

GALLUP WOULD LIKE YOUR OPINION

911-2
NOV/89

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: _____

ASSIGNMENT # _____

CARD # COL. 01-02
SERIAL # COL. 03-06
ASSIGN # COL. 07-10

RESPONDENT # _____

STUDY + WEEK # COL. 11-14
WEIGHTS # COL. 15-19

SECTION I - ASK EVERYONE

02

1a. How would you describe your own personal weight situation - would you say you are underweight, overweight, or about right?

SA UNDERWEIGHT----- 1 - 20
OVERWEIGHT----- 2
ABOUT RIGHT----- 3
DK/NS - X

1b. Are you currently on a diet to maintain or lose weight?

SA YES----- 1 - 21
NO----- 2
DK/NS/REF - X

2a. Do you, or do you not think French should be a compulsory subject like reading, writing and arithmetic in all grades of public schools in English-speaking Canada?

SA YES----- 1 - 22
NO----- 2
DON'T KNOW----- X NS=V

2b. And do you, or do you not think English should be a compulsory subject like reading, writing and arithmetic in all grades of public schools in French-speaking Canada?

SA YES----- 1 - 23
NO----- 2
DON'T KNOW----- X
NS - V

3a. Do you think that governments in Canada are doing enough to reduce the spread of AIDS, or not?

SA YES, DOING ENOUGH----- 1 - 24
NO, NOT DOING ENOUGH----- 2
DON'T KNOW----- X
NS - V

3b. Which one of these statements applies to you? Just tell me the letter.
HAND CARD 1

SA A. Because of the risk of AIDS I have changed my behaviour----- 1 - 25
B. Because of the risk of AIDS I am seriously thinking of changing my behaviour----- 2
C. Despite the risk of AIDS I have not changed my behaviour----- 3
D. I do not need to change my behaviour----- 4
DK/NS/REF - X

CONTINUED ON BACK...

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

SA

LIBERAL-----	1 -	26
PROG. CONS.-----	2	
N.D.P.-----	3	
OTHER PARTY (WRITE IN)		
<u>DO NOT H.T.</u>	4	
UNDECIDED/NONE ^{LOK} -----	5	
REFUSED- ^{NS} -----	6	
NOT ELIGIBLE-----	7	

5a. Did you vote in the last federal election on November 21, 1988?

YES-----	[]	27
NO-----	1 -	
TOO YOUNG-----	2	

IF 'YES', ASK:

5b. Which party did the candidate for whom you voted represent?

LIBERAL-----	3
PROG. CONS.-----	4
N.D.P.-----	5
OTHER PARTY (WRITE IN)	
<u>DO NOT H.T.</u>	6
REFUSED- ^{NS} -----	7
DON'T KNOW/NONE-----	X

6. Just from what you have heard or read, would you say that our native Indians are being well-treated or badly treated by the government?

SA

WELL TREATED-----	1 -	28
BADLY TREATED-----	2	
FAIRLY TREATED-----	3	
CAN'T SAY-----	X	
	NS-✓	

7a. In 1987, Canada's First Ministers reached an agreement - the Meech Lake Accord - to bring the Province of Quebec into the Constitutional Accord.

Some people feel they are well versed on this topic, while others know little or nothing about it. Where do you stand - would you say you are quite familiar, fairly familiar, or do you know little or nothing about this Accord?

SA

QUITE FAMILIAR-----	1 -	29
FAIRLY FAMILIAR-----	2	
KNOW LITTLE OR NOTHING--	3	
DON'T KNOW-----	X	
	NS-✓	

7b. Overall, do you think the Meech Lake Accord will be a good thing or not a good thing for Canada?

SA

GOOD THING-----	1 -	30
NOT A GOOD THING-----	2	
DON'T KNOW-----	X	
	NS-✓	

7c. Do you approve or disapprove of the inclusion of Quebec in the Constitution as a 'distinct society' within Canada?

SA

APPROVE-----	1 -	31
DISAPPROVE-----	2	
CAN'T SAY-----	X	
	NS-✓	

J. From what you know about the Meech Lake Accord, do you believe that Quebec is requesting too much in order to agree to sign the Constitution, or do you think that Quebec's requests are reasonable?

