

**INTRODUCTION**

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

In total 1025 adults, 18 years of age and over, were personally interviewed in their homes between July 3-5, 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

511-1 July/86  
SAMPLE CHARACTERISTICS

		<u>NUMBER</u>	<u>PERCENT</u>
<u>NATIONAL</u>		1025	100
<u>Region</u>	Atlantic	89	9
	Quebec	274	27
	Ontario	363	35
	Prairies	191	19
	British Columbia	107	10
<u>Community Size:</u>	Over 100,000	531	52
	10,000 - 100,000	177	17
	Under 10,000	318	31
<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	334	33
	Not stated	13	1
<u>Education:</u>	Public school	162	16
	High school/college	682	67
	University	179	17
	Not stated	2	*
<u>Income:</u>	Under \$20,000	298	29
	\$20,000 - \$29,999	184	18
	\$30,000 - \$39,999	152	15
	\$40,000 and over	249	24
	Refused	142	14
<u>Mother Tongue:</u>	English	619	60
	French	294	29
	Other	112	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

INTERVIEWER DON'T READ ALOUD. WORDS IN CAPITAL LETTERS / CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES *Quick*  
 SUGGESTED INTRODUCTION: *Quick*

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. *Quick*  
 TIME INTERVIEW STARTED: \_\_\_\_\_

**SECTION I -- ASK EVERYONE**

01

1. How do you think the level of unemployment (I mean the number of people out of work) in the country as a whole, will change over the next 12 months?  
 Will it...READ LIST

Increase sharply?-----1-16  
 Increase slightly?-----2  
 Remain the same?-----3  
 SA Fall slightly?-----4  
 Fall sharply?-----5  
 DON'T KNOW-----6  
 Refused/NS = a blank/dash

2. How do you think the financial situation of your household will change over the next 12 months?  
 Do you think it will...READ LIST

SA Get a lot better?-----1-17  
 Get a little better?-----2  
 Stay the same?-----3  
 Get a little worse?-----4  
 Get a lot worse?-----5  
 DON'T KNOW-----6  
 Refused/NS = a blank/dash

3. Leaving aside your current intentions, would you say you generally think of yourself as a Conservative, a Liberal, a New Democrat or what?  
*None in other*

IF 'UNDECIDED' ASK:  
 Do you generally think of yourself as a little closer to one of the parties than the others?  
 Which party is that?

SA CONSERVATIVE-----1-18  
 LIBERAL-----2  
 N.D.P.-----3  
 OTHER(SPECIFY) \_\_\_\_\_ 4  
 UNDECIDED-----5  
 Refused/NS = a blank/dash

4. About a year ago, the Fraser Report on Prostitution and Pornography recommended a ban on all pornography that involved children, violence or that was degrading. But it was suggested the sale or distribution to adults, of explicit pornography not involving children, violence or degradation, should be allowed.  
 Do you agree with this or not?

SA YES-----1-19  
 NO-----2  
 DON'T KNOW--3  
 Ref/NS = a blank/dash

5. Now thinking about U.S. capital investment in Canada - do you think there is enough now or would you like to see more U.S. capital investment in this country?

CA ENOUGH NOW-----1-20  
 LIKE TO SEE MORE-----2  
 DON'T KNOW-----3  
 Ref/NS = a blank/dash

6. Some experts are suggesting that Canada should buy back a majority control - say 51% - of U.S. companies in Canada. Even though it might mean a big reduction in our standard of living, would you approve of this or not?

SA APPROVE-----1-21  
 DISAPPROVE-----2  
 QUALIFIED-----3  
 DON'T KNOW-----4  
 Ref/NS = a blank/dash  
 CONTINUED ON BACK

7. Do you approve or disapprove of the record of the Progressive Conservative government in Ottawa, since the election in September, 1984? APPROVE-----1-22  
DISAPPROVE-----2  
DON'T KNOW-----3  
Ref/NS = a blank/dash

8. How much confidence do you have in the ability of the United States to deal wisely with present world problems - very great, considerable, little or very little? SA VERY GREAT-----1-23  
CONSIDERABLE-----2  
LITTLE-----3  
VERY LITTLE-----4  
NONE (VOLUNTEERED)-----5  
DON'T KNOW-----6  
Ref/NS = a blank/dash

9. Is it your impression that Canada and the U.S. have been drawing closer together recently or getting further apart? SA CLOSER TOGETHER-----1-24  
FURTHER APART-----2  
THE SAME-----3  
DON'T KNOW-----4  
Ref/NS = a blank/dash

10a. Of every tax dollar that goes to the Federal government in Ottawa, how many cents of each dollar would you say are wasted? X=99 accept 00-97  
CENTS: 25/26 98 = 98 + 0.01  
DON'T KNOW---X  
b. And how many cents of each tax dollar that goes to the government of this province would you say are wasted? CENTS: 27/28  
DON'T KNOW---X  
c. And how many cents of each tax dollar that goes to your local government would you say are wasted? CENTS: 29/30  
DON'T KNOW---X

