

**INTRODUCTION**

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

In total 1022 adults, 18 years of age and over, were personally interviewed in their homes between June 5-7, 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	1.204	1.333
30 to 49 years	18.01	17.76	0.963	0.815
50 years and over	<u>15.24</u>	<u>17.74</u>	0.847	1.116
	48.90	51.10		

*P.F. Jones*

SAMPLE CHARACTERISTICS

		<u>NUMBER</u>	<u>PERCENT</u>
<u>NATIONAL</u>		1022	100
<u>Region</u>	Atlantic	81	8
	Quebec	266	26
	Ontario	372	36
	Prairies	182	18
	British Columbia	121	12
<u>Community Size:</u>	Over 100,000	541	53
	10,000 - 100,000	135	13
	Under 10,000	347	34
<u>Sex:</u>	Male	500	49
	Female	522	51
<u>Age</u>	18 to 29 years	317	31
	30 to 49 years	362	36
	50 years and over	334	33
	Not stated	9	1
<u>Education:</u>	Public school	171	17
	High school/college	686	67
	University	162	16
	Not stated	4	*
<u>Income:</u>	Under \$10,000	98	10
	\$10,000 - \$19,999	189	18
	\$20,000 - \$29,999	160	16
	\$30,000 - \$39,999	155	15
	\$40,000 and over	231	23
	Refused	190	19
<u>Occupation of Respondent:</u>	Professional/Executive	179	18
	Sales/Clerical	149	15
	Labour	225	22
	Housewife	219	21
	Student	57	6
	Other	172	17
	Did not state	21	2
<u>Mother Tongue:</u>	English	601	59
	French	271	27
	Other	150	15
	Did not state	1	*

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  
 WEEK# C014.

SUGGESTED INTRODUCTION: *separate for men + women.*  
 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

01

1. What do you think is the most important problem facing this country today?

DO NOT READ LIST - ACCEPT ONE RESPONSE ONLY

*mp of 2 alternate*

*mp of 2 = DC*

- ECONOMIC, INFLATION, HIGH PRICES--1-16
- UNEMPLOYMENT-----2
- LABOR UNIONS/STRIKES-----3
- FEAR OF WAR/NUCLEAR WAR-----4
- ENERGY, OIL, GAS PROBLEMS-----5
- GOVERNMENT *deficit*-----6
- OTHER(SPECIFY)-----7
- do not hand tab*-----7
- DEF AN'T SAY-----8
- NS-----9

2. How would you describe business conditions in this community - would you say they are very good, good, not too good, or bad?

- VERY GOOD-----1-17
- GOOD-----2
- NOT TOO GOOD-----3
- BAD-----4
- DON'T KNOW-----5
- NS-----6 in col 17

3. How likely do you think it is that there will be a nuclear war in your lifetime, very likely, somewhat likely, not too likely or not at all likely?

- VERY LIKELY-----1-18
- SOMEWHAT LIKELY-----2
- NOT TOO LIKELY-----3
- NOT AT ALL LIKELY-----4
- DON'T KNOW-----5
- NS-----6 in col 18

4a. Have you heard or read anything about the recent resignation of Sinclair Stevens from his post as Minister of Regional Industrial Expansion?

- YES-----1-19 ASK Q.4b
- NO-----2 GO TO Q.5
- DON'T KNOW-----3
- NS-----4

IF 'YES' ASK:

b. In your opinion, how did the various political parties handle themselves in the parliamentary discussions leading up to Mr. Stevens' resignation -

a. Do you think the Conservative Government members acted in a responsible manner or not?

- YES, DID-----1-20
- NO, DID NOT-----2
- DON'T KNOW-----3
- NS-----4 in col 20

b. And the Liberal members, did they act in a responsible manner or not?

- YES, DID-----1-21
- NO, DID NOT-----2
- DON'T KNOW-----3
- NS-----4 in col 21

c. The N.D.P. members - did they act in a responsible manner or not?

- YES, DID-----1-22
- NO, DID NOT-----2
- DON'T KNOW-----3
- NS-----4 in col 22

d. When allegations of Mr. Stevens' possible conflict of interest first surfaced, some observers said that Prime Minister Mulroney should request his resignation immediately; others thought Mr. Stevens should be given a period of time in which to clear himself. Which do you think was the right course of action?

- IMMEDIATE RESIGNATION ASKED FOR-----1-23
- GIVEN TIME-----2
- DON'T KNOW-----3
- NS-----4 in col 23

CONTINUED ON BACK

ASK EVERYONE:

5a. At present very little of the total electricity used in Canada comes from nuclear power generation, what do you think should happen?