SA REQUESTING TOO MUCH----- 1- 32
REQUESTS REASONABLE----- 2
DON'T KNOW----- X
NS-V

7e. In your opinion, what is the aim of the present Quebec government: is it to achieve independence for Quebec, or to get a better place for Quebec within Canada, or to achieve sovereignty for Quebec with an association with the rest of Canada? HAND CARD 2

SA ACHIEVE INDEPENDENCE FOR QUEBEC 1- 33
GET A BETTER PLACE FOR QUEBEC WITHIN CANADA----- 2
ACHIEVE SOVEREIGNTY FOR QUEBEC WITH AN ASSOCIATION WITH THE REST OF CANADA 3
DON'T KNOW----- X
NS-V

8. The following people are seeking to succeed Ed Broadbent as leader of the New Democratic Party. Who among the following would you favor as next leader of the NDP? HAND CARD 3

SA DAVE BARRETT----- 1- 34
SIMON DE JONG----- 2
STEVEN LANGDON----- 3
AUDREY MCLAUGHLIN----- 4
HOWARD MCCURDY----- 5
IAN WADDELL----- 6
OTHER----- 7
DON'T KNOW/NONE/CAN'T SAY X
NS-V

9a. Can you tell me the name of the newly appointed Governor General of Canada, or not?

SA YES (RAY HNATYSHYN)----- 1- 35
YES (OTHER SPECIFY)
HANOTAB 2
NO, DON'T KNOW----- X
NS-V

9b. Ray Hnatyshyn, a former federal cabinet minister, has been named as the next Governor General of Canada. Do you approve or disapprove of his appointment, or do you not know enough about this appointment to comment?

SA APPROVE----- 1- 36
DISAPPROVE----- 2
DON'T KNOW/NOT KNOWLEDGEABLE X
NS-V

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

		Favorable	Unfavorable	DK	NS=V
A ()	Robert Bourassa	1	2	X -	37
A ()	John Buchanan	1	2	X	38
A ()	Gary Filmon	1	2	X -	39
A ()	David Peterson	1	2	X	40
A (✓)	Bill Vander Zalm	1	2	X -	41

11. If in a national leadership convention, a federal political party chose a qualified woman as their leader, would you be more inclined to support that party, less inclined, or would it not make any difference?

SA MORE INCLINED----- 1- 42
LESS INCLINED----- 2
NO DIFFERENCE----- 3
DON'T KNOW----- X
NS-V

SECTION II - ASK EVERYONE

1. So far as you are concerned, do you think that 1990 will be better or worse than 1989?

SA BETTER----- 1- 43
 WORSE----- 2
 SAME----- 3

 DON'T KNOW----- X
 NS-V

2. So far as you are concerned, do you think that in 1990, strikes and industrial disputes in this country will increase, decrease, or remain the same?

SA INCREASE----- 1- 44
 DECREASE----- 2
 REMAIN THE SAME----- 3

 DON'T KNOW----- X
 NS-V

3. Do you think that 1990 will be a peaceful year more or less free of international dispute, a troubled year with much international discord, or remain the same?

SA PEACEFUL YEAR----- 1- 45
 TROUBLED YEAR----- 2
 REMAIN THE SAME----- 3

 DON'T KNOW----- X
 NS-V

4. Here is a sort of scale. **HAND CARD 4** Would you, with the help of this card, tell me how you assess the chances of a world war breaking out in the next ten years?

SA WORLD WAR CERTAIN 100----- 1- 46
 90----- 2
 80----- 3

 70----- 4
 60----- 5
 50----- 6

 40----- 7
 30----- 8
 20----- 9

 NO DANGER OF WAR 10----- 1- 47
 0----- 2

 DON'T KNOW X 98
 NS-V -98

*coded as 01
02
abr*

*re-coded as 10
11*

*99
98*

5. Looking ahead to next year, 1990, do you think the number of unemployed in this country will increase, decrease or remain the same?

