

SECTION II - ASK EVERYONE

JOB #
001-2
Jan 1990

1. Now thinking about the newspaper you read most - on the whole, do you feel that it does a good job, or not a good job of presenting the news?

SA GOOD JOB----- 1 ~ 37
 NOT A GOOD JOB----- 2
 FAIR JOB----- 3
 UNDECIDED----- X
 NS-V

2. As you may know, Canadian troops are stationed in Europe as part of NATO - the North Atlantic Treaty Organization. Do you think they should continue there, or should the Canadian government bring them back?

SA CONTINUE THERE----- 1 . 38
 CALLED BACK----- 2
 QUALIFIED (SPECIFY)
 DO NOT H.T. 3
 DON'T KNOW----- X
 NS-V

CONTINUED ON BACK...

card # col 1, 2
 serial # col 3-6
 assign # col 7-10
 job # + week col 11-14
 weights col 15-19

3. Do you think the Cold War has ended, or not?

SA YES----- 1 - 39
 NO----- 2
 DON'T KNOW----- X
 NS-V

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

SA LIBERAL----- 1 - 40
 PROG. CONS.----- 2
 N.D.P.----- 3
 REFORM PARTY----- 4
 OTHER PARTY (WRITE IN)
DO NOT H.T. 5
 UNDECIDED/NONE----- 6
 REFUSED-~~NS~~----- 7
 NOT ELIGIBLE----- 8

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

YES----- []
 NO----- 1 - 41
 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
 REFORM PARTY----- 6
 OTHER PARTY (WRITE IN)
DO NOT H.T. 7
 REFUSED-~~NS~~----- 8
 DON'T KNOW/NONE----- X

ASK EVERYONE:

6. The following are some names suggested as possible successors to John Turner as Liberal Party leader. Which of the following would you favor as next leader of the Liberal Party? HAND CARD 1. CIRCLE ONE ONLY.

SA LLOYD AXWORTHY----- 1 - 42
 JEAN CHRETIEN----- 2
 SHEILA COPPS----- 3
 CLIFFORD LINCOLN----- 4
 PAUL MARTIN JR.----- 5
 DENNIS MILLS----- 6
 BRIAN TOBIN----- 7
 TOM WAPPEL----- 8
 CLYDE WELLS----- 9
 DOUG YOUNG----- 0
 NONE----- 1 - 43
 DON'T KNOW----- X
 REF/NS-V NEXT TO COL. 43

7. What do you think is the most important problem facing this country today?
DO NOT READ LIST

- SA
- INFLATION/HIGH PRICES----- 1- 44
 - OTHER ECONOMIC PROBLEMS----- 2
 - UNEMPLOYMENT----- 3
 - LABOR UNIONS/STRIKES----- 4
 - NATIONAL UNITY/INTER-PROVINCIAL
RELATIONS/MEECH LAKE----- 5
 - ENVIRONMENT/POLLUTION/CLEAN AIR----- 6
 - FREE TRADE: U.S. TRADE RELATIONS---- 7
 - HEALTH CARE----- 8
 - GOVERNMENT----- 9
 - WORLD PEACE/INTERNATIONAL PROBLEMS-- 0
 - OTHER (SPECIFY) DO NOT H.T. V
 - CAN'T SAY-~~ANS~~----- X

8. Who do you think is doing the most to promote world peace, U.S. President George Bush or Soviet President Mikhail Gorbachev?

- SA
- GEORGE BUSH----- 1- 45
 - MIKHAIL GORBACHEV--- 2
 - DON'T KNOW----- X
NS-V

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

		Favor- able	Unfavor- able	DK	NS=V
SA (✓)	Joe Clark-----	1	2	X	46
SA ()	John Crosbie-----	1	2	X	47
SA ()	Don Mazankowski-----	1	2	X	48
SA ()	Barbara McDougall-----	1	2	X	49
SA ()	Michael Wilson-----	1	2	X	50

↓

10. Are you in favor of replacing the manufacturers' sales tax with a new 7% national goods and services sales tax, or not?

- SA
- FAVOR----- 1- 51
 - OPPOSE----- 2
 - DON'T KNOW----- X
 - NS-V

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

Are you the male head of the household? YES-----1 NO-----2-65 NS=3
Are you the female head of the household?

