

INTRODUCTION

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

In total 1026 adults, 18 years of age and over, were personally interviewed in their homes between May 6-9, 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.

GALLUP WOULD LIKE YOUR OPINION 521-1 MAY, 1987

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# CCL 01-02**

ASSIGNMENT #: _____

RESPONDENT #: _____

SECTION I --- ASK EVERYONE
SERIAL# CCL 03-06
ASSIGN# CCL 07-10
STUDY# CCL 11-13 **WEEK# CCL 14** **01**

1. What do you think is the ideal number of children for a family to have? **SA** 0 1 2 3 4 5 6 OR MORE -20
 () CAN'T SAY **NS/DK: a dash**

* Codes - ignore sec I it will on The Shick!

2a. Have you, yourself smoked any cigarettes in the past week? **SA**
YES-----1--ASK Q.2b -21
NO-----2--GO TO Q.3
DK/NS - a dash

IF 'YES' ASK:

2b. How likely do you think it is that you will be smoking a year from now? **SA**
READ ALOUD
 Very likely?-----1-22
 Fairly likely?-----2
 Not too likely?-----3
 Not at all likely?-----4

DON'T KNOW-----5
 NS ----- a dash

ASK EVERYONE:

3a. Do you approve or disapprove, of the proposed law to ban advertising of cigarettes and all other tobacco products? **SA**
 APPROVE-----1-29
 DISAPPROVE-----2
 DON'T KNOW-----3
 NS ----- a dash

3b. In your opinion, if this law is brought into effect, will tobacco consumption be likely to increase, decrease, or remain the same? **SA**
 INCREASE-----1-24
 DECREASE-----2
 REMAIN THE SAME-----3
 DON'T KNOW-----4
 NS ----- a dash

3c. Would you support, or oppose, a total ban by the government on the sale of tobacco products? **SA**
 SUPPORT-----1-25
 OPPOSE-----2
 CAN'T SAY-----3
 NS ----- a dash

4. On the average, about how much does your family spend on food, including milk, each week?
 accept 001-996 26/27/28
~~\$ 997 = 497 + 0.28~~ DON'T KNOW
 DK/NS = a dash

5. Do you believe that the quality of the food that we eat today is better than it was 5 years ago, worse or about the same as it was 5 years ago? **SA**
 BETTER-----1-29
 WORSE-----2
 ABOUT THE SAME-----3
 DON'T KNOW-----4
 NS ----- a dash

6a. Have you ever heard of the Northwest Passage? **SA**
YES-----1--ASK Q.6b -30
NO-----2--GO TO Q.7
DK/NS - a dash

IF 'YES' ASK:

6b. Do you agree or disagree, that the Northwest Passage is part of Canada's territorial waters? **SA**
 AGREE-----1-31
 DISAGREE-----2
 DON'T KNOW-----3
 NS ----- a dash

CONTINUED ON BACK

ASK EVERYONE:

7a. Have you heard or read anything about the dangers of pollution - that is, contamination of our air, rivers and lakes?

YES-----1--ASK Q.7b -92

NO-----2--GO TO Q.8

DK/NS-----a dash

IF 'YES' ASK:

7b. How serious do you, yourself, think the dangers of pollution are - very serious, fairly serious or not at all serious?

VERY SERIOUS-----1-93

FAIRLY SERIOUS-----2

NOT AT ALL SERIOUS-----3

DK/CANT SAY-----4

NS-----a dash

7c. On the whole, would you say that pollution is a problem in your area?

YES-----1-94

NO-----2

DK/CAN'T SAY-----3

NS-----a dash

ASK EVERYONE:

8a. Have you ever heard of Canada's Charter of Rights and Freedoms?

YES-----1-95

NO-----2--GO TO Q.9

DK/NS-----a dash

IF 'YES' ASK:

8b. So far as you know, are your rights and freedoms better protected, not as well protected or about the same now, as they were before the Charter came into effect 5 years ago?

BETTER-----1-96

NOT AS WELL-----2

ABOUT THE SAME-----3

DON'T KNOW-----4

NS-----a dash

ASK EVERYONE:

9. So far as you can say, from what you have read, seen or heard, do you approve or disapprove of Dome Petroleum being acquired by an American owned company?

APPROVE-----1-97

DISAPPROVE-----2

DON'T KNOW-----3

NS-----a dash

10a. Have you read, seen or heard anything about the race internationally to develop leadership in the High Tech industry?

YES-----1-98

NO-----2

DK/NS-----a dash

10b. The best of your knowledge, how important is it for our economy that Canada should be a leader in the High Tech industry. Is it very important, fairly important or not at all important?

VERY IMPORTANT-----1-99

FAIRLY IMPORTANT-----2

NOT AT ALL IMPORTANT-----3

DON'T KNOW-----4

NS-----a dash

10c. And how concerned are you that Canada may be falling behind in this industry. Are you very concerned, fairly concerned or not at all concerned?

VERY CONCERNED-----1-40

FAIRLY CONCERNED-----2

NOT AT ALL CONCERNED-----3

DON'T KNOW-----4

NS-----a dash

CONTINUED

- 11a. Did you, yourself happen to attend church or synagogue in the last seven days? YES-----1-41
 SA NO-----2
Ref/NS ----- a dash
- 11b. At the present time, do you think religion as a whole is increasing its influence on Canadian life or losing its influence? INCREASING-----1-42
 SA LOSING-----2
 NO CHANGE (VOLUNTEERED)-----3
OR/NO OPINION-----4
NS ----- a dash
12. If a federal election were held today, which party's candidate do you think you would favor? LIBERAL-----1-43
 SA PROG. CONS.-----2
 N.D.P.-----3

OTHER PARTY (WRITE IN)

- do not hand tab* 4
 SA UNDECIDED/NONE-----5
 NS REFUSED-----6
 NOT ELIGIBLE-----7

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

- YES----- ()
 NO-----1-44
 TOO YOUNG-----2

IF 'YES' ASK:

SA

b. Which party did the candidate for whom you voted represent?

- 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

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-----1-63 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
 NS/NO RELIGIOUS PREFERENCE-----4-5

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
SECONDARY SCHOOL-----	3	4
UNIVERSITY-----	7	8
POST SECONDARY & NON-UNIVERSITY		
COMMUNITY COLLEGE-----	5	6
C.E.G.E.P.-----	5	6
OTHER-----	5	6
(SPECIFY)		
NO FORMAL SCHOOLING-----	9	
REFUSED-----	0	

What is your occupation?

SPECIFIC JOB: Standard Stallion
 TYPE OF COMPANY: Occupations Code list 79

CHECK IF: () STUDENT
 () HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB: Standard Stallion
 TYPE OF COMPANY: Occupations Code list 79

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→75
 YEAR REFUSED→76

RECORD IF: SA MAH-----1 WOMAH-----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