

INTRODUCTION

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

In total 1025 adults, 18 years of age and over, were personally interviewed in their homes between December 3-6, 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

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SAMPLE CHARACTERISTICS

		<u>NUMBER</u>	<u>PERCENT</u>
<u>NATIONAL</u>		1025	100
<u>Region</u>	Atlantic	92	9
	Quebec	268	26
	Ontario	385	38
	Prairies	171	17
	British Columbia	110	11
<u>Community Size:</u>	Over 100,000	542	53
	10,000 - 100,000	161	16
	Under 10,000	322	32
<u>Sex:</u>	Male	501	49
	Female	524	51
<u>Age</u>	18 to 29 years	316	31
	30 to 49 years	362	35
	50 years and over	333	33
	Not stated	14	1
<u>Education:</u>	Public school	168	16
	High school/college	660	65
	University	195	19
	Not stated	2	*
<u>Income:</u>	Under \$10,000	97	10
	\$10,000 - \$19,999	179	18
	\$20,000 - \$29,999	166	16
	\$30,000 - \$39,999	145	14
	\$40,000 and over	257	25
	Refused	180	18
<u>Mother Tongue:</u>	English	621	61
	French	290	28
	Other	114	11
	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

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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: _____

CARD# CCL01-02

STUDY# CCL11-12

SERIAL# CCL02-06

WEEK# CCL14

SECTION I -- ASK EVERYONE

ASSIGN# CCL07-10

01

1. Do you approve or disapprove of the record of the Progressive Conservative Government, in Ottawa, since the election in September, 1984? SA

APPROVE-----1-20
DISAPPROVE-----2
DON'T KNOW-----3
NS ----- a dash

2. In your opinion, is now a good time to buy major items such as furniture, washing machines, TV sets, etc. or do you think it is better to wait for a while? SA

NOW IS GOOD TIME-----1-21
BETTER TO WAIT-----2
NEITHER-----3
DON'T KNOW-----4
NS ----- a dash

3. Do you think the economic situation in Canada during the next 12 months will get better or will get worse? SA

WILL GET BETTER-----1-22
WILL STAY THE SAME-----2
WILL GET WORSE-----3
NO OPINION-----4
NS ----- a dash

4a. Have you seen or heard anything about the results of the Liberal Convention held last weekend in Ottawa? SA

YES-----1-23 ASK Q.4b
NO-----2 SKIP TO Q.5
DK/NS ----- a dash

IF 'YES' ASK:

b. Do you know if they voted for a leadership review or against it? SA

FOR-----1-24
AGAINST-----2
DON'T KNOW-----3
NS ----- a dash

c. In your opinion, did the delegates make a wise decision with regard to leadership of the Liberal Party, or not? SA

YES, WISE-----1-25
NO, UNWISE-----2
DON'T KNOW-----3
NS ----- a dash

ASK EVERYONE:

5. If you had to make up your mind today, under which Federal Party do you think you and your family would be better off? SA

LIBERAL-----1-26
PROGRESSIVE CONSERVATIVE-----2
N.D.P.-----3
OTHER (SPECIFY)
do not know ----- 4
DK/CAN'T SAY-----5
NS ----- a dash

6. In general, do you think the courts in this area deal too harshly or not harshly enough with criminals? SA

TOO HARSHLY-----1-27
NOT HARSHLY ENOUGH-----2
ABOUT RIGHT-----3
DON'T KNOW-----4
NS ----- a dash

7. In general, would you say that you are satisfied or dissatisfied with the direction in which this country is going? SA

SATISFIED-----1-28
DISSATISFIED-----2
NO OPINION-----3
NS ----- a dash

CONTINUED ON BACK

8a. Which, if any, region of Canada would you say has benefitted most from Confederation - the Atlantic provinces, Quebec, Ontario or the West? RECORD BELOW

8b. And which, if any, region of Canada would you say has benefitted least from Confederation? RECORD BELOW

	SA Ba. BENEFITTED MOST	SA Bb. BENEFITTED LEAST
ATLANTIC PROVINCES-----	1-29	1-30
QUEBEC-----	2	2
ONTARIO-----	3	3
WESTERN PROVINCES-----	4	4
NONE, ALL EQUAL-----	5	5
DON'T KNOW-----	6	6
NS -----	a dash	a dash

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

LIBERAL-----	1-31
PROG. CONS.-----	2
N.D.P.-----	3
OTHER PARTY (WRITE IN)	
do not handtab	4
UNDECIDED/NONE-----	5
NS/REFUSED-----	6
NOT ELIGIBLE-----	7

SA

10a. Did you vote in the last federal election on September 4, 1984?

YES-----	<input type="checkbox"/>
NO-----	1-32
TOO YOUNG-----	2

IF 'YES' ASK:

b. 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 handtab	6
DON'T KNOW/NONE-----	7
NS/REFUSED-----	8

SA

ASK EVERYONE:

11a. On the whole, do you think Mr. Mulroney is or is not an asset to the Conservative Party? RECORD BELOW

b. And do you think John Turner is or is not an asset to the Liberal Party? RECORD BELOW

c. And Ed Broadbent, do you think he is or is not an asset to the New Democratic Party? RECORD BELOW

	SA BRIAN MULRONEY	SA JOHN TURNER	SA ED BROADBENT
YES, IS-----	1-33	1-34	1-35
NO, IS NOT-----	2	2	2
DON'T KNOW-----	3	3	3
NS -----	a dash	a dash	a dash

CONTINUED

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 "O"

Did you graduate from... (LEVEL OF SCHOOLING ATTAINED)? RECORD BELOW

Table with columns: SOME, GRADUATED. Rows include PUBLIC/GRADE SCHOOL, SECONDARY SCHOOL, UNIVERSITY, POST SECONDARY & NON-UNIVERSITY, COMMUNITY COLLEGE, C.E.G.E.P., OTHER, NO FORMAL SCHOOLING, REFUSED.

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
NO-----3
NS-----4 Both->5

What was the year of your birth?
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-----4-78
\$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
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