

CARD # — col. 1,2  
 SERIAL # — col. 3-6  
 ASSIGN # — col. 7-10  
 JOB # & WEEK — col. 11-14  
 WEIGHTS — col. 15-19

# 912-1  
 NB only background  
 standard  
 questions  
 in card 1,  
 @1 to 26,  
 @14 to  
 @28  
 on card 2

02

1. In your opinion, should retail outlets in this area be allowed to sell goods or services on Sunday or not?

YES, SHOULD----- 1-8  
 YES, SHOULD UNDER SPECIAL CIRCUMSTANCES 2  
 NO, SHOULD NOT----- 3  
 DON'T KNOW----- X

2a. Who do you think has the primary responsibility for protecting the Canadian environment? READ LIST - CIRCLE ONE ONLY

Government----- 1-9  
 Private industry----- 2  
 Individual citizens-- 3  
 Conservation groups-- 4  
 ALL OF THE ABOVE----- 5  
 DON'T KNOW----- X

2b. Have you recently purchased any so-called "environmentally friendly" products - that is, products manufactured and packaged using methods which do not damage the environment?

YES----- 1-10  
 NO----- 2  
 DON'T KNOW----- X

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

LIBERAL-----	1-11
PROG. CONS.-----	2
N.D.P.-----	3
REFORM PARTY-----	4
OTHER PARTY (WRITE IN)	
_____	5
UNDECIDED/NONE-----	6
REFUSED-----	7
NOT ELIGIBLE-----	8

4a. Did you vote in the last federal election on November 21, 1988?

YES-----	[ ]
NO-----	1-12
TOO YOUNG-----	2

IF 'YES', ASK:

4b. Which party did the candidate for whom you voted represent?

LIBERAL-----	3
PROG. CONS.-----	4
N.D.P.-----	5
REFORM PARTY-----	6
OTHER PARTY (WRITE IN)	
_____	7
REFUSED-----	8
DON'T KNOW/NONE-----	X

ASK EVERYONE:

5a. Do you believe Prime Minister Mulroney should or should not appoint Stan Waters, the winner in Alberta's recent election to choose a nominee for the Senate?

YES-----	1-13
NO-----	2
DON'T KNOW-----	X

5b. Which of these things would you like to see done about the Canadian Senate?  
HAND CARD 1

CONTINUE THE PRESENT SYSTEM UNDER WHICH THE GOVERNMENT APPOINTS SENATORS-----	1-14
ELECT SENATORS AS WE ELECT MEMBERS OF PARLIAMENT-----	2
DO AWAY WITH THE SENATE ALTOGETHER-----	3
DON'T KNOW-----	X

6. Regardless of any political feelings you may have, and thinking just of individuals, which person do you think would make the best Prime Minister for Canada - Brian Mulroney, Jean Chretien or Audrey McLaughlin?

BRIAN MULRONEY-----	1-15
JEAN CHRETIEN-----	2
AUDREY MCLAUGHLIN-----	3
NONE OF THE ABOVE-----	4
DON'T KNOW-----	X

**SECTION IV - ASK EVERYONE**

1. There are a number of issues that are currently being discussed in Canada. I'm going to read out a few and would like you to tell me whether you are very concerned, somewhat concerned, not very concerned, or not at all concerned about each issue. First, how concerned are you about...? READ LIST - ROTATE STARTING WITH (✓)

			VERY CON- CERNED	SOME- WHAT CON- CERNED	NOT VERY CON- CERNED	NOT AT ALL CON- CERNED	DK
( )	a.	Environment	1	2	3	4	X - 45
( )	b.	Honesty in government	1	2	3	4	X
( )	c.	Free Trade	1	2	3	4	X
( )	d.	Cost of housing	1	2	3	4	X - 48
( )	e.	Abortion	1	2	3	4	X
( )	f.	The Meech Lake Accord	1	2	3	4	X
( )	g.	Day care	1	2	3	4	X - 51
(✓)	h.	Federal deficit	1	2	3	4	X
( )	i.	Treatment of native Canadians	1	2	3	4	X
( )	j.	Government tax- ation levels	1	2	3	4	X - 54
( )	k.	Illegal drug use	1	2	3	4	X
( )	l.	Growth of the federal government	1	2	3	4	X - 56
( )	m.	Threat of nuclear war	1	2	3	4	X
( )	n.	The threat of Quebec separation	1	2	3	4	X - 58

