

DATASET QUESTIONS

Carlton

Number: 531-1

Name: Canadian Gallup Poll #531-1

Date: March 25, 1988

Roper Archive Number: CNCIP088-531-1

Problems:

Q96 (cd1, col.33)

960 punches in field "0"

960 what does this data refer?

cd1, cols. 45-48 - 960 what do the punches in these columns refer? Quicker data?

Aug 2/88

Check, treat "0" response as an "x" for b4

Cols 45-48 should be blanked out as they contain commercial data.

Solutions:

Sent answers re terminal Aug 2/88

531-1

GALLUP WOULD LIKE YOUR OPINION

531-1
MARCH/88

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.

TITLE INTERVIEW STARTED: _____

ASSIGNMENT # _____

CARD # 01-02

ASSIGN # COL 09-10

RESPONDENT # _____

SERIAL # COL 03-06

STUDY # COL 11-13

WEEK # COL 14

SECTION I - ASK EVERYONE

01

1. Do you think that heavy drinking of alcohol is a very serious problem in this country today, a moderately serious problem, not very serious, or not really a problem at all? RECORD BELOW
2. Do you think that the use of 'soft' drugs such as cannabis and marijuana, is a very serious problem in this country today, a moderately serious problem, not very serious, or not really a problem at all? RECORD BELOW
3. Do you think that the use of 'heavy' drugs such as heroin and cocaine, is a very serious problem in this country today, a moderately serious problem, not very serious, or not really a problem at all? RECORD BELOW

<u>Q.1</u>	<u>Q.2</u>	<u>Q.3</u>
ALCOHOL	SOFT DRUGS	HEAVY DRUGS

VERY SERIOUS-----	1-20	1-21	1-22
MODERATELY SERIOUS-----	2	2	2
NOT VERY SERIOUS-----	3	3	3
NOT A PROBLEM AT ALL-----	4	4	4
DON'T KNOW-----	X	X	X

NS = a dash

4. How do you feel about the way news is reported in this country - by radio, TV and newspapers. Would you say that news reporting is generally unbiased, somewhat biased or very biased?

GENERALLY UNBIASED-----1-23
 SOMEWHAT BIASED-----2
 VERY BIASED-----3

CAN'T SAY-----X

NS = a dash

5. 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-----1-24
 JOHN TURNER-----2
 ED BROADBENT-----3
 NONE OF ABOVE-----4
 DON'T KNOW-----X

NS = a dash

- 6a. Apart from Prime Minister Mulroney, do you happen to recall the name of a Cabinet Member in Ottawa?

CAN'T RECALL-----X

IF NAME GIVEN, ASK:

- 6b. Incidentally, can you tell me what his responsibility is?

DON'T KNOW-----X

CONTINUED ON BACK

ASK EVERYONE:

7a. Over the past year or so, there has been considerable discussion about cruise missile tests in Canada. Have you heard or read anything about this or not?

YES-----1-29

NO-----2

DK/NS - a dash

7b. The United States is currently using a northern Canadian area to test the cruise missiles because the guidance system must be tested in an arctic-like climate. In these tests, the cruise missiles have neither conventional or nuclear warheads.

How do you feel about this testing - do you think Canada should or should not continue to permit the United States to test these missiles in its territories?

SHOULD PERMIT-----1-30

SHOULD NOT PERMIT---2

DON'T KNOW-----X

NS - a dash

8. At present very little of the total electricity used in Canada comes from nuclear power generation, what do you think should happen? READ LIST

They should increase nuclear generation?-----1-51

They should not develop any more than at present?-----2

They should stop generation of nuclear power?-----3

DON'T KNOW-----X

no a dash

9a. Do you or your husband/wife work outside the home full time or part time?

YES-----1-32

NO-----2

DK/NS - a dash

IF 'YES', ASK:

9b. If you or your husband/wife were out of work for any reason, and after any unemployment benefits ran out, about how long do you think you could get by without earnings?

WEEK OR LESS-----1-53

2 WEEKS-----2

OVER 2 TO 4 WEEKS-----3

OVER 1 TO 3 MONTHS-----4

OVER 3 TO 6 MONTHS-----5

OVER 6 TO 11 MONTHS-----6

A YEAR-----7

OVER A YEAR-----8

INDEFINITELY-----9

DON'T KNOW-----X/0

NS - a dash

ASK EVERYONE:

10a. Have you heard or read anything about unidentified flying objects - UFO'S?

YES-----1-54

NO-----2

DK/NS - a dash

IF 'YES', ASK:

10b. Have you, yourself, ever seen anything you thought was a UFO?

YES-----1-35

NO-----2

DK/NS - a dash

10c. In your opinion, are they something real, or just people's imagination?

REAL-----1-36

PEOPLE'S IMAGINATION-----2

DON'T KNOW-----X

NS - a dash

10d. Do you think there are people somewhat like ourselves living on other planets in the universe, or not?

YES, ARE-----1-37
 NO, ARE NOT-----2
 DON'T KNOW-----X

NS - a dash

ASK EVERYONE:

11. If it were your job to plan an immigration policy for Canada at this time, would you be inclined to increase immigration, decrease immigration or keep the number of immigrants at about the current level?

INCREASE-----1-58
 DECREASE-----2
 SAME LEVEL-----3

DON'T KNOW-----X

NS - a dash

12. 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?

VERY GREAT-----1-39
 CONSIDERABLE-----2
 LITTLE-----3
 VERY LITTLE-----4
 NONE AT ALL-----5
 DON'T KNOW-----X

NS - a dash

13. Do you ever have occasion to use alcoholic beverages such as liquor, wine or beer, or are you a total abstainer?

YES, USE-----1-40
 NO DO NOT, ABSTAINER-----2

NS/NS - a dash

14. When you have paid for all the things you can't get out of paying - for example, rent, fares, etc. - would you say the amount left in your pocket is more than a year ago, the same as, or less? IF MORE/LESS: A lot or a little?

A LOT MORE-----1-41
 A LITTLE MORE-----2
 ABOUT THE SAME-----3

A LOT LESS-----4
 A LITTLE LESS-----5

DON'T KNOW-----X

NS - a dash

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

LIBERAL-----1-42
 PROG. CONS.-----2
 N.D.P.-----3

OTHER PARTY (WRITE IN)

UNDECIDED/NONE-----4
 REFUSED-----5
 NOT ELIGIBLE-----6
 7

NS /

16a. Did you vote in the last federal election on September 4, 1984?

YES----- ()

NO-----1-43

TOO YOUNG-----2

IF 'YES' ASK:

16b. Which party did the candidate for whom you voted represent?

LIBERAL-----3

PROG. CONS.-----4

N.D.P.-----5

OTHER PARTY (WRITE IN)

-----6

DON'T KNOW/NONE-----7

N/S/ REFUSED-----8