

**INTRODUCTION**

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

In total 1036 adults, 18 years of age and over, were personally interviewed in their homes between November 6-8, 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

515-1 Nov./86  
SAMPLE CHARACTERISTICS

		<u>NUMBER</u>	<u>PERCENT</u>
<u>NATIONAL</u>		1036	100
<u>Region</u>	Atlantic	93	9
	Quebec	278	27
	Ontario	363	35
	Prairies	183	18
	British Columbia	120	12
<u>Community Size:</u>	Over 100,000	527	51
	10,000 - 100,000	157	15
	Under 10,000	352	34
<u>Sex:</u>	Male	507	49
	Female	529	51
<u>Age</u>	18 to 29 years	320	31
	30 to 49 years	367	35
	50 years and over	338	33
	Not stated	11	1
<u>Education:</u>	Public school	163	16
	High school/college	668	64
	University	204	20
	Not stated	1	*
<u>Income:</u>	Under \$20,000	294	28
	\$20,000 - \$29,999	145	14
	\$30,000 - \$39,999	172	17
	\$40,000 and over	250	24
	Refused	175	17
<u>Mother Tongue:</u>	English	658	64
	French	270	26
	Other	106	10
	Did not state	2	*

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



CARD# 00101-02  
SERIAL# 00103-06

ASSIGN# C6107-10  
STUDY# 211-13

WEEK # 0014

# GALLUP WOULD LIKE YOUR OPINION

515-1  
NOV. /86

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**

*disregard section I - it is going on Quiki Questionnaire*

01

1. To start out, can you tell me what was the highest temperature that we reached here today?  
 SINGLE RESPONSE ONLY - ACCEPT FIRST RESPONSE ONLY  
 SA  
 RESPONDENT REPORTED:  
 IN FAHRENHEIT? \_\_\_\_\_ DEGREES---1-20  
 IN CENTIGRADE? \_\_\_\_\_ DEGREES---2  
 COULD NOT SAY-----3  
 NS \_\_\_\_\_ a dash

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2. In your opinion, should retail outlets in this area be allowed to sell goods or services on Sunday or not?  
 SA  
 YES, SHOULD-----1-21  
 YES, IN SPECIAL CIRCUMSTANCES ONLY (VOLUNTEERED)-----2  
 NO, SHOULD NOT-----3  
 DON'T KNOW-----4  
 NS \_\_\_\_\_ a dash

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3. 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-----1-22  
 CONSIDERABLE-----2  
 LITTLE-----3  
 VERY LITTLE-----4  
 NONE AT ALL-----5  
 DON'T KNOW-----6  
 NS \_\_\_\_\_ a dash

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4. There has been a lot of talk recently about both the level of government spending and the level of unemployment.  
 In your opinion, which should Ottawa give priority to...  
 READ LIST & ALTERNATE BY STARTING WITH (✓)  
 SA (✓) Balancing the budget?-----1-23  
 SA ( ) Reducing unemployment?-----2  
 DON'T KNOW-----3  
 NS \_\_\_\_\_ a dash

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- 5a. Turning now to international affairs. In your opinion are the views expressed by Canada its own independent view, or do you think they are unduly affected by the views of other countries?  
 SA  
 INDEPENDENT CANADIAN VIEW-----1-24  
 UNDUPLY AFFECTED BY OTHER COUNTRIES VIEWS-----2-ASK  
 DON'T KNOW-----3 Q.5b  
 NS \_\_\_\_\_ a dash gpt: S, F

**IF 'UNDUPLY AFFECTED BY OTHER COUNTRIES VIEWS' ASK:**

- b. What country are you thinking of?  
 SA  
 U.S.A.-----1-25  
 BRITAIN-----2  
 OTHER (SPECIFY) \_\_\_\_\_ 3  
 NONE IN PARTICULAR-----4  
 DON'T KNOW-----5 a dash  
 NS \_\_\_\_\_

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**ASK EVERYONE:**

- 6a. In your opinion, should the government spend more or less tax money on promoting amateur sports in Canada?  
 SA  
 MORE-----1-26  
 LESS-----2  
 ABOUT SAME-----3  
 DON'T KNOW-----4  
 NS \_\_\_\_\_ a dash
- b. Do you think there should be greater government involvement in encouraging young girls to participate in amateur sports in Canada?  
 SA  
 YES, SHOULD-----1-27  
 NO, SHOULD NOT-----2  
 DON'T KNOW-----3  
 NS \_\_\_\_\_ a dash

CONTINUED ON BACK

- 7a. Thinking of your retirement years, would you say you tend to worry often, sometimes or almost never about having enough money available for your retirement years? SA
- OFTEN-----1-28  
SOMETIMES-----2  
ALMOST NEVER-----3  
DON'T KNOW-----4  
NS ----- a dash
- b. To ensure that all Canadians have an adequate income upon retirement, which of the following do you think we should place most reliance on? SA
- INDIVIDUAL CANADIANS-----1-29  
PRIVATE SECTION PENSION PLANS-----2  
GOVERNMENT PENSIONS-----3  
DON'T KNOW-----4  
NS ----- a dash
- HAND CARD 1