2. If the Liberal Party had Jean Chretien as its leader, which party's candidate do you think you would favor?

LIBERAL-----	1-59
PROG. CONS.-----	2
N.D.P.-----	3
REFORM PARTY-----	4
OTHER PARTY (WRITE IN)	
-----	5
UNDECIDED/NONE-----	6
NOT ELIGIBLE-----	7
REFUSED-----	X

3a. Do you think abortions should be legal under any circumstances, legal only under certain circumstances, or illegal in all circumstances?

LEGAL UNDER ANY CIRCUMSTANCES 1 <sup>-60</sup> → SKIP TO Q.4

LEGAL ONLY UNDER CERTAIN CIRCUMSTANCES 2 → ASK Q.3b

ILLEGAL IN ALL CIRCUMSTANCES 3 → SKIP TO Q.4

DON'T KNOW X → Q.4

Q3b#1

IF 'LEGAL ONLY UNDER CERTAIN CIRCUMSTANCES' (CODE 2-Q.3a), ASK:

3b. In which of these specific cases would you think an abortion should be legal? READ LIST - ACCEPT MULTIPLE ANSWERS

If there is a strong chance of a serious defect in the baby----- 1-61

Q3b#2 If the woman's health is seriously endangered by the pregnancy----- 2

If agreed upon by a woman and her physician----- 3

If the family has a very low income and cannot afford any more children--- 4-64

If it is within 5 months of conception 5

If it is within 3 months of conception 6

If conception is due to rape or incest 7-67

NONE OF THE ABOVE----- 8

Q3b#11 DON'T KNOW----- X-69

ASK EVERYONE:

4a. There has been quite a bit of talk recently about the possibility of the Province of Quebec separating from the rest of the Canada, and becoming an independent country. Would you, yourself, be in favor of separation or opposed to it?

IN FAVOR----- 1 <sup>-70</sup> → ASK Q.4b  
OPPOSED----- 2 → ASK Q.4c

QUALIFIED (SPECIFY)

\_\_\_\_\_  
UNDECIDED----- 3 → GO TO Q.5  
X →

IF 'IN FAVOR', ASK:

4b. To what degree do you favor Quebec separating from the rest of Canada? READ LIST

Somewhat in favor----- 1-71

Strongly favor----- 2

Very strongly favor----- 3

DON'T KNOW----- X

IF 'OPPOSE', ASK:

4c. To what degree do you oppose Quebec separating from the rest of Canada? READ LIST

Somewhat oppose----- 1-72

Strongly oppose----- 2

Very strongly oppose----- 3

DON'T KNOW----- X

ASK EVERYONE:

5. In general, do you have a favorable or unfavorable impression of...READ LIST. ROTATE STARTING WITH (✓)

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>DK</u>
( ) Grant Devine	1	2	X-73
( ) Donald Getty	1	2	X
(✓) Joe Ghiz	1	2	X-75
( ) Frank McKenna	1	2	X
( ) Clyde Wells	1	2	X-77

6. Some people say that the differences between the various parts of Canada are now so great that they will never be solved, and that Confederation will break up.

Do you agree with this, or do you think that these differences will be solved?

WILL NOT BREAK UP, DIFFERENCES WILL BE SOLVED---	1-78
WILL BREAK UP, DIFFERENCES WILL NOT BE SOLVED---	2
UNDECIDED-----	X

7. Who do you think would do a better job at resolving problems between Quebec and the rest of Canada, Brian Mulroney or Jean Chretien, if he was Prime Minister?

