

INTRODUCTION

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

In total 1020 adults, 18 years of age and over, were personally interviewed in their homes between September 11-13, 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

513-1 Sept/86
SAMPLE CHARACTERISTICS

		<u>NUMBER</u>	<u>PERCENT</u>
<u>NATIONAL</u>		1020	100
<u>Region</u>	Atlantic	109	11
	Quebec	261	26
	Ontario	352	35
	Prairies	181	18
	British Columbia	116	11
<u>Community Size:</u>	Over 100,000	537	53
	10,000 - 100,000	171	17
	Under 10,000	313	31
<u>Sex:</u>	Male	499	49
	Female	521	51
<u>Age</u>	18 to 29 years	317	31
	30 to 49 years	363	36
	50 years and over	334	33
	Not stated	6	1
<u>Education:</u>	Public school	125	12
	High school/college	667	65
	University	227	22
	Not stated	-	-
<u>Income:</u>	Under \$20,000	263	26
	\$20,000 - \$29,999	153	15
	\$30,000 - \$39,999	163	16
	\$40,000 and over	279	27
	Refused	162	16
<u>Mother Tongue:</u>	English	666	65
	French	235	23
	Other	119	12
	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

51342
SEPT/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.

separate for Men + Women.

TIME INTERVIEW STARTED: _____

CARD# C0101-02

STUDY# C0111-13

SECTION I -- ASK EVERYONE

SERIAL# C0103-06

WEEK# C0114 01

ASSIGN# C0107-10

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

	APPROVE-----1-20
	DISAPPROVE-----2
SA	DON'T KNOW-----3
	NS -----4 in col 20.

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?

	NOW IS GOOD TIME-----1-21
	BETTER TO WAIT-----2
SA	NEITHER-----3
	DON'T KNOW-----4
	NS -----5 in col 21

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

	WILL GET BETTER-----1-22
	WILL STAY THE SAME-----2
SA	WILL GET WORSE-----3
	DK/NO OPINION-----4
	NS -----5 in col 22

4. Regardless of any political feelings you may have, and thinking just of individuals, which man do you think would make the best Prime Minister for Canada - Brian Mulroney, John Turner or Ed. Broadbent?

	BRIAN MULRONEY-----1-23
	JOHN TURNER-----2
	ED. BROADBENT-----3
SA	NONE OF ABOVE-----4
	DON'T KNOW-----5
	NS -----6 in col 23

- 5a. Do you think political favoritism and corruption in Ottawa are increasing or decreasing?

	INCREASING-----1-24
	DECREASING-----2
SA	ABOUT THE SAME-----3
	DON'T KNOW-----4
	NS -----5 in col 24

- b. How about political favoritism and corruption in your own province - is it increasing or decreasing?

	INCREASING-----1-25
	DECREASING-----2
SA	ABOUT THE SAME-----3
	DON'T KNOW-----4
	NS -----5 in col 25

6. Do you presently have a license to drive a car?

	YES-----1-26
	NO-----27-GO TO Q. 8
	Ref/NS -3

- IF 'YES' ASK:
 7. In the Scandinavian countries, the rate of automobile accidents has been cut significantly through the use of car headlights even in daylight hours.
 - a. Do you find that you, yourself, are tending to use your headlights when driving during the day more now than you used to, or not?

	YES-----1-27
	NO-----2
SA	DON'T KNOW-----3
	NS -----4 in col 27

 - b. Would you favor or oppose a law that would make compulsory a device on all new cars built that would automatically turn on headlights when the car's motor is started?

	FAVOR-----1-28
	OPPOSE-----2
SA	DON'T KNOW-----3
	NS -----4 in col 28

- ASK EVERYONE:
 8. As you may know, sixteen is the minimum age at which you are allowed to drive, in Canada.

	FAVOR-----1-29
	OPPOSE-----2
SA	DON'T KNOW-----3
	NS -----4 in col 29

CONTINUED ON BACK

ASK EVERYONE:

9. Do you think Canada would be better off, or worse off, if U.S. goods were allowed in here without tariff or customs charges and Canadian goods were allowed in the U.S. free?
 SA BETTER OFF-----1-30
 WORSE OFF-----2
 DK/CAN'T SAY-----3
 NS ----- 4incol30

10a. From what you have heard or read, where do you think Canada stands as far as taking in international refugees - do you think we are doing more than our share, or less than our share, compared with other countries?
 SA MORE-----1-31
 LESS-----2
 SAME-----3
 DON'T KNOW-----4
 NS ----- 5incol31

10b. And do you think that Canada should have a policy that would allow us to accept more or accept fewer refugees?
 SA POLICY TO ACCEPT MORE-----1-32
 POLICY TO ACCEPT FEWER-----2
 NO CHANGE IN POLICY-----3
 DON'T KNOW-----4
 NS ----- 5incol32

11a. Do you have occasion to use alcohol drinks - such as beer, wine or spirits - or are you a total abstainer?
 SA YES, USE ALCOHOL-----1-33
 TOTAL ABSTAINER-----2
 Ref/NS ----- 3incol33

b. Do you favor or oppose a national law that would raise the legal drinking age to 21 years?
 SA FAVOR-----1-34
 OPPOSE-----2
 DON'T KNOW-----3
 NS ----- 4incol34

12. From time to time, suggestions are made about turning over certain operations that are now under government control or management, to the private sector.