11. Some businesses have shortened the work week from five to four days. Which would you, yourself prefer - a 40 hour week consisting of four 10-hour days or a 40 hour work week consisting of five 8-hour days? SA FOUR 10-HOUR DAYS-----1-31  
FIVE 8-HOUR DAYS-----2  
UNDECIDED-----3  
Ref/NS = a blank/dash

12. If a federal election were held today, which party's candidate do you think you would favor? LIBERAL-----1-32  
PROG. CONS.-----2  
N.D.P.-----3  
OTHER PARTY (WRITE IN) \_\_\_\_\_ 4  
SA did not vote = Refused  
NONE = Refused  
UNDECIDED-----5  
REFUSED-----6  
NOT ELIGIBLE-----7

13. Did you vote in the last federal election on September 4, 1984? YES-----  
NO-----1-33  
TOO YOUNG-----2  
IF 'YES' ASK: Which party did the candidate for whom you voted represent? SA LIBERAL-----3  
PROG. CONS.-----4  
N.D.P.-----5  
OTHER PARTY (WRITE IN) \_\_\_\_\_ 6  
DON'T KNOW-----7  
NS/REFUSED-----8

CONTINUED

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

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

What is your occupation?  
 SPECIFIC JOB: Standard Galley  
 TYPE OF COMPANY: Occupations Code list 69  
 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?  
 BELOW 1901→78  
 YEAR REFUSED→79, 76

RECORD IF: SA MAH-----1 WOMAH-----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

**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)\***

	Sample Size				
	2000	1000	600	400	200
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	EC	TOT
111	0	0	0	0	0	0	0	0	0	1029	0	1029
112	1029	0	0	0	0	0	0	0	0	0	0	1029
113	0	0	0	0	1029	0	0	0	0	0	0	1029
114	1029	0	0	0	0	0	0	0	0	0	0	1029
115	1029	0	0	0	0	0	0	0	0	0	0	1029
116	1029	0	0	0	0	0	0	0	0	0	0	1029
117	0	40	30	280	364	55	30	100	110	20	0	1029
118	424	110	90	80	90	235	0	0	0	0	0	1029
119	240	110	80	70	61	20	23	20	10	395	0	1029
1110	699	230	10	10	0	10	20	30	20	0	0	1029
1111	103	103	103	103	103	103	103	103	103	102	0	1029
1116	89	274	402	201	21	41	0	0	0	0	1	1028
1117	62	262	537	129	27	10	0	0	0	0	2	1027
1118	303	336	148	53	187	0	0	0	0	0	2	1027
1119	515	476	34	0	0	0	0	0	0	0	4	1025
1120	536	350	137	0	0	0	0	0	0	0	6	1023
1121	369	512	26	121	0	0	0	0	0	0	1	1028
1122	262	622	144	0	0	0	0	0	0	0	1	1028
1123	77	337	331	221	29	34	0	0	0	0	0	1029
1124	342	414	216	54	0	0	0	0	0	0	3	1026
1125	89	162	101	76	194	36	48	12	265	46	0	1029
1126	1	8	18	9	231	3	4	31	231	493	0	1029
1127	122	179	108	69	142	28	38	10	255	78	0	1029
1128	5	12	18	6	267	3	6	22	236	454	0	1029
1129	200	159	69	41	78	15	28	7	275	157	0	1029
1130	14	23	13	5	242	1	3	11	265	452	0	1029
1131	463	508	56	0	0	0	0	0	0	0	2	1027

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COL	1	2	3	4	5	6	7	8	9	0	BL	TOT
1132	326	267	167	18	203	42	5	0	0	0	1	1028
1133	187	26	248	354	118	13	18	65	0	0	0	1029
1134	258	10	58	3	147	25	3	0	0	0	525	504
1135	612	300	117	0	0	0	0	0	0	0	0	1029
1136	374	17	457	57	124	0	0	0	0	0	0	1029
1137	89	82	200	278	60	132	60	126	0	2	0	1029
1138	100	116	136	222	277	143	0	0	15	20	0	1029
1139	96	93	107	101	110	100	98	125	107	92	0	1029
1140	518	511	0	0	0	0	0	0	0	0	0	1029
1141	97	102	86	189	151	110	152	142	0	0	0	1029
1166	612	300	117	0	0	0	0	0	0	0	0	1029
1167	374	17	457	57	124	0	0	0	0	0	0	1029
1168	89	82	200	278	60	132	60	126	0	2	0	1029
1175	100	116	136	222	277	143	0	0	15	20	0	1029
1176	96	93	107	101	110	100	98	125	107	92	0	1029
1177	518	511	0	0	0	0	0	0	0	0	0	1029
1178	97	102	86	189	151	110	152	142	0	0	0	1029