BRIAN MULRONEY-----	1-79
JEAN CHRETIEN-----	2
NEITHER-----	3
DON'T KNOW-----	X

8. 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?

YES, WRONG-----	1-	16
NO, NOT WRONG-----	2	
UNDECIDED-----	X	

(?)

INTRODUCE THIS SECTION AS FOLLOWS: 'Now may I ask you a few questions so classify our data?'

Are you the male head of the household? YES-----1 NO-----2-65  
Are you the female head of the household?

EVERYONE:  
Are you employed outside the home full-time, part-time or not at all? FULL-TIME---1 PART-TIME---2 NOT AT ALL---3-64

What is your marital status? SINGLE-----1 WID/DIV/SEP-----3-65  
MARRIED-----2 LIVING AS MARRIED-----4

What was the language you first spoke in childhood and still understand? ENGLISH-----1 OTHER (SPECIFY) \_\_\_\_\_  
FRENCH-----2 \_\_\_\_\_ 3-66

What is your religious preference? PROTESTANT--1 OTHER (SPECIFY) \_\_\_\_\_  
JEWISH-----2 \_\_\_\_\_  
ROMAN \_\_\_\_\_ 4-67  
CATHOLIC----3  
NO RELIGIOUS PREFERENCE-----5

Which of these was the last school that you attended? HAND CARD 'Q'

Did you graduate from...(LEVEL OF SCHOOLING ATTENDED)?

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

What is your occupation? SPECIFIC JOB: \_\_\_\_\_ -69  
TYPE OF COMPANY: \_\_\_\_\_  
CHECK IF: ( ) STUDENT ( ) HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY SPECIFIC JOB: \_\_\_\_\_ -70  
TYPE OF COMPANY: \_\_\_\_\_

How many people, including yourself, live there in this household? 1 2 3 4 5 6 OR MORE -71

How many would be under 10 years? 0 1 2 3 4 OR MORE -72

How many would be between 10 & 17 years? 0 1 2 3 4 OR MORE -73

Are you, yourself a member of a labour union, or is your husband/wife a labour union member? YES, MYSELF-----1 -74  
YES, MY SPOUSE-----2  
YES, BOTH-----3  
NO-----4

What was your year of birth? YEAR: \_\_\_\_\_ 75/76

RECORD IF: MALE-----1 FEMALE-----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 \$40,000-\$49,999---6-78  
\$10,000-\$14,999----2 \$50,000-\$59,999---7  
\$15,000-\$19,999----3 \$60,000-\$69,999---8  
\$20,000-\$29,999----4 \$70,000 & OVER----9  
\$30,000-\$39,999----5 REFUSED-----0

RECORD IF: FARM----1 RURAL, NON-FARM----2 URBAN---3 -79

INTERVIEWED ENDED: \_\_\_\_\_  
(PLEASE PRINT) REGIONAL \_\_\_\_\_ -80 LANGUAGE [1] -16  
NAME OF RESPONDENT: \_\_\_\_\_ TELEPHONE: ( ) \_\_\_\_\_

CITY: \_\_\_\_\_ PROV: \_\_\_\_\_

DATE OF INTERVIEW: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

I hereby attest that this is a true and correct interview -- INTERVIEWER'S SIGNATURE: \_\_\_\_\_

GALLUP CANADA, INC.

NEWSPAPER RELEASE SURVEY DATA KIT

This is a kit of files, supplying actual survey data, and the support documentation, used by Gallup for its periodic (usually twice a week) newspaper releases. The topic is usually political, social or economic in nature with the occasional question(s) on subjects of current interest (e.g. the Ben Johnson debacle).

The following are the projects included in this kit (approximate chronological order).

Project	Date	Type	Comments
S12-1	DEC/89	OP	-----

The type column is coded: O indicates the project was an "omnibus", the 'P' label means the interviews were in-home, and personal while the 'T' indicates a telephone survey. Unless otherwise noted, a survey was national in scope.

