

INTRODUCTION

This report covers questions included in the August Gallup National Omnibus.

In total 1029 adults, 18 years of age and over, were personally interviewed in their homes between August 7-9, 1986.

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.

WEIGHTING:

Data on this tape are unweighted, and contain information directly from the questionnaires.

To convert year of birth to age groups, Gallup uses mid-year as the determinant. For example, for the fiftieth year, 50 is subtracted from the current year for studies conducted in July through December, and from the previous year for studies conducted in January through June. A few questionnaires that do not fit this pattern may be included - i.e. those young people who have turned 18 in January through June.

In using these data, an adjustment should be made to match age and sex groups to current census distribution patterns, which are:

	<u>Male</u>	<u>Female</u>
<u>Age:</u>		
18 to 29 years	15.65	15.60
30 to 49 years	18.01	17.76
50 years and over	<u>15.24</u>	<u>17.74</u>
	48.90	51.10

512-1 Aug./86
SAMPLE CHARACTERISTICS

		<u>NUMBER</u>	<u>PERCENT</u>
<u>NATIONAL</u>		1029	100
<u>Region</u>	Atlantic	89	9
	Quebec	279	27
	Ontario	371	36
	Prairies	172	17
	British Columbia	118	11
<u>Community Size:</u>	Over 100,000	518	50
	10,000 - 100,000	168	16
	Under 10,000	343	33
<u>Sex:</u>	Male	503	49
	Female	526	51
<u>Age</u>	18 to 29 years	320	31
	30 to 49 years	366	36
	50 years and over	337	33
	Not stated	6	1
<u>Education:</u>	Public school	146	14
	High school/college	696	68
	University	177	17
	Not stated	10	1
<u>Income:</u>	Under \$20,000	250	24
	\$20,000 - \$29,999	167	16
	\$30,000 - \$39,999	162	16
	\$40,000 and over	283	28
	Refused	167	16
<u>Mother Tongue:</u>	English	612	59
	French	287	28
	Other	130	13
	Did not state	-	-

Note: Percentages may not add exactly to 100 due to rounding.
 * Less than 0.5%

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

GALLUP WOULD LIKE YOUR OPINION

ADG./86
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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

CARD# 0001-02

STUDY# COL11-13

SERIAL# COL 03-06

WEEK# 0014

ASSIGN# COL 07-10

01

1. In Canada political parties can receive donations from unions and corporations. In your opinion should both unions and corporations be allowed to donate to political parties, unions only, corporations only, or should neither of these organizations be allowed to donate funds?
- BOTH UNIONS AND CORPORATIONS-----1-16
UNIONS ONLY-----2
CORPORATIONS ONLY-----3
NEITHER-----4
DON'T KNOW-----5
NS -----6 *6incold6*

HAND CARD 1

2. 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-----1-17
B RATING-----2
C RATING-----3
D RATING-----4
FAIL RATING-----5
DON'T KNOW-----6
NS -----7 *7incd.17*

- 3a. If you were an unemployed person looking for a job, do you think you'd have an easier time if you were in the under 25 year age group, or in the 50 years and over age group?
- UNDER 25 YEARS-----1-18
50 YEARS AND OVER-----2
DON'T KNOW-----3
NS -----4 *4incol.18*

- b. Is it your impression that unemployment among those under 25 years of age is more serious than it was 5 years ago, or less serious?
- MORE SERIOUS-----1-19
LESS SERIOUS-----2
THE SAME-----3
DON'T KNOW-----4
NS -----5 *5incd.19*

- c. Is it your impression that unemployment among those 50 years and over is more serious than it was 5 years ago, or less serious?
- MORE SERIOUS-----1-20
LESS SERIOUS-----2
THE SAME-----3
DON'T KNOW-----4
NS -----5

4. Regardless of any political feelings you may have, and thinking just of individuals, which man do you think would make the best Prime Minister for Canada, Brian Mulroney, John Turner or Ed Broadbent?
- Brian Mulroney-----1-21
John Turner-----2
Ed Broadbent-----3
NONE OF ABOVE-----4
DON'T KNOW-----5
NS -----6 *a blank*

5. Some people feel that a pharmaceutical company that has spent time and money in developing a new drug should have the protection of a higher price for it, over a period of at least ten years. Others believe that this new drug should be made available to people right away, in a low cost, unbranded form. What do you think - should the drug company be allowed this price protection or should a low cost version be made available right away?
- DRUG COMPANY PROTECTED-----1-22
DRUG AVAILABLE RIGHT AWAY-----2
CAN'T SAY-----3
NS -----4 *CONTINUED ON BACK a blank*

HAND CARD READ LIST (ALTERNATE CARDS A AND B)

- 6. Which of these characteristics would you associate with Brian Mulroney?
- 7. What about John Turner?
- 8. And Ed Broadbent?