SA INCREASE----- 1- 48
 DECREASE----- 2
 REMAIN THE SAME----- 3

 DON'T KNOW----- X
 NS-V

6. Compared with 1989, will 1990 be a year of economic prosperity, economic difficulty, or about the same?

SA	PROSPERITY-----	1- 49
	DIFFICULTY-----	2
	ABOUT THE SAME-----	3
	DON'T KNOW-----	NS ^X -V

911-2

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
1:1	0	0	0	0	0	0	0	0	0	1044	0	0	0	1044	0
1:2	1044	0	0	0	0	0	0	0	0	0	0	0	0	1044	0
1:3	46	0	0	0	0	0	0	0	0	998	0	0	0	1044	0
1:4	100	100	100	100	100	100	100	100	99	145	0	0	0	1044	0
1:5	110	109	110	106	100	100	100	100	100	109	0	0	0	1044	0
1:6	105	105	105	105	105	104	104	103	104	104	0	0	0	1044	0
1:7	0	40	30	270	372	41	50	90	120	31	0	0	0	1044	0
1:8	438	120	91	60	94	241	0	0	0	0	0	0	0	1044	0
1:9	231	103	59	60	50	41	20	20	18	442	0	0	0	1044	0
1:10	684	230	50	10	0	10	20	20	20	0	0	0	0	1044	0
1:11	0	0	0	0	0	0	0	0	1044	0	0	0	0	1044	0
1:12	1044	0	0	0	0	0	0	0	0	0	0	0	0	1044	0
1:13	1044	0	0	0	0	0	0	0	0	0	0	0	0	1044	0
1:14	0	1044	0	0	0	0	0	0	0	0	0	0	0	1044	0
1:15	392	0	0	0	0	0	0	0	0	652	0	0	0	1044	0
1:16	0	0	1044	0	0	0	0	1044	0	0	0	1044	0	1044	1044
1:17	158	121	0	105	0	0	204	245	203	8	0	0	0	1044	0
1:18	121	105	0	0	0	0	361	204	0	253	0	0	0	1044	0
1:19	105	245	325	0	203	158	0	0	0	8	0	0	0	1044	0
1:63	937	103	4	0	0	0	0	0	0	0	0	0	0	1044	0
1:64	496	133	411	4	0	0	0	0	0	0	0	0	0	1044	0
1:65	180	663	137	59	5	0	0	0	0	0	0	0	0	1044	0
1:66	636	263	130	15	0	0	0	0	0	0	0	0	0	1044	0
1:67	399	13	416	33	183	0	0	0	0	0	0	0	0	1044	0
1:68	66	74	172	255	65	165	71	175	1	0	0	0	0	1044	0
1:69	119	134	0	108	140	85	17	198	39	156	0	0	12	1032	0
1:70	137	196	46	60	225	85	16	33	9	207	0	0	30	1014	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
1:71	111	328	224	240	98	38	5	0	0	0	0	0	0	1044	0
1:72	149	120	19	9	6	0	0	0	0	741	0	0	0	1044	0
1:73	140	84	20	4	9	0	0	0	0	787	0	0	0	1044	0
1:74	174	107	36	705	22	0	0	0	0	0	0	0	0	1044	0
1:75	82	113	147	190	258	200	26	0	8	20	0	0	0	1044	0
1:76	123	103	97	106	94	118	96	87	117	103	0	0	0	1044	0
1:77	513	531	0	0	0	0	0	0	0	0	0	0	0	1044	0
1:78	70	59	62	132	156	115	84	55	118	193	0	0	0	1044	0
1:79	41	201	802	0	0	0	0	0	0	0	0	0	0	1044	0
2:1	0	0	0	0	0	0	0	0	0	1044	0	0	0	1044	0
2:2	0	1044	0	0	0	0	0	0	0	0	0	0	0	1044	0
2:3	46	0	0	0	0	0	0	0	0	998	0	0	0	1044	0
2:4	100	100	100	100	100	100	100	100	99	145	0	0	0	1044	0
2:5	110	109	110	106	100	100	100	100	100	109	0	0	0	1044	0
2:6	105	105	105	105	105	104	104	103	104	104	0	0	0	1044	0
2:7	0	40	30	270	372	41	50	90	120	31	0	0	0	1044	0
2:8	438	120	91	60	94	241	0	0	0	0	0	0	0	1044	0
2:9	231	103	59	60	50	41	20	20	18	442	0	0	0	1044	0
2:10	684	230	50	10	0	10	20	20	20	0	0	0	0	1044	0
2:11	0	0	0	0	0	0	0	0	1044	0	0	0	0	1044	0
2:12	1044	0	0	0	0	0	0	0	0	0	0	0	0	1044	0
2:13	1044	0	0	0	0	0	0	0	0	0	0	0	0	1044	0
2:14	0	1044	0	0	0	0	0	0	0	0	0	0	0	1044	0
2:15	392	0	0	0	0	0	0	0	0	652	0	0	0	1044	0