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\*INSTALLATION\*

Simply copy the files from the diskette onto your hardisk.  
The data for each project comes with at least 3, and sometimes four files:

The .C file

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This is the actual data itself.

The general structure of a .C file is:

column

- 1-2 record number. Some projects have more than one record per case.
  - 3-6 serial number. Identifies one case in the dataset.
  - 7 region (national survey)
    - 0 = Newfoundland
    - 1 = Prince Edward Island
    - 2 = Nova Scotia
    - 3 = New Brunswick
    - 4 = Quebec
    - 5 = Ontario
    - 6 = Manitoba
    - 7 = Saskatchewan
    - 8 = Alberta
    - 9 = British Columbia
  - 8 community size
    - 1 = Over 500,000
    - 2 = 100,000 to 500,000
    - 3 = 50,000 to 100,000
    - 4 = 10,000 to 50,000
    - 5 = 1,000 to 10,000
    - 6 = Under 1,000
  - 9 location code. Gallup internal value.
  - 10 language code
    - 1, 3, 5, 7 = English
    - 2, 4, 6, 8 = French
- columns 7 to 10 make up what Gallup calls the assignment number.



11-14 project number. This field can contain alphabetic information.

15-19 weight\*10000. A simple scheme of age/sex weighting has been calculated; the results put in this field. The following are the target percentages; for the national studies

Age	Male	Female
18 - 29	14.32	14.25
30 - 49	19.00	19.07
50 +	15.33	18.03

The above columns (1 through 19) are repeated on all cards.

20-80 questionnaire data. For record 1, the upper limit is 62 for Omnibus surveys.

63-79 basic data (RECORD 1 ONLY). For the national in-home interviews the basic demographic data on the respondent is kept here. See the attached protocol for more detail. Some coding details though:

age

The question is usually, "What is the year of your birth?" With this study and all subsequent studies the year of birth is left as is. The age has not been converted. Always greater than 18 and the "age" of 98 is to be taken as someone born before 1900, the "age" 99 indicates the respondent refused to supply a birthdate.

occupation code list:

- 1 = Professional (of any kind)
- 2 = Business Executive, Owners/Managers
- 3 = Sales
- 4 = Clerical
- 5 = Skilled Labour
- 6 = Unskilled Labour
- 7 = Unemployed
- 8 = Housewife
- 9 = Student
- 0 = Other
- = Refused.

(the .D file  
.....)

explains any quirks or other peculiarities associated with the survey. If one has you should read it.

(the .M file  
.....)

is the original (or hole-count) of the .C file.

The .WGT file

-----  
Contains the weights used.

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In addition to the files above, the following pieces of paper are also found in the kit:

The Master Questionnaire

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Each survey comes with a photocopy of the master which Gallup used internally. The master specifies the text of the question asked, the possible answers and where those answers were placed in the .C file. In order to insure a regular format for all the files, some column and record re-numbering was required. Hence, read the master carefully: in some places this re-numbering may be hard to notice.

For all "Omnibus" surveys (see the list above), the basic demographic data is identical in format. The page marked "BASIC DATA" is a copy of this format. For the non-omnibus surveys, the basic data section is attached to the master. In many cases, it is very different from the "normal" omnibus version.

