heard anything about the recent trip through the Northwest Passage of the U.S. icebreaker, the Polar Sea?

YES---1-29
NO-----2

b. If you were asked to make a decision, do you think you would grant Canada sovereignty that is control - over the Northwest Passage, or would you classify it as an international passage, open to anyone?

GIVE CANADA SOVEREIGNTY---1-30
MAKE IT AN INTERNATIONAL
PASSAGE-----2
DON'T KNOW-----3

4a. In your opinion, are there more homosexuals today than 25 years ago, or not?

YES----1-31
NO-----2
DON'T KNOW---3

columns 30 P

b. In your opinion, is homosexuality something a person is born with, or is it due to other factors such as upbringing or environment?

BORN WITH----1-32
UPBRINGING-----2
BOTH-----3
NEITHER-----4
DON'T KNOW-----5

Coding Problem

Guesses
Based on coding in columns 31 to 36

ASK MEN ONLY:

c. Have you, at any time, either as a child or since you have grown up, been approached by a homosexual?

YES, A CHILD/TEENAGER-----1-33
YES, AN ADULT-----2
NO, NEVER-----3
DON'T KNOW-----4

33-34-35

ASK EVERYONE:

5. Do you think the Canadian way of life is, or is not, being influenced too much by the U.S.?

YES, TOO MUCH INFLUENCE---1-37
NO, NOT TOO MUCH-----2
UNDECIDED -----3

36 P

6. Do you agree or disagree with the following statement made about high speed police chases:

"The high speed chase, if used at all, should only be a last resort to catch an armed and dangerous criminal."

Do you agree with this or not?

YES, AGREE---1-38
NO, DO NOT-----2
DON'T KNOW-----3

37 P

7. If a national referendum - a public vote - were held today on the question of capital punishment - that is executing a person for murder - would you vote for re-instating the death penalty in Canada, or would you vote against re-instating it?

FOR DEATH PENALTY---1-39
AGAINST DEATH PENALTY---2
QUALIFIED (SPECIFY) _____ 3
NO OPINION-----4

38 P

8. Have you heard or read anything recently about the disease know as AIDS?

YES---1-40
NO-----2--SKIP TO Q.13

IF 'YES' ASK:

9. Would you say the spread of the disease, AIDS, is a matter of.... READ LIST

Great concern?---1-41
Some concern?-----2
Not very much concern?---3
No concern at all?-----4

DON'T KNOW-----5

10. Who would you say are most at risk through AIDS? MULTIPLE RESPONSE ACCEPTABLE

HOMOSEXUALS-----1-41
BLOOD DONORS/RECIPIENTS---2-42
NURSES/DOCTORS-----3-43
EVERYBODY-----4-44
MEN-----5-45
DRUG ADDICTS-----6-46
OTHER (SPECIFY)-----7-47
DONT KNOW-----8-48

11. Do you know how AIDS is spread? MULTIPLE RESPONSE ACCEPTABLE

SEXUAL INTERCOURSE---1-49
BLOOD (TRANSFUSIONS)---2-50
HOMOSEXUAL ACTIVITIES---3-51
OTHER (SPECIFY)-----4-52
DONT KNOW-----5-53

12. How many of the people who catch AIDS do you think die from it? READ LIST ALOUD.

All of them-----1-54
Most of them-----2
Some of them-----3
None of them-----4
DONT KNOW-----5

ASK EVERYONE:

13. At the present time, Queen Elizabeth is the Canadian Head of State. Would you prefer to see her continue in this capacity, or would you prefer to have the Governor General as Head of State, except when the Queen visits Canada?

QUEEN AS HEAD OF STATE-----1-55
GOVERNOR GENERAL AS HEAD OF STATE---2
OTHER (SPECIFY)-----3
DONT KNOW-----4

18a. Do you think travel by air today, is safer, less safe or has not changed in the past five years?

SAFER-----1-57
LESS SAFE-----2
NO CHANGE-----3
DON'T KNOW-----4

b. Generally speaking, are you or are you not satisfied with the precautions now being taken by the airlines to ensure the safety of their passengers?

YES, SATISFIED-----1-59
NO, NOT SATISFIED-----2
DON'T KNOW-----3

c. In your own case, do you feel you will travel by air more, less or about as often as you previously did?

MORE-----1-60
LESS-----2
ABOUT AS OFTEN-----3
DON'T KNOW-----4
DO NOT TRAVEL BY AIR-----5

d. Generally speaking, would you say that the safety records of the major airlines are very good, good, fair or poor?

VERY GOOD---1-61
GOOD-----2
FAIR-----3
POOR-----4
DON'T KNOW-----5

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

LIBERAL-----1-62
PROG. CONS.-----2
N.D.P.-----3
OTHER PARTY (WRITE IN)-----4
UNDECIDED-----5
REFUSED-----6
NOT ELIGIBLE-----7

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

YES----- NO-----1-63
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
DONT KNOW-----7
REFUSED-----8

BASIC DATA SECTION: INTERVIEWER: INTRODUCE THIS SECTION AS FOLLOWS: "How 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-----1-6 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

Table with columns: SOME, GRADUATED. Rows: PUBLIC/GRADE SCHOOL, SECONDARY SCHDOL, UNIVERSITY, POST SECONDARY & NON-UNIVERSITY, COMMUNITY COLLEGE, C.E.G.E.P., OTHER (SPECIFY)

NO FORMAL SCHDOLING-----8
SA/REFUSED-----0

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

OCCUPATION OF HEAD OF FAMILY
SPECIFIC JOB: Standard Stallop
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-->5

What was the year of your birth?
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
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