

INTRODUCTION

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

In total 1038 adults, 18 years of age and over, were personally interviewed in their homes between October 2-4, 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>Age:</u>	<u>Male</u>	<u>Female</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>		1038	100
<u>Region</u>	Atlantic	108	10
	Quebec	270	26
	Ontario	358	34
	Prairies	184	18
	British Columbia	118	11
<u>Community Size:</u>	Over 100,000	550	53
	10,000 - 100,000	166	16
	Under 10,000	322	31
<u>Sex:</u>	Male	508	49
	Female	530	51
<u>Age</u>	18 to 29 years	323	31
	30 to 49 years	369	36
	50 years and over	340	33
	Not stated	6	1
<u>Education:</u>	Public school	178	17
	High school/college	692	67
	University	167	16
	Not stated	1	*
<u>Income:</u>	Under \$20,000	263	25
	\$20,000 - \$29,999	178	17
	\$30,000 - \$39,999	195	19
	\$40,000 and over	249	24
	Refused	153	15
<u>Mother Tongue:</u>	English	641	62
	French	280	27
	Other	117	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

STUDY# 11-13 WEEK# CCL14
INTERVIEWER DON'T READ ALOUD, WORDS IN CAPITAL LETTERS / CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES
SEPARATE FOR MENT WOMEN

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

NONE = 00
ACCEPT 01-96
97 = 97 to 99
98 = 100 or more
99 = DK/NS
HOURS: _____ 20/21
100 HOURS OR MORE---XX
DON'T KNOW-----VV
[01]

1a. At your best estimate, how many hours of work - either in the workplace or at home - did you do in the past week?

MORE-----1-22
LESS-----2
THE SAME-----3
DON'T KNOW-----4

1b. And in comparison to last year, are you now working more hours per week, less, or about the same?

SA MORE-----1-22
LESS-----2
THE SAME-----3
DON'T KNOW-----4 NS = -

2a. Do you think smoking should be generally allowed in the workplace, do you think specific areas should be designated as smoking areas, or do you think smoking should not be permitted in the workplace?

SA GENERALLY ALLOWED-----1-23
DESIGNATED AREAS-----2
NOT PERMITTED-----3
DON'T KNOW-----4 NS = -

2b. And what about on airlines. Do you think smoking should be generally allowed on airplanes, do you think specific areas should be designated as smoking areas, or do you think smoking should not be permitted on airplanes?

SA GENERALLY ALLOWED-----1-24
DESIGNATED AREAS-----2
NOT PERMITTED-----3
DON'T KNOW-----4 NS = -

2c. Have you, yourself, smoked any cigarettes in the past week?

SA YES-----1-25
NO-----2 NS = -

3. In your opinion, is the number of international terrorist attacks, such as bombings and hijackings, increasing, decreasing or remaining the same?

SA INCREASING-----1-26
DECREASING-----2
THE SAME-----3
DON'T KNOW-----4 NS = -

4. If you were thinking of travelling outside Canada or the U.S., would the thought of terrorism alter your travel ideas, or not?

SA YES, ALTER-----1-27
NO, WOULD NOT-----2
DON'T KNOW-----3 NS = -

5a. Do you agree or disagree, with the idea that there is an epidemic of illegal drug use in Canada?

SA AGREE-----1-28
DISAGREE-----2
DON'T KNOW-----3 NS = -

5b. And do you agree or disagree, that people with special responsibility for Canada, like politicians or teachers, should be medically tested to find out whether or not they use illegal drugs?

SA AGREE-----1-29
DISAGREE-----2
DON'T KNOW-----3 NS = -

5c. Do you agree or disagree, that employers should have the right to test everyone they employ, for the illegal use of drugs?

SA AGREE-----1-30
DISAGREE-----2
DON'T KNOW-----3 NS = -

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

SA WILL GET BETTER-----1-31
WILL STAY THE SAME-----2
WILL GET WORSE-----3
DK/NO OPINION-----4 NS = -

CONTINUED ON BACK

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- 7a. Have you heard or read anything about unidentified flying objects - UFO's? SA YES-----1--ASK Q.7b
NO-----2--GO TO Q.8 NS=-
- IF 'YES' ASK:
- b. Have you, yourself, ever seen anything you thought was a UFO? SA YES-----1-33 NS=-
NO-----2
- c. In your opinion, are they something real, or just people's imagination? SA REAL-----1-34
PEOPLE'S IMAGINATION-----2 NS=-
DON'T KNOW-----3
- d. Do you think there are people somewhat like ourselves living on other planets in the universe, or not? SA YES, ARE-----1-35
NO, ARE NOT-----2 NS=-
DON'T KNOW-----3

ASK EVERYONE:

8. Which of the following do you believe in?

HAND CARD 1

MP.