Which of the following sectors do you think would be better and more efficiently managed if it was turned over entirely to private sector management?
 HAND CARD 1

MP

GARBAGE COLLECTION-----1-35
 GOVERNMENT BUILDING MANAGEMENT & MAINTENANCE-----2
 MANAGEMENT OF HOSPITALS-----3
 GOVERNMENT PRINTING & PUBLISHING-----4-38
 HOUSEHOLD MAIL DELIVERY-----5
 TRAIN TRANSPORTATION-----6
 AIRLINE TRANSPORTATION-----7-41
 HOUSING FOR ELDERLY PEOPLE-----8
 OTHER SERVICES FOR ELDERLY PEOPLE-----9
 CHILD CARE FOR PRE-SCHOOL CHILDREN-----0-44
 NONE OF THE ABOVE-----X-45
 DK/NS ----- V incol4

13. If a federal election were held today, which party's candidate do you think you would favor?
 LIBERAL-----1 - 46
 PROG. CONS.-----2
 NDP-----3

SA OTHER PARTY (WRITE IN)
do not hand tab 4
 UNDECIDED/NONE-----5
 REFUSED-----6
 NOT ELIGIBLE-----7

14. Did you vote in the last federal election on September 4, 1984?
 YES-----
 NO-----1 - 47
 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 tab 6
 DON'T KNOW/NONE-----7
 NS/REFUSED-----8

CONTINUED

Here is a card listing characteristics which may or may not be used to describe people. HAND CARD 2

Would you look at it please, and tell me which ones, if any, you yourself associate with Brian Mulroney? RECORD BELOW UNDER Q.15a

b. And which do you associate with John Turner? RECORD BELOW UNDER Q. 15b

c. And Ed. Broadbent? RECORD BELOW UNDER Q. 15c

	<u>MP</u> <u>Q.15a</u> <u>MULRONEY</u>	<u>MP</u> <u>Q.15b</u> <u>TURNER</u>	<u>MP</u> <u>Q.15c</u> <u>BROADBENT</u>
IS A GOOD LEADER-----	1-7	1-14	1-21
IS SHREWD-----	2	2	2
IS LIKEABLE AS A PERSON-----	3	3	3
IS TRUSTWORTHY-----	4-10	4-17	4-24
IS A GOOD COMMUNICATOR-----	5	5	5
STICKS TO HIS PRINCIPLES-----	6	6	6
NONE OF ABOVE/DON'T KNOW-----	7-13	7-20	7-27
NS -----	8	8	8

02

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-----1-6 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 "0"

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 Station
 TYPE OF COMPANY: Occupations Code List 29
 CHECK IF: () STUDENT
 () HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY
 SPECIFIC JOB? Standard Station
 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→78
 YEAR REFUSED→79

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-----4-78
 \$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	0	11	BL	TOT
1!1	0	0	0	0	0	0	0	0	0	1020	0	0	1020
1!2	1020	0	0	0	0	0	0	0	0	0	0	0	1020
1!3	0	0	0	0	1020	0	0	0	0	0	0	0	1020
1!4	1020	0	0	0	0	0	0	0	0	0	0	0	1020
1!5	0	0	1020	0	0	0	0	0	0	0	0	0	1020
1!6	0	1020	0	0	0	0	0	0	0	0	0	0	1020
1!7	10	40	30	250	350	40	50	90	120	30	0	0	1020
1!8	430	100	90	80	90	230	0	0	0	0	0	0	1020
1!9	230	100	80	60	50	20	20	20	10	430	0	0	1020
1!10	690	230	20	10	0	10	20	20	20	0	0	0	1020
1!11	102	102	102	102	102	102	102	102	102	102	0	0	1020
1!20	267	528	223	0	0	0	0	0	0	0	0	2	1018
1!21	510	323	98	89	0	0	0	0	0	0	0	0	1020
1!22	293	244	421	62	0	0	0	0	0	0	0	0	1020
1!23	266	163	270	223	98	0	0	0	0	0	0	0	1020
1!24	496	127	272	124	0	0	0	0	0	0	0	1	1019
1!25	358	200	305	156	0	0	0	0	0	0	0	1	1019
1!26	844	176	0	0	0	0	0	0	0	0	0	0	1020
1!27	393	443	7	0	0	0	0	0	0	0	0	177	843
1!28	578	227	38	0	0	0	0	0	0	0	0	177	843
1!29	636	338	30	0	0	0	0	0	0	0	0	16	1004
1!30	429	386	189	0	0	0	0	0	0	0	0	16	1004
1!31	729	87	136	68	0	0	0	0	0	0	0	0	1020
1!32	195	587	168	69	0	0	0	0	0	0	0	1	1019
1!33	801	219	0	0	0	0	0	0	0	0	0	0	1020
1!34	643	336	40	0	0	0	0	0	0	0	0	1	1019
1!35	373	0	0	0	0	0	0	0	0	0	0	647	373

513:2