8. As you probably know, millions of dollars are collected every year to pay the expenses of charitable organizations that provide help and support. These funds come primarily from three sources - from government, from business organizations and from individual Canadians. Of these three, do you think there is any one group that is not doing its fair share? SA
- GOVERNMENT-----1-30  
BUSINESS-----2  
INDIVIDUALS-----3  
NONE, ALL DOING SHARE-----4  
DON'T KNOW-----5  
NS ----- a dash
- HAND CARD 2

9. How do you feel about the level of government funding of the public education system in your province. Would you favor or oppose increased funding...READ LIST
- |  | FAVOR | OPPOSE | DON'T KNOW | NS=    |
|--|-------|--------|------------|--------|
| SA a) - for the public schools? -----        | 1     | 2      | 3 - 31     | a dash |
| SA b) - for the high schools?-----           | 1     | 2      | 3 - 32     |        |
| SA c) - for post-high school education?----- | 1     | 2      | 3 - 33     |        |

10. And if additional funding is provided for education, do you think this should come from higher taxes, or from the government giving more to education and less to something else? SA
- HIGHER TAXES-----1-34  
MORE TO EDUCATION, LESS TO  
SOMETHING ELSE-----2  
BOTH-----3  
DON'T KNOW-----4  
NS ----- a dash

- 11a. Now on paternity leave - do you approve or disapprove of the idea of fathers having a paid leave of absence from work after the birth of a child? IF 'APPROVE' ASK:
- APPROVE-----1-35 ASK Q.11b  
DISAPPROVE-----2  
DON'T KNOW-----3  
NS ----- a dash } go to Q.11b
- b. How long a period of paid leave of absence for fathers would you suggest? SA
- UP TO ONE WEEK-----1-36  
2 - 3 WEEKS-----2  
ONE MONTH-----3  
2 - 3 MONTHS-----4  
OVER 3 MONTHS-----5  
DON'T KNOW-----6  
NS ----- a dash
- HAND CARD 3

- ASK EVERYONE:
12. If a federal election were held today, which party's candidate do you think you would favor? SA
- LIBERAL-----1-37  
PROG.CON.S.-----2  
N.D.P.-----3  
OTHER PARTY (WRITE IN)  
do not handtab 4  
UNDECIDED/NONE-----5  
NS/REFUSED-----6  
NOT ELIGIBLE-----7

CONTINUED

3

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

YES-----  
NO-----1-99  
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)

do not hand tick 6

DON'T KNOW/NONE-----7

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

What is your occupation?

SPECIFIC JOB: Standard Galley  
 TYPE OF COMPANY: Occupations Code List  
 CHECK IF: ( ) STUDENT  
 ( ) HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB: Standard Galley  
 TYPE OF COMPANY: Occupations Code List

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→78  
 YEAR REFUSED→76

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-----4-72  
 \$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	0	BL	TOT
1136	155	145	69	41	36	17	0	0	0	7	567	470
1137	294	223	211	6	236	61	6	0	0	0	0	1037
1138	159	18	227	352	148	8	24	89	0	0	12	1025
1139	276	1	0	0	0	0	0	0	0	720	40	997
1140	340	138	69	79	15	16	111	71	12	146	40	997
1141	276	0	0	1	0	0	0	0	0	720	40	997
1142	332	181	56	95	14	14	89	57	19	140	40	997
1145	655	269	111	2	0	0	0	0	0	0	0	1037
1146	402	10	429	75	121	0	0	0	0	0	0	1037
1147	80	89	192	245	78	150	67	133	1	2	0	1037
1148	89	148	136	188	249	182	0	0	13	32	0	1037
1149	94	100	103	100	94	96	99	111	114	126	0	1037
1150	519	518	0	0	0	0	0	0	0	0	0	1037
1151	108	95	89	143	172	110	145	175	0	0	0	1037
1158	20	18	18	18	18	18	18	18	18	16	857	180
1163	869	103	0	0	0	0	0	0	0	0	65	972
1164	422	147	403	0	0	0	0	0	0	0	65	972
1165	188	645	111	28	0	0	0	0	0	0	65	972
1166	659	266	112	0	0	0	0	0	0	0	0	1037
1167	441	10	429	36	121	0	0	0	0	0	0	1037
1168	83	91	190	238	80	150	66	136	1	2	0	1037
1169	112	101	29	97	151	69	28	211	40	119	80	957
1170	108	152	45	48	263	68	34	48	7	164	100	937
1171	124	278	205	231	82	51	1	0	0	0	65	972
1172	104	122	30	6	24	0	0	0	0	686	65	972
1173	144	62	14	6	22	0	0	0	0	724	65	972
1174	138	94	703	11	26	0	0	0	0	0	65	972

COL	1	2	3	4	5	6	7	8	9	0	BL	TOT
1175	94	146	135	190	242	182	0	0	14	34	0	1037
1176	92	99	106	100	95	95	98	111	114	127	0	1037
1177	515	522	0	0	0	0	0	0	0	0	0	1037
1178	112	93	88	138	169	109	148	180	0	0	0	1037
1179	43	210	719	0	0	0	0	0	0	0	65	972