EVERYONE:
Are you employed outside the home full-time, part-time or not at all?
SA FULL-TIME---1 PART-TIME---2 NOT AT ALL
NS=4

What is your marital status?
SA SINGLE-----1 WID/DIV/SEP-----
MARRIED-----2 LIVING AS MARRIED-----
NS=3

What was the language you first spoke in childhood and still understand?
SA ENGLISH-----1 OTHER (SPECIFY)
FRENCH-----2 DO NOT H.T. NS=4

What is your religious preference?
SA PROTESTANT--1 OTHER (SPECIFY)
JEWISH-----2 DO NOT H.T.
ROMAN
CATHOLIC----3
NO RELIGIOUS PREFERENCE / NS

Which of these was the last school that you attended? HAND CARD 'Q'
Did you graduate from...(LEVEL OF SCHOOLING ATTENDED)?
SA PUBLIC/GRADE SCHOOL SOME GRADUATE
SECONDARY SCHOOL--- 1-68 2
UNIVERSITY----- 3 4
7 8
POST SECONDARY & NON UNIVERSITY
COMMUNITY COLLEGE--- 5 6
C.E.G.E.P.----- 5 6
OTHER (SPECIFY)
DO NOT H.T. 5 6
NO FORMAL SCHOOLING 9
REFUSED- / NS 0

What is your occupation?
SPECIFIC JOB: STANDARD GALLUP OCCUPATION
TYPE OF COMPANY: CODELIST
CHECK IF: () STUDENT () HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY
SPECIFIC JOB: STANDARD GALLUP OCCUPATION
TYPE OF COMPANY: CODELIST

How many people, including yourself, are there in this household?
SA 1 2 3 4 5 6 OR MORE - 7

How many would be under 10 years?
SA 0 1 2 3 4 OR MORE NS=5 - 72

How many would be between 10 & 17 years?
SA 0 1 2 3 4 OR MORE NS=5 - 73

Are you, yourself a member of a labour union, or is your husband/wife a labour union member?
SA YES, MYSELF-----1 - 74
YES, MY SPOUSE-----2
YES, BOTH-----3
NO-----4
NS=5

What was your year of birth?
YEAR: BELOW 1901 = 98 REFUSED = 99 75/76

What is your sex?
SA MALE-----1 FEMALE-----2 - 77

What is your family income?
CARD 'R': Which number on this card corresponds to your total annual family income from all sources before tax deductions?
SA UNDER \$10,000-----1 \$40,000-\$49,999---6
\$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- / NS 0

What is your residence type?
SA FARM----1 RURAL, NON-FARM----2 URBAN---3

INTERVIEW ENDED: _____
PRINTED REGIONAL - 80 LANGUAGE 1 - 16
RESPONDENT: _____ TELEPHONE: () _____

CITY: _____ PROV: _____

INTERVIEW: _____ POSTAL CODE: _____

I 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 Berenson decision).

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

<u>Project</u>	<u>Date</u>	<u>Type</u>	<u>Comments</u>
JUL-2	JAN/90	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 .IC file

is the actual data itself.

The general structure of a .IC 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, 2, 3, 4 = English
5, 6, 7, 8 = French

Columns 1 and 2 make up what Gallup calls the assignment number.

13-14 Subject number. This field can contain alphabetic information.

15-19 Weight*100.0. A sample 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
15 - 24	14.32	14.25
25 - 49	19.00	19.07
50 +	15.33	18.03

The above columns (11 through 19) are repeated on all cards.

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

83-85 basic data (RECORD 1 ONLY). For the national in-home interviews one 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?" and in this study and all subsequent studies the year of birth is left as is. The age has not been converted. Always greater than 78, 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 = Clerical
- 4 = Clerical
- 5 = Skilled Labour
- 6 = Unskilled Labour
- 7 = Unemployed
- 8 = Housewife
- 9 = Student
- 0 = Other
- = Refused.

The 101 file

explains any errors or other peculiarities associated with the survey. If possible, you should read it.

The 104 file

is the name (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 .UC 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 renumbering 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.

001-a New York

Weight	Observed Frequency	Adjusted Frequency	Weight
1.00	20.00	20.00	1.25174
2.00	205.00	199.39	0.95817
3.00	150.00	160.80	0.82042
4.00	100.00	100.00	0.99950
5.00	118.00	148.10	1.25511
6.00	262.00	159.20	0.75648
7.00	240.00	187.39	1.33849
8.00	60.00	60.00	1.00003

Total 1051.00 1051.00

Cases Total: 1051
 Cases with no weight class: 0
 Cases with more than one weight class: 0
 Cases with weight set to zero: 0
 Number of weight classes: 8
 Empty weight classes: 0
 Maximum weight: 1.33849
 Minimum weight: 0.75648

Omni Newspaper Works

DATE: 01/13/90

NATIONAL OMNIBUS - NEWSPAPERS - JANUARY 10-13, 1990

PAGE 1

NOTE: 7-11
REASON:

	TOTAL	MALE	FEMALE
TOTAL	1051	511	540
	100.0000	100.0000	100.0000
MALE 18-24	150	150	
	14.2920	29.3772	
MALE 25-34	199	199	
	18.9628	38.9781	
MALE 35-44	161	161	
	15.3000	31.4492	
MALE NO. STATED	7	7	
	.0951	.1955	
FEMALE 18-24	148		148
	14.0916		27.4422
FEMALE 25-34	198		198
	18.8580		36.7244
FEMALE 35-44	187		187
	17.8296		34.7216
FEMALE NO. STATED	6		6
	.5709		1.1118