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COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
111	0	0	0	0	0	0	0	0	0	1020	0	0	0	1020	0
112	1020	0	0	0	0	0	0	0	0	0	0	0	0	1020	0
113	21	0	0	0	0	0	0	0	0	999	0	0	0	1020	0
114	100	100	100	100	100	100	100	100	100	120	0	0	0	1020	0
115	110	101	100	100	100	100	100	100	100	109	0	0	0	1020	0
116	102	102	102	102	102	102	102	102	102	102	0	0	0	1020	0
117	5	34	35	262	364	40	43	95	117	25	0	0	0	1020	0
118	425	108	93	55	87	238	0	0	0	0	0	0	0	1020	0
119	231	109	66	60	55	26	20	18	20	415	0	0	0	1020	0
1110	658	222	55	15	0	5	20	20	25	0	0	0	0	1020	0
1111	0	0	0	0	0	0	0	0	1020	0	0	0	0	1020	0
1112	1020	0	0	0	0	0	0	0	0	0	0	0	0	1020	0
1113	0	1020	0	0	0	0	0	0	0	0	0	0	0	1020	0
1114	1020	0	0	0	0	0	0	0	0	0	0	0	0	1020	0
1115	278	0	0	0	0	0	0	0	0	642	0	0	0	1020	0
1116	0	0	1020	0	0	0	0	1020	0	0	0	1020	0	1020	1020
1117	158	111	0	104	0	0	0	642	0	5	0	0	0	1020	0
1118	0	233	0	185	158	224	0	0	111	109	0	0	0	1020	0
1119	0	104	224	185	158	0	0	233	111	5	0	0	0	1020	0
1153	623	96	1	0	0	0	0	0	0	0	0	0	0	1020	0
1154	464	128	422	6	0	0	0	0	0	0	0	0	0	1020	0
1155	167	698	102	48	5	0	0	0	0	0	0	0	0	1020	0
1156	136	275	173	12	0	0	0	0	0	0	0	0	0	1020	0
1157	51	10	448	27	184	0	0	0	0	0	0	0	0	1020	0
1158	56	78	171	258	76	159	76	142	1	3	0	0	0	1020	0
1159	111	112	49	93	158	83	24	184	47	138	0	0	21	999	0
1170	21	150	14	64	266	88	17	27	14	193	0	0	36	984	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
1171	104	312	261	245	99	58	0	0	0	0	0	0	0	1020	0
1172	123	137	35	8	3	0	0	0	0	714	0	0	0	1020	0
1173	154	76	10	4	5	0	0	0	0	771	0	0	0	1020	0
1174	158	101	33	705	12	0	0	0	0	0	0	0	0	1020	0
1175	12	127	129	195	262	185	30	0	6	14	0	0	0	1020	0
1176	106	98	86	102	108	93	103	110	105	109	0	0	0	1020	0
1177	514	506	0	0	0	0	0	0	0	0	0	0	0	1020	0
1178	58	64	73	119	145	118	91	71	106	175	0	0	0	1020	0
1179	16	215	259	0	0	0	0	0	0	0	0	0	0	1020	0
211	0	0	0	0	0	0	0	0	0	1020	0	0	0	1020	0
212	0	1020	0	0	0	0	0	0	0	0	0	0	0	1020	0
213	0	0	0	0	0	0	0	0	0	999	0	0	0	1020	0
214	100	100	100	100	100	100	100	100	100	120	0	0	0	1020	0
215	100	101	100	100	100	100	100	100	100	109	0	0	0	1020	0
216	102	102	102	102	102	102	102	102	102	102	0	0	0	1020	0
218	516	91	358	0	0	0	0	0	0	0	34	1	0	1020	0
219	211	53	110	10	475	0	0	0	0	0	21	0	0	1020	0
2110	416	439	0	0	0	0	0	0	0	0	105	0	0	1020	0
2111	256	165	135	33	18	326	30	7	0	0	0	0	0	1020	0
2112	111	7	237	324	166	13	16	67	0	0	19	0	0	1020	0
2113	150	180	0	0	0	0	0	0	0	0	480	2	0	1020	0
2114	40	533	223	0	0	0	0	0	0	0	170	4	0	1020	0
2115	10	287	100	186	0	0	0	0	0	0	154	1	0	1020	0
2116	105	657	0	0	0	0	0	0	0	0	115	3	0	1020	0
2145	138	190	21	6	0	0	0	0	0	0	1	3	0	1020	0
2146	145	190	42	15	0	0	0	0	0	0	5	3	0	1020	0
2147	111	462	113	42	0	0	0	0	0	0	22	3	0	1020	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
2148	555	303	116	41	0	0	0	0	0	0	1	4	0	1020	0
2149	520	295	108	59	0	0	0	0	0	0	6	2	0	1020	0
2150	286	321	192	151	0	0	0	0	0	0	70	0	0	1020	0
2151	274	343	238	159	0	0	0	0	0	0	5	1	0	1020	0
2152	501	333	122	57	0	0	0	0	0	0	6	1	0	1020	0
2153	337	441	190	70	0	0	0	0	0	0	10	2	0	1020	0
2154	753	211	53	27	0	0	0	0	0	0	5	1	0	1020	0
2155	609	244	59	25	0	0	0	0	0	0	3	0	0	1020	0
2156	326	383	180	97	0	0	0	0	0	0	25	1	0	1020	0
2157	412	263	197	145	0	0	0	0	0	0	3	0	0	1020	0
2158	217	263	236	277	0	0	0	0	0	0	7	0	0	1020	0
2159	314	173	172	27	16	256	7	0	0	0	35	0	0	1020	0
2160	278	595	116	0	0	0	0	0	0	0	29	2	0	1020	0
2161	420	0	0	0	0	0	0	0	0	0	0	0	592	428	0
2162	0	553	0	0	0	0	0	0	0	0	0	0	467	553	0
2163	0	0	233	0	0	0	0	0	0	0	0	0	787	233	0
2164	0	0	0	105	0	0	0	0	0	0	0	0	915	105	0
2165	0	0	0	0	29	0	0	0	0	0	0	0	991	29	0
2166	0	0	0	0	0	179	0	0	0	0	0	0	841	179	0
2167	0	0	0	0	0	0	465	0	0	0	0	0	555	465	0
2168	0	0	0	0	0	0	0	2	0	0	6	0	1012	8	0
2170	14	524	35	0	0	0	0	0	0	0	156	1	0	1020	0
2171	117	72	89	0	0	0	0	0	0	0	5	1	716	304	0
2172	113	157	182	0	0	0	0	0	0	0	2	0	496	524	0
2173	116	117	0	0	0	0	0	0	0	0	708	5	0	1020	0
2174	212	179	0	0	0	0	0	0	0	0	603	6	0	1020	0
2175	151	85	0	0	0	0	0	0	0	0	769	5	0	1020	0