They should increase nuclear generation?-----1-24  
 They should not develop any more than at present?-----2  
 SA They should stop generation of nuclear power?-----3  
 DON'T KNOW-----4  
 NS -----5inc02

READ LIST

b. What would you do if a nuclear power station were to be built in your area - would you agree to SA its being built, would you not oppose it although you would feel anxious about it, or would you oppose it?

AGREE TO ITS BEING BUILT-----1-25  
 NOT OPPOSE THOUGH WOULD FEEL ANXIOUS---2  
 WOULD OPPOSE IT-----3  
 DON'T KNOW-----4  
 NS -----5inc02.25

c. Has the nuclear accident in the Russian Ukraine area of Chernobyl caused you to be more hesitant about Canadian nuclear energy development, or not? SA

YES, HAS-----1-26  
 NO, HAS NOT-----2  
 DON'T KNOW-----3  
 NS -----4inc026

6. Do you think the economic situation in Canada during the next six months will get better or will get worse?

BETTER-----1-27  
 WORSE-----2  
 SA STAY THE SAME-----3  
 DE/NO OPINION-----4  
 NS -----5inc027

7. In general, would you say you are satisfied, or dissatisfied with your standard of living? SA

SATISFIED-----1-28  
 DISSATISFIED-----2  
 DE/UNDECIDED-----3  
 NS -----4inc028

8. The Canadian government is planning a program to assist the people of the developing nations, over the next five years.

From what you have heard or read, in which of the following areas - HAND CARD 1 - is aid most urgently needed? SA

AGRICULTURE-----1-29  
 EDUCATIONAL SYSTEM-----2  
 TRANSPORTATION-----3  
 MANUFACTURING-----4  
 SANITATION & HEALTH-----5  
 BUSINESS & ADMINISTRATIVE SKILLS-----6  
 DON'T KNOW/NONE OF THESE---7  
 NS -----8inc029

ACCEPT ONE RESPONSE ONLY

*mp= alternate*

9a. Have you heard or read anything about the racial policies followed by the government of South Africa? SA

YES-----1-30-ASK Q. 9b  
 NO-----2-SKIP TO Q. 10  
 DE/NS-3

IF 'YES' ASK:

b. What do you think Canada should do about this situation in South Africa?

HAND CARD 2

Here are three possible approaches. Which one do you feel would be the best approach for Canada to take? SA

CANADA SHOULD NOT INTERFERE-----1-31  
 CANADA SHOULD MAINTAIN RELATIONS WITH SOUTH AFRICA, WHILE URGING THEM TO ABANDON THEIR APARTHEID POLICIES-----2  
 CANADA SHOULD CONDEMN SOUTH AFRICA'S POLICIES AND CUT OFF ALL RELATIONS WITH THAT COUNTRY-----3  
 DON'T KNOW-----4  
 NS -----5inc031

CONTINUED

ASK EVERYONE:

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

- LIBERAL-----1-92
- PROG.CON.S-----2
- N.D.P.-----3
- OTHER PARTY (WRITE IN)
- do not hand tab 4
- OK/UNDECIDED-----5
- NS/REFUSED-----6
- NOT ELIGIBLE-----7

SA

*did not vote = Refused*

11. 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.CON.S-----4
- N.D.P.-----5
- OTHER PARTY (WRITE IN)
- do not hand tab 6
- DON'T KNOW-----7
- NS/REFUSED-----8

BASIC DATA 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-----1-63 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 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 "Q"

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
SA POST SECONDARY & NON-UNIVERSITY		
COMMUNITY COLLEGE-----	5	6
C.E.G.E.P.-----	5	6
OTHER-----	5	6
(SPECIFY)		
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 Both→5  
NO-----3  
NS-----4