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 Winkel
 J

JOB	UNIT	M A R G I N A L C O U N T S											1051 Records			Page
		2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP	
111	0	0	0	0	0	0	0	0	0	1051	0	0	0	1051	0	
112	100	0	0	0	0	0	0	0	0	0	0	0	0	1051	0	
113	0	0	0	0	0	0	0	0	0	999	0	0	0	1051	0	
114	0	100	10	10	100	100	100	100	100	151	0	0	0	1051	0	
115	0	100	0	0	102	100	100	100	100	109	0	0	0	1051	0	
116	0	105	10	105	105	105	105	105	105	105	0	0	0	1051	0	
117	0	90	0	203	90	40	40	102	120	30	0	0	0	1051	0	
118	0	120	10	51	92	250	0	0	0	0	0	0	0	1051	0	
119	0	120	10	50	50	40	20	20	20	421	0	0	0	1051	0	
120	100	228	10	10	0	10	20	20	20	0	0	0	0	1051	0	
121	0	0	0	0	0	0	0	0	0	1051	0	0	0	1051	0	
122	0	0	0	0	0	0	0	0	0	1051	0	0	0	1051	0	
123	0	0	0	0	0	0	0	0	0	0	0	0	0	1051	0	
124	0	1051	0	0	0	0	0	0	0	0	0	0	0	1051	0	
125	105	0	0	0	0	0	0	0	0	666	0	0	0	1051	0	
126	0	0	1051	0	0	0	0	1051	0	0	0	1051	0	1051	1051	
127	0	268	140	0	0	262	196	208	7	0	0	0	0	1051	0	
128	0	196	110	0	708	0	0	0	0	7	0	0	0	1051	0	
129	0	120	0	0	118	262	0	348	0	203	0	0	0	1051	0	
130	10	137	2	0	0	0	0	0	0	0	0	0	0	1051	0	
134	100	138	120	0	0	0	0	0	0	0	0	0	0	1051	0	
135	100	655	17	10	5	0	0	0	0	0	0	0	0	1051	0	
136	100	276	17	0	0	0	0	0	0	0	0	0	0	1051	0	
137	0	12	150	35	150	0	0	0	0	0	0	0	0	1051	0	
138	0	92	54	170	56	156	85	138	2	4	0	0	0	1051	0	
139	10	122	32	81	144	103	19	182	61	143	0	0	35	1016	0	
140	0	179	10	10	238	107	19	32	25	178	0	0	62	989	0	

COL	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP	
1171	0	233	14	248	100	56	1	0	0	0	0	0	1051	0	
1172	15	120	1	6	2	0	0	0	0	747	0	0	1051	0	
1173	15	90	11	5	3	0	0	0	0	795	0	0	1051	0	
1174	4	113	11	103	22	0	0	0	0	0	0	0	1051	0	
1175	0	128	5	48	284	203	35	0	7	16	0	0	1051	0	
1176	31	103	17	93	104	101	91	105	132	127	0	0	1051	0	
1177	17	526	5	0	0	0	0	0	0	0	0	0	1051	0	
1178	12	65	2	135	159	127	93	54	79	205	0	0	1051	0	
1179	0	235	4	0	0	0	0	0	0	0	0	0	1051	0	
1181	11	470	5	0	0	0	0	0	0	0	0	0	1051	0	
212	0	1051	0	0	0	0	0	0	0	0	0	0	1051	0	
213	61	0	0	0	0	0	0	0	0	999	0	0	1051	0	
214	100	100	100	100	100	100	100	100	100	151	0	0	1051	0	
215	5	110	13	10	102	100	100	100	100	109	0	0	1051	0	
216	105	105	105	105	105	105	105	105	105	105	0	0	1051	0	
2131	151	331	116	0	0	0	0	0	0	0	42	1	1051	0	
2138	112	282	10	0	0	0	0	0	0	0	185	1	1051	0	
2139	258	521	0	0	0	0	0	0	0	0	170	2	1051	0	
2140	155	154	37	33	19	257	48	10	0	0	0	0	1051	0	
2141	13	7	118	111	159	8	13	84	0	0	41	2	1051	0	
2142	11	350	11	11	106	6	15	5	26	12	0	0	317	734	0
2143	58	0	0	0	0	0	0	0	0	0	245	4	734	317	0
2144	13	292	0	0	37	138	73	14	57	17	17	193	0	1051	0
2145	11	553	0	0	0	0	0	0	0	0	227	3	0	1051	0
2146	115	399	0	0	0	0	0	0	0	0	214	2	0	1051	0
2147	64	380	0	0	0	0	0	0	0	0	403	4	0	1051	0

CUL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP	
2.58	000	177	0	0	0	0	0	0	0	0	0	641	5	0	1051	0
2.44	000	228	0	0	0	0	0	0	0	0	0	537	3	0	1051	0
2.50	000	572	0	0	0	0	0	0	0	0	0	245	2	0	1051	0
2.57	000	778	0	0	0	0	0	0	0	0	0	75	4	0	1051	0