Job: um79121

M A R G I N A L C O U N T S

1020 Records Page 4

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
2176	258	94	0	0	0	0	0	0	0	0	663	5	0	1020	0
2177	201	71	0	0	0	0	0	0	0	0	743	5	0	1020	0
2178	203	153	0	0	0	0	0	0	0	0	163	1	0	1020	0
2179	212	398	256	0	0	0	0	0	0	0	153	1	0	1020	0

9121 univ wjt.

Weight	Tables	Observed	Adjusted	Weight
	701	Frequency	Frequency	
1	.14	104.00	145.77	1.40163
2	.19	224.00	193.41	0.86343
3	.15	185.00	156.05	0.84352
4	.00	1.00	1.00	0.99960
5	.14	111.00	144.24	1.29946
6	.19	233.00	193.03	0.82845
7	.18	158.00	182.50	1.15507
8	.00	4.00	4.00	1.00011
Totals		1020.00	1020.00	

Cases included:	1020
Cases in no weight class:	0
Cases in more than one weight class:	0
Cases with weight set to zero:	0
Number of weight classes:	8
Empty weight classes:	0
Maximum weight:	1.40163
Minimum weight:	0.82845

DATE: 12/21/89

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PAGE 1

Table 702  
WEIGHT TEST

	TOTAL	MALE	FEMALE
TOTAL	1020 100.0000	496 100.0000	524 100.0000
MALE 18-29	146 14.2911	146 29.3754	
MALE 30-49	193 18.9617	193 38.9758	
MALE 50+	156 15.2991	156 31.4473	
MALE NOT STATED	1 .0980	1 .2014	
FEMALE 18-29	144 14.1412		144 27.5388
FEMALE 30-49	193 18.9244		193 36.8537
FEMALE 50+	183 17.8923		183 34.8437
FEMALE NOT STATED	4 .3922		4 .7638