	Q.6 MULRONEY		Q.7 TURNER		Q.8 BROADBENT		
	YES	NO/DK/NS	YES	NO	YES	NO/DK/NS	
Is a good leader-----	1-23 X		1-30 X		1-37 X		
Is shrewd-----	2 X		2 X		2 X		
Is likeable as a person-----	3 X		3 X		3 X		
Is trustworthy-----	4-26 X		4-33 X		4-40 X		
Is a good communicator-----	5 X		5 X		5		
Sticks to his principles-----	6 X		6 X		6 X		

NS/NONE OF THESE/DON'T KNOW ---- 7-29 ~~NS~~ 7-36 ~~NS~~ 7-43 ~~NS~~

9a. Which of these four statements best expresses your attitude toward the Commonwealth?

HAND CARD 2

- THE COMMONWEALTH IS A FINE EXAMPLE OF THE WAY IN WHICH WIDELY DIFFERENT PEOPLES OF ALL COLORS, CREEDS AND SOCIAL ECONOMIC LEVELS CAN LIVE AND WORK TOGETHER-----1-44
- IT IS NOTHING VERY SPECTACULAR, BUT IT IS WORTHWHILE AND WE SHOULD CONTINUE TO PLAY OUR PART IN IT-----2
- IT IS A WEAK ORGANIZATION CONTAINING TOO MANY DIFFERENT PEOPLE DIVIDED IN THEIR INTERESTS AND BELIEFS-----3
- IT IS A PALE SHADOW OF THE FORMER BRITISH EMPIRE WITH NO REAL MEANING IN THE WORLD TODAY-----4
- DON'T KNOW-----5

SA

b. If the Commonwealth were dissolved, how concerned would you be - very concerned, fairly concerned or not really concerned at all?

- VERY CONCERNED-----1
- FAIRLY CONCERNED-----2
- NOT REALLY CONCERNED AT ALL-----3
- DON'T KNOW-----4

10a. As a general principle, do you think that homemakers, who do not work outside the home, should be included in the Canada Pension Plan, or should they not be included?

SA

- INCLUDED-----1-45
- NOT INCLUDED-----2
- DON'T KNOW-----3

b. If homemakers who do not work outside the home were included in the Canada Pension Plan, where do you think the necessary monthly payments should come from?
HAND CARD 3

SA

- ENTIRELY FROM GOVERNMENT TAXES-----1-46
- ENTIRELY FROM THE HOMEMAKERS' FAMILY INCOME-----2
- PARTLY FROM GOVERNMENT TAXES & PARTLY FROM THE HOMEMAKERS' FAMILY INCOME--3
- DON'T KNOW-----4

11. Do you think that parents of young children, where both parents work outside the home, should have their child's care paid for...READ LIST AND HAND CARD 4

SA

- ENTIRELY FROM GOVERNMENT TAXES-----1-47
- ENTIRELY FROM THE PARENTS' INCOMES-----2
- PARTLY FROM GOVERNMENT TAXES AND PARTLY FROM THE PARENTS' INCOMES-----3
- DON'T KNOW-----4

CONTINUED

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

LIBERAL-----1 - 46
PROG. CONS.-----2
NDP-----3

OTHER PARTY (WRITE IN)
do not hand tab 4

DS UNDECIDED/NONE-----5
NS REFUSED-----6
NOT ELIGIBLE-----7

none = refused.

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

YES-----
NO-----1 - 49
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)
do not hand tab 6
DON'T KNOW/NONE-----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 "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
SA POST SECONDARY & NON-UNIVERSITY		
COMMUNITY COLLEGE-----5	6	6
C.E.G.E.P.-----5	6	6
OTHER-----5	6	6
(SPECIFY)		
NS/NO FORMAL SCHOOLING-----9		
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 20

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
 75

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?

SA 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
 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

DESIGN OF THE SAMPLE

The Gallup National Omnibus maintains a modified probability sample in all centres over 1,000 in population. A quota sample is used in rural farm and rural non-farm centres. An independent sample of individuals is selected for each survey.

The sampling procedure is designed to produce an approximation of the adult civilian population, 18 years and older, living in Canada except for those persons in institutions such as prisons or hospitals, or those residing in far Northern regions. Survey data can be applied to this population for the purpose of projecting percentages into numbers of people.

