

INTRODUCTION

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

In total 1035 adults, 18 years of age and over, were personally interviewed in their homes between December 2-5, 1987.

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

separate for men + women.

GALLUP WOULD LIKE YOUR OPINION

528-1
DEC/87

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: _____
CARD# 001-02
SERIAL# 003-06
ASSIGN# 007-10
SECTION 1 --- ASK EVERYONE

STUDY# 011-13
WEEK# 0014

ASSIGNMENT # _____
RESPONDENT # _____

01

CODERS
PLEASE
DISREGARD

SECT
it was picked
upon the
Quiki

1. In general, would you say that you are satisfied or dissatisfied with the direction in which this country is going? **SA**
SATISFIED-----1-20
DISSATISFIED-----2
NO OPINION-----X
NS ----- a dash

2. Do you approve or disapprove of the record of the Progressive Conservative Government, in Ottawa, since the election in September, 1984? **SA**
APPROVE-----1-21
DISAPPROVE-----2
DON'T KNOW-----X
NS ----- a dash

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-----X
NS ----- a dash

4a. On the whole, do you think Mr. Mulroney is or is not an asset to the Conservative Party? **RECORD BELOW**

4b. And do you think John Turner is or is not an asset to the Liberal Party? **RECORD BELOW**

4c. And Ed Broadbent, do you think he is or is not an asset to the New Democratic Party? **RECORD BELOW**

	SA BRIAN MULRONEY	SA JOHN TURNER	SA ED BROADBENT
YES, IS-----	1-23	1-24	1-25
NO, IS NOT-----	2	2	2
DON'T KNOW-----	X	X	X
NS -----	a dash	a dash	a dash

5. There's a lot of discussion about the way morals and sex are changing in this country. What is your opinion on this - do you think it is wrong for a man and woman to have sexual relations before marriage or not? **SA**
YES, WRONG-----1-26
NO, NOT WRONG-----2
UNDECIDED-----X
NS ----- a dash

6. Do you believe that morals are improving or deteriorating?
READ LIST

	IMPROV- ING	DETER- IOR- ATING	NO CHANGE	DK	NS= a dash
SA a. Morals?-----	1	2	3	X - 27	↓
SA b. and Honesty?-----	1	2	3	X	
SA c. and Happiness?-----	1	2	3	X	
SA d. and Peace of Mind?-----	1	2	3	X - 30	

CONTINUED ON BACK

7. Do you think Canada should continue to pay allegiance to the Queen, or do you think we should become a republic with an elected president? SA

SHOULD PAY ALLEGIANCE-----1-31
 SHOULD BECOME A REPUBLIC-----2
 CAN'T SAY-----X
 NS ----- a dash

8. On the whole, would you say your interest in Canadian politics has increased over the past five years, or has it lessened? SA

INCREASED-----1-32
 DECREASED-----2
 THE SAME-----3
 CAN'T SAY/DK-----X
 NS ----- a dash

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

LIBERAL-----1-33
 PROG. CONS.-----2
 N.D.P.-----3
 OTHER PARTY (WRITE IN)
 do not hand tab ----- 4
 UNDECIDED/NONE-----5
 REFUSED NS-----6
 NOT ELIGIBLE-----7

10a. Did you vote in the last federal election on September 4, 1984?

YES----- ()
 NO-----1-34
 TOO YOUNG-----2

IF 'YES' ASK:

10b. 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
 REFUSED NS-----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
 MID/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

	SOME	GRADUATED
PUBLIC/GRADE SCHOOL-----1-68	2	2
SECONDARY SCHOOL-----3	4	4
UNIVERSITY-----7	8	8
POST SECONDARY & NON-UNIVERSITY		
COMMUNITY COLLEGE-----5	6	6
C.E.G.E.P.-----5	6	6
OTHER-----5	6	6
(SPECIFY)		
NO FORMAL SCHOOLING-----9		
NS/REFUSED-----0		

What is your occupation?
 SPECIFIC JOB: Standard Stallup
 TYPE OF COMPANY: Occupations Code list 29
 CHECK IF: () STUDENT
 () HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY
 SPECIFIC JOB: Standard Stallup
 TYPE OF COMPANY: Occupations Code list 29

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→78
 YEAR REFUSED→76
 RECORD IF: SA MAH-----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