

INTRODUCTION

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

In total 1011 adults, 18 years of age and over, were personally interviewed in their homes between October 7-10, 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

526-1
OCT./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: _____

ASSIGN# **COL 07-10**
 CARD# **COL 01-02** STUDY# **COL 11-13**
 SERIAL# **COL 03-06** WEEK # **COL 14**

ASSIGNMENT #: _____
 RESPONDENT #: _____

SECTION I - ASK EVERYONE

*Coders
please
note:
col I + II
are on the
Quiki*

1. As you may know, it is now possible to pre-determine, with considerable accuracy, the sex of a child before birth. **SA**

GOOD THING-----1-20
 BAD THING-----2
 NOT MUCH OF AN EFFECT-----3
 CAN'T SAY/DK-----X
 NS ----- a dash 01

In your opinion, will this prove to be a good thing, or a bad thing for society generally, or do you not think it will have much of an effect at all?

2a. How serious do you believe the Federal Government in Ottawa is about confronting problems associated with acid rain - would you say very serious, quite serious, not too serious or not at all serious? **RECORD BELOW UNDER Q.2a**

2b. And how serious do you believe the U.S. government in Washington is about confronting problems associated with acid rain - would you say very serious, quite serious, not too serious or not at all serious? **RECORD BELOW UNDER Q.2b**

	SA	SA
Q.2a	FED GOV'T	U.S. GOV'T
	IN OTTAWA	WASHINGTON

VERY SERIOUS-----	1-21	1-22
QUITE SERIOUS-----	2	2
NOT TOO SERIOUS-----	3	3
NOT AT ALL SERIOUS-----	4	4

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

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

BETTER-----1-23
 STAY SAME (VOLUNTEERED)-----2
 WORSE-----3
 DON'T KNOW-----X
 NS ----- a dash

HAND CARD 1

4a. Which of these statements comes closest to your view of Brian Mulroney? **RECORD BELOW**

4b. And which of these statements comes closest to your view of John Turner? **RECORD BELOW**

4c. And which of these statements comes closest to your view of Ed Broadbent? **RECORD BELOW**

	SA	SA	SA
Q.4a	BRIAN	JOHN	ED
	MULRONEY	TURNER	BROADBENT

I like him and I like his policies----- 1-24 1-25 1-26

I like him but I dislike his policies----- 2 2 2

I dislike him but I like his policies----- 3 3 3

I dislike him and I dislike his policies----- 4 4 4

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

CONTINUED ON BACK

5a. Have you heard or read anything about the racial policies followed by the government in South Africa?
 YES, HAVE HEARD-----1-27
 SA NO/DON'T KNOW-----2
 NS ----- a dash } goto Q. 6.

IF 'YES' ASK:

5b. What do you think Canada should do about this situation in South Africa? Here are three possible approaches - HAND CARD 2 - Which one do you feel would be the best approach for Canada to take?

CANADA SHOULD NOT INTERFERE-----1-28

CANADA SHOULD MAINTAIN RELATIONS WITH SOUTH AFRICA, WHILE URGING THEM TO ABANDON THEIR APARTHEID POLICIES-2

SA CANADA SHOULD CONDEMN SOUTH AFRICA'S APARTHEID POLICIES AND CUT OFF ALL RELATIONS WITH THAT COUNTRY-----3

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

ASK EVERYONE:

6. Which federal political party do you think can best handle the problem of...READ LIST

	PROG. CONS.	LIBERAL	NDP	OTHER/NONE/DK	
SA a. Inflation?-----	1	2	3	X - 29	NS = a dash
SA b. Unemployment?-----	1	2	3	X	
SA c. Reducing the federal deficit? 1	1	2	3	X	
SA d. Trade relations with the United States?-----	1	2	3	X - 32	
SA e. International affairs?-----	1	2	3	X	
SA f. Environmental or pollution problems-----	1	2	3	X - 34	

7a. If we had a Liberal government in Ottawa rather than a Conservative government, do you think the financial and economic situation of this country would be better, worse or about the same as it is now? RECORD BELOW

7b. And if we had an NDP government in Ottawa rather than a Conservative government, do you think the financial and economic situation of this country would be better, worse or about the same as it is now? RECORD BELOW

	SA 7a. LIBERAL	SA 7b. NDP
BETTER-----	1-35	1-36
WORSE-----	2	2
ABOUT THE SAME-----	3	3

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

8. During the last 12 months, have any of these happened to you? HAND CARD 3

- MP a. HOME BROKEN INTO OR ATTEMPT MADE-----1-37
- b. MONEY OR PROPERTY STOLEN-----2
- c. HOME, CAR OR PROPERTY VANDALIZED-----3
- d. OTHER CRIME-----4

NONE OF ABOVE-----V. 41
NS ----- a dash

CONTINUED

9. There has been considerable talk recently about the provision of child care facilities for working mothers. In your opinion, is this primarily the responsibility of the mother and/or family, or should the government share in this responsibility?

MOTHER/FAMILY RESPONSIBILITY-----1-42
GOVERNMENT SHOULD SHARE RESPONSIBILITY--2
QUALIFIED-----3
SA
CAN'T SAY-----X
NS a dash

10. How would you rate the honesty and ethical standards of the people in these different fields - very high, high, average, low or very low? READ LIST - HAND CARD 4

		VERY HIGH	HIGH	AVER-AGE	LOW	VERY LOW	DK	NS- a dash
SA a.	Advertising executives-----	1	2	3	4	5	X-43	NS- a dash ↓
SA b.	Building contractors-----	1	2	3	4	5	X	
SA c.	Business executives-----	1	2	3	4	5	X	
SA d.	Doctors-----	1	2	3	4	5	X-46	
SA e.	Engineers-----	1	2	3	4	5	X	
SA f.	Labor union leaders-----	1	2	3	4	5	X	
SA g.	Lawyers-----	1	2	3	4	5	X-49	
SA h.	Journalists-----	1	2	3	4	5	X	
SA i.	Members of Parliament-----	1	2	3	4	5	X	
SA j.	Police officers-----	1	2	3	4	5	X-52	
SA k.	Psychiatrists-----	1	2	3	4	5	X	
SA l.	University teachers-----	1	2	3	4	5	X-54	

11. Do you have the feeling that the USSR (Russia) is more or less content with its power of influence in the world today, or do you think that they are trying to increase their area of influence?

MORE LESS CONTENT-----1-55
TRYING TO INCREASE INFLUENCE--2
SA
DON'T KNOW-----X
NS a dash

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

LIBERAL-----1-56
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

SA

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

YES----- ()
NO-----1-57
TOO YOUNG-----2

SA

IF 'YES' ASK:

13b. 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
REFUSED/NS-----8

CONTINUED

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-----1-64 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
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 Galley
 TYPE OF COMPANY: Occupations Code List 29
 CHECK IF: () STUDENT
 () HOUSEWIFE

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

What was the year of your birth?
 BELOW 1901→78
 SA YEAR REFUSED→75
 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-----4-78
 \$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

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