2:16	0	0	1044	0	0	0	0	1044	0	0	0	1044	0	1044	1044
2:17	158	121	0	195	0	0	204	245	203	8	0	0	0	1044	0
2:18	121	105	0	0	0	0	361	204	0	253	0	0	0	1044	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
2:19	105	245	325	0	203	158	0	0	0	8	0	0	0	1044	0
2:20	76	392	574	0	0	0	0	0	0	0	2	0	0	1044	0
2:21	164	876	0	0	0	0	0	0	0	0	4	0	0	1044	0
2:22	564	463	0	0	0	0	0	0	0	0	16	1	0	1044	0
2:23	777	245	0	0	0	0	0	0	0	0	21	1	0	1044	0
2:24	314	482	0	0	0	0	0	0	0	0	248	0	0	1044	0
2:25	91	32	42	868	0	0	0	0	0	0	11	0	0	1044	0
2:26	301	191	186	53	274	30	9	0	0	0	0	0	0	1044	0
2:27	166	8	239	330	175	22	82	0	0	0	22	0	0	1044	0
2:28	328	369	238	0	0	0	0	0	0	0	108	1	0	1044	0
2:29	89	351	563	0	0	0	0	0	0	0	41	0	0	1044	0
2:30	256	330	0	0	0	0	0	0	0	0	457	1	0	1044	0
2:31	318	513	0	0	0	0	0	0	0	0	213	0	0	1044	0
2:32	519	224	0	0	0	0	0	0	0	0	300	1	0	1044	0
2:33	169	392	314	0	0	0	0	0	0	0	168	1	0	1044	0
2:34	152	12	40	108	10	31	28	0	0	0	663	0	0	1044	0
2:35	213	30	0	0	0	0	0	0	0	0	796	5	0	1044	0
2:36	277	64	0	0	0	0	0	0	0	0	695	8	0	1044	0
2:37	356	365	0	0	0	0	0	0	0	0	323	0	0	1044	0
2:38	200	106	0	0	0	0	0	0	0	0	738	0	0	1044	0
2:39	182	92	0	0	0	0	0	0	0	0	769	1	0	1044	0
2:40	398	162	0	0	0	0	0	0	0	0	484	0	0	1044	0
2:41	204	332	0	0	0	0	0	0	0	0	507	1	0	1044	0
2:42	167	39	814	0	0	0	0	0	0	0	23	1	0	1044	0
2:43	371	383	245	0	0	0	0	0	0	0	45	0	0	1044	0
2:44	482	96	42	0	0	0	0	0	0	0	41	0	0	1044	0
2:45	249	282	475	0	0	0	0	0	0	0	38	0	0	1044	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
2!46	14	20	14	23	26	93	48	111	138	0	0	0	557	487	0
2!47	199	319	0	0	0	0	0	0	0	0	39	0	487	557	0
2!48	635	99	282	0	0	0	0	0	0	0	28	0	0	1044	0
2!49	90	419	506	0	0	0	0	0	0	0	29	0	0	1044	0

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):

<u>Project</u>	<u>Date</u>	<u>Type</u>	<u>Comments</u>
911-2	NOV/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.

"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

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 = 30,000 to 100,000
4 = 10,000 to 30,000
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.

1-14 project number. This field can contain alphabetic information.

5-19 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.

83-79 basic data (RECORD 1 ONLY). For the national in-home interviews the basic demographic data on the respondent is kept here. See the attached photocopy 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 codelist:

- 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 .DOC file

Explains any quirks or other peculiarities associated with the survey. If present, you should read it.

the .MAR file

Is the marginal (or hole-count) of the .C file.

The .WGT file

Contains the weights used.

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

The Master Questionnaire

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.