NS=-

- ANGELS-----1-36
ESP (EXTRA SENSORY PERCEPTION)-----2
DEVILS-----3
PRECOGNITION (THE FEELING THAT SOMETHING IS GOING TO HAPPEN THAT HASN'T ACTUALLY HAPPENED)-----4-39
DEJA VU (THE FEELING THAT YOU HAVE BEEN SOMEPLACE YOU NEVER HAVE BEEN BEFORE - OR DONE SOMETHING YOU HAVE NOT DONE BEFORE)-----5
ASTROLOGY-----6
SASQUATCH (BIGFOOT)-----7-42
THE LOCH NESS MONSTER-----8
GHOSTS-----9
WITCHES-----0-43
NONE OF THEM-----X-46
DK -----V inc

9. If a national referendum - a public vote - were held today on the question of capital punishment - this is executing a person for murder - would you vote for re-instating the death penalty in Canada, or would you vote against re-instating it? SA FOR DEATH PENALTY-----1-47
AGAINST DEATH PENALTY-----2
QUALIFIED (SPECIFY) ~~XXXXXX~~ 3
NO OPINION-----4
DK -----5 in col

10. If a federal election were held today, which party's candidate do you think you would favor? LIBERAL-----1 - 48
PROG. CONS.-----2
NDP-----3
SA OTHER PARTY (WRITE IN) Don't handtab 4
DK/UNDECIDED/NONE-----5
REFUSED-----6
NOT ELIGIBLE-----7

11. 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? SA LIBERAL-----3
PROG. CONS.-----4
N. D. P.-----5
OTHER PARTY (WRITE IN) Don't handtab 6
DON'T KNOW/NONE-----7
REFUSED-----8

CONTINUED

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-----1-65 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

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 Stallop
TYPE OF COMPANY: Occupations Code List
CHECK IF: () STUDENT () HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY
SPECIFIC JOB: Standard Stallop
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 Both→5
YES, MY SPOUSE-----2
NO-----3
NS→4

What was the year of your birth?
BELOW 1901→98
YEAR REFUSED→99
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-----4-77
\$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	11	12	BL	TOT
111	0	0	0	0	0	0	0	0	0	1038	0	0	0	1038
112	1038	0	0	0	0	0	0	0	0	0	0	0	0	1038
113	0	0	0	0	1038	0	0	0	0	0	0	0	0	1038
114	1038	0	0	0	0	0	0	0	0	0	0	0	0	1038
115	0	0	0	1038	0	0	0	0	0	0	0	0	0	1038
116	1038	0	0	0	0	0	0	0	0	0	0	0	0	1038
117	0	60	30	270	360	48	30	100	120	20	0	0	0	1038
118	420	120	90	80	90	238	0	0	0	0	0	0	0	1038
119	240	110	70	70	40	30	20	20	20	418	0	0	0	1038
1110	708	220	20	10	0	10	20	30	20	0	0	0	0	1038
1111	104	104	104	104	104	104	104	104	103	103	0	0	0	1038
1120	73	91	103	209	141	113	61	45	12	74	72	44	0	1038
1121	13	43	12	47	155	29	18	37	4	564	72	44	0	1038
1122	221	186	617	13	0	0	0	0	0	0	0	0	1	1037
1123	179	585	240	34	0	0	0	0	0	0	0	0	0	1038
1124	60	517	428	33	0	0	0	0	0	0	0	0	0	1038
1125	402	632	0	0	0	0	0	0	0	0	0	0	4	1034
1126	795	43	161	38	0	0	0	0	0	0	0	0	1	1037
1127	611	291	127	0	0	0	0	0	0	0	0	0	9	1029
1128	783	173	82	0	0	0	0	0	0	0	0	0	0	1038
1129	677	295	66	0	0	0	0	0	0	0	0	0	0	1038
1130	552	409	77	0	0	0	0	0	0	0	0	0	0	1038
1131	249	361	347	81	0	0	0	0	0	0	0	0	0	1038
1132	721	315	0	0	0	0	0	0	0	0	0	0	2	1036
1133	86	637	0	0	0	0	0	0	0	0	0	0	315	723
1134	372	201	151	0	0	0	0	0	0	0	0	0	314	724
1135	377	218	129	0	0	0	0	0	0	0	0	0	314	724

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COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT
1168	94	97	216	250	69	141	53	116	0	2	0	0	0	1038
1169	83	87	39	107	149	82	20	235	48	130	0	0	58	980
1170	83	161	45	76	251	94	25	31	14	184	0	0	74	964
1171	111	295	200	231	108	59	1	0	0	0	0	0	33	1005
1172	121	121	39	4	15	0	0	0	0	705	0	0	33	1005
1173	149	80	19	2	17	0	0	0	0	738	0	0	33	1005
1174	158	101	703	16	27	0	0	0	0	0	0	0	33	1005
1175	114	132	142	191	260	160	0	0	11	28	0	0	0	1038
1176	78	103	110	117	105	93	119	108	118	87	0	0	0	1038
1177	514	524	0	0	0	0	0	0	0	0	0	0	0	1038
1178	85	86	93	175	194	110	139	156	0	0	0	0	0	1038
1179	31	229	745	0	0	0	0	0	0	0	0	0	33	1005