What was the year of your birth?  
BELOW 1901-98  
YEAR REFUSED 99-96

RECORD IF: SA MA-----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



## 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	10	11	12	BL	TOT
1:1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1:2	1022	0	0	0	0	0	0	0	0	0	0	0	0	0
1:3	0	0	0	0	1022	0	0	0	0	0	0	0	0	0
1:4	1022	0	0	0	0	0	0	0	0	0	0	0	0	0
1:5	0	0	0	0	0	0	0	0	0	1022	0	0	0	0
1:6	1022	0	0	0	0	0	0	0	0	0	0	0	0	0
1:7	9	40	25	270	367	51	40	90	120	10	0	0	0	0
1:8	429	109	85	50	99	249	0	0	1	0	0	0	0	0
1:9	208	131	74	70	50	30	20	15	20	404	0	0	0	0
1:10	593	220	20	10	0	10	19	30	20	0	0	0	0	0
1:11	103	103	102	102	102	102	102	102	102	102	0	0	0	0
1:16	217	445	28	52	7	97	133	42	1	0	0	0	0	0
1:17	90	531	278	85	38	0	0	0	0	0	0	0	0	0
1:18	103	264	306	306	43	0	0	0	0	0	0	0	0	0
1:19	551	435	35	1	0	0	0	0	0	0	0	0	0	0
1:20	143	313	94	1	0	0	0	0	0	0	0	0	471	551
1:21	233	197	121	0	0	0	0	0	0	0	0	0	471	551
1:22	222	167	161	1	0	0	0	0	0	0	0	0	471	551
1:23	232	280	39	0	0	0	0	0	0	0	0	0	471	551
1:24	130	372	410	108	2	0	0	0	0	0	0	0	0	0
1:25	85	166	729	41	1	0	0	0	0	0	0	0	0	0
1:26	629	346	43	4	0	0	0	0	0	0	0	0	0	0
1:27	320	355	263	63	1	0	0	0	0	0	0	0	0	0
1:28	778	208	34	2	0	0	0	0	0	0	0	0	0	0
1:29	436	216	10	67	157	48	83	3	0	0	0	0	0	0
1:30	624	392	6	0	0	0	0	0	0	0	0	0	0	0
1:31	140	248	216	19	1	0	0	0	0	0	0	0	399	624

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT
1:32	272	213	178	0	272	63	16	0	0	0	0	0	0	1022
1:33	171	26	221	342	114	4	28	116	0	0	0	0	0	1022
1:34	270	736	16	0	0	0	0	0	0	0	0	0	0	1022
1:35	106	163	1	0	0	0	0	0	0	0	0	0	752	270
1:36	47	59	0	0	0	0	0	0	0	0	0	0	916	106
1:37	139	98	111	663	10	1	0	0	0	0	0	0	0	1022
1:38	5	3	19	18	7	18	31	18	30	18	5	3	847	175
1:39	4	5	11	0	0	0	0	0	0	15	141	8	838	184
1:40	0	0	0	2	1	1	0	2	1	1	1	0	1013	9
1:44	154	205	0	0	0	0	0	0	0	0	0	0	663	359
1:45	83	5	7	14	26	16	16	0	0	22	14	2	817	205
1:46	2	0	0	0	0	0	0	0	0	0	0	0	1020	2
1:47	0	3	0	0	0	0	0	0	0	0	0	0	1019	3
1:48	0	0	2	0	0	0	0	0	0	0	0	0	1020	2
1:49	0	0	0	9	0	0	0	0	0	0	0	0	1013	9
1:50	0	0	0	0	18	0	0	0	0	0	0	0	1004	18
1:51	0	0	0	0	0	18	0	0	0	0	0	0	1004	18
1:52	0	0	0	0	0	0	12	0	0	0	0	0	1010	12
1:53	0	0	0	0	0	0	0	3	0	0	0	0	1019	3
1:55	0	0	0	0	0	0	0	0	0	5	0	0	1017	5
1:56	0	0	0	0	0	0	0	0	0	0	4	0	1018	4
1:57	5	11	1	6	3	0	0	0	0	0	0	0	956	26
1:63	884	138	0	0	0	0	0	0	0	0	0	0	0	1022
1:64	428	136	457	1	0	0	0	0	0	0	0	0	0	1022
1:65	196	651	141	30	4	0	0	0	0	0	0	0	0	1022
1:66	594	275	152	1	0	0	0	0	0	0	0	0	0	1022
1:67	390	16	462	28	126	0	0	0	0	0	0	0	0	1022

510:1

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT
1!68	78	97	207	272	68	133	53	108	2	4	0	0	0	1022
1!69	83	103	35	116	152	70	33	211	50	148	0	0	21	1001
1!70	85	171	36	64	260	85	32	35	8	195	0	0	51	971
1!71	100	302	217	238	106	56	3	0	0	0	0	0	0	1022
1!72	141	103	30	3	35	0	0	0	0	710	0	0	0	1022
1!73	164	81	17	5	39	0	0	0	0	716	0	0	0	1022
1!74	149	95	749	10	19	0	0	0	0	0	0	0	0	1022
1!75	103	123	111	197	247	180	0	0	18	43	0	0	0	1022
1!76	93	104	89	110	104	107	117	116	96	86	0	0	0	1022
1!77	511	511	0	0	0	0	0	0	0	0	0	0	0	1022
1!78	96	99	89	161	156	103	131	187	0	0	0	0	0	1022
1!79	41	214	767	0	0	0	0	0	0	0	0	0	0	1022

510:1