The sample design incorporates stratification by six community size groups, based on the 1986 Census data: Cities of 500,000 population and over, those between 100,000 and 500,000, 30,000 to 100,000, 10,000 to 30,000, 1,000 to 10,000 and rural farm and rural non-farm areas.

The population is arrayed in geographic order by community size and within those classifications, by census enumeration areas. Enumeration areas, on the average, contain about 500 to 1,000 people.

A total of 105 enumeration areas are selected randomly from this array. Within urban centres, a random block sampling procedure is used to select starting points for interviewers. The interviewer is provided with a map of the enumeration area, showing the location of the starting point and is required to follow a specified route in the selection of households. Within the household, the youngest male, 18 years and over, at home at the time of the interview, is questioned. If there is no male available, or when the male quota is completed, the youngest available female, 18 years and over is interviewed.

The selection of rural farm and rural non-farm interviewing locations follows the sample design established for urban centres in terms of geographic dispersion and random selection of enumeration areas. Because of the low population density and wide dispersion of households, the random block sampling procedure is replaced by quota sampling based on sex and age.

The design of this sample has been based on population statistics of the Census of Canada, ~~1986~~ 1981

SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following table may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus the figure shown) within which the results or repeated samplings in the same time period could be expected to vary 95% of the time, assuming the same sampling procedure, the same interviewers and the same questionnaire.

The table below shows how much allowance should be made for the sampling error of a percentage:

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE In Percentage Points (At 95 in 100 Confidence Level)*

	<u>Sample Size</u>				
	<u>2000</u>	<u>1000</u>	<u>600</u>	<u>400</u>	<u>200</u>
Percentages near 10	2	2	4	4	5
Percentages near 20	2	3	4	5	7
Percentages near 30	3	4	5	6	8
* Percentages near 40	3	4	5	6	9
Percentages near 50	3	4	5	6	9
Percentages near 60	3	4	5	6	9
Percentages near 70	3	4	5	6	8
Percentages near 80	2	3	4	5	7
Percentages near 90	2	2	4	4	5

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1000 respondents. Then we go to row 'percentages near 30' in the table and go across to the column headed '1000'. The number at this point is 4, which means that the 33% obtained in the sample is subject to a sampling error of plus or minus 4 points. Another way of saying it is that very probably (95 chances out of 100) the true figure would be somewhere between 29 and 37, with the most likely figure the 33 obtained.

*The chances are 95 in 100 that the sampling error is not larger than the figures shown.

COL	1	2	3	4	5	6	7	8	9	0	BL	TOT
1:1	0	0	0	0	0	0	0	0	0	1029	0	1029
1:2	1029	0	0	0	0	0	0	0	0	0	0	1029
1:3	0	0	0	0	1029	0	0	0	0	0	0	1029
1:4	1029	0	0	0	0	0	0	0	0	0	0	1029
1:5	0	1029	0	0	0	0	0	0	0	0	0	1029
1:6	1029	0	0	0	0	0	0	0	0	0	0	1029
1:7	0	40	30	280	369	50	30	90	120	20	0	1029
1:8	409	110	90	80	100	240	0	0	0	0	0	1029
1:9	240	104	70	70	45	30	20	20	20	410	0	1029
1:10	689	240	30	20	0	0	10	20	20	0	0	1029
1:11	104	104	104	104	103	102	102	102	102	102	0	1029
1:13	224	165	306	193	139	0	0	0	0	0	2	1027
1:14	337	587	104	0	0	0	0	0	0	0	1	1028
1:15	379	0	0	0	0	0	0	0	0	0	650	379
1:16	0	521	0	0	0	0	0	0	0	0	508	521
1:17	0	0	586	0	0	0	0	0	0	0	443	586
1:18	0	0	0	306	0	0	0	0	0	0	723	306
1:19	0	0	0	0	572	0	0	0	0	0	457	572
1:20	0	0	0	0	0	291	0	0	0	0	738	291
1:21	0	0	0	0	0	0	171	0	0	0	858	171
1:22	325	0	0	0	0	0	0	0	0	0	704	325
1:23	0	397	0	0	0	0	0	0	0	0	632	397
1:24	0	0	469	0	0	0	0	0	0	0	560	469
1:25	0	0	0	395	0	0	0	0	0	0	634	395
1:26	0	0	0	0	370	0	0	0	0	0	659	370
1:27	0	0	0	0	0	370	0	0	0	0	659	370
1:28	0	0	0	0	0	0	259	0	0	0	770	259

COL	1	2	3	4	5	6	7	8	9	0	BL	TOT
1178	80	75	92	163	165	114	177	163	0	0	0	1029