

GALLUP WOULD LIKE YOUR OPINION

003-1
March/90

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 # _____

RESPONDENT # _____

CARD# col. 01-02	SECTION I - ASK EVERYONE	02
SERIAL# col. 03-06		
ASSIGN# col. 07-10		
RESP# col. 11-12		
Study+WK# col. 20-23		

1. Do you think discipline in most homes today is too strict or not strict enough?

- TOO STRICT----- 1-7
- ABOUT RIGHT----- 2
- NOT STRICT ENOUGH----- 3
- NO OPINION----- X

2. Do you favor or oppose Toronto hosting the 1996 Summer Olympic Games? ^{NS-V}

- FAVOR----- 1-8
- OPPOSE----- 2
- DON'T KNOW----- X

3. If a federal election were held today, which party's candidate do you think you would favor? ^{NS-V}

- LIBERAL----- 1-9
- PROG. CONS.----- 2
- N.D.P.----- 3
- REFORM PARTY----- 4
- OTHER PARTY (WRITE IN) _____ 5
- UNDECIDED/NONE----- 6
- REFUSED/^{NS}----- 7
- NOT ELIGIBLE----- 8

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

- YES----- []
- NO----- 1-10
- 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/^{NS}----- 8
- DON'T KNOW/NONE----- X

ASK EVERYONE:

5a. As the National Hockey League season is drawing to an end, which team do you believe will win the Stanley Cup?

- BOSTON BRUINS----- 1-11
- CALGARY FLAMES----- 2
- EDMONTON OILERS----- 3

- LOS ANGELES KINGS--- 4
- MONTREAL CANADIENS-- 5
- NEW YORK RANGERS---- 6

- PITTSBURG PENGUINS-- 7
- TORONTO MAPLE LEAFS-- 8
- OTHER----- 9

- DON'T KNOW----- X

5b. Who do you believe is a better hockey player, Wayne Gretzky or Mario Lemieux?

- WAYNE GRETZKY----- 1-12
- MARIO LEMIEUX----- 2

- CAN'T SAY----- X

6. I'm going to read out some statements made about disabled people and I would like you to tell me for each one whether you agree or disagree with it:

a. Mentally handicapped children should, as far as possible, go to ordinary schools.

- AGREE----- 1-13
- DISAGREE----- 2

- DON'T KNOW----- X

b. Physically disabled children should, as far as possible, go to ordinary schools.

- AGREE----- 1-14
- DISAGREE----- 2

- DON'T KNOW----- X

7. 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

- JEAN CHRETIEN----- 1-15
- SHEILA COPPS----- 2
- PAUL MARTIN JR.---- 3
- JOHN NUNZIATA----- 4
- TOM WAPPEL----- 5

- NONE----- 6
- DON'T KNOW----- X

8. Is there any area right around here - that is say within a mile - where you would be afraid to walk at night?

- YES----- 1-16
- NO----- 2

- NOT SURE----- X

9a. Are you employed outside the home full-time, part-time or not at all?

FULL-TIME-----	1-17	
PART-TIME-----	2	
NOT AT ALL-----	3	SKIP TO Q.10

OK/NS-X

IF 'FULL-TIME OR PART-TIME', ASK:

9b. Do you think your present job is safe - or do you think there is a chance you may become unemployed?

SAFE-----	1-18
CHANCE OF BECOMING UNEMPLOYED-----	2
CAN'T SAY-----	X

9c. Do you think it is likely or unlikely you will change employers within the next five years?

LIKELY-----	1-19
UNLIKELY-----	2
DON'T KNOW-----	X

9d. What do you like most about your job? CIRCLE ONE ONLY

WHAT YOU DO AT WORK	1-20	
THE PEOPLE YOU WORK WITH	2	
YOUR SALARY	3	
YOUR CHANCE OF BEING PROMOTED	4	
YOUR BOSS OR SUPERVISOR	5	→SKIP TO Q.10

OTHER (SPECIFY)

_____	6	
DON'T KNOW-----	X	

9e. Do you like or dislike your boss at work?

LIKE-----	1-22
DISLIKE-----	2
DO NOT HAVE A BOSS-----	3
DON'T KNOW-----	X

*IF 5 CIRCLED AT COL. 20
AUTOMATICALLY circle
1 at col. 22*

ASK EVERYONE:

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

YES, USE-----	1-23
NO DO NOT, ABSTAINER	2

OK/NS-X

11. There has been some talk recently about privatization of other companies that now operate under government supervision or control. I'm going to read off some of these, and I'd like you to tell me if you feel they should or should not be sold to the private sector and how strongly you feel about this? **HAND CARD 2 - READ LIST & ROTATE STARTING WITH (✓)**

		SHOULD BE SOLD-----					
		STRONGLY AGREE	SOME- WHAT AGREE	SOME- WHAT DIS- AGREE	STRONGLY DIS- AGREE	DK	
()	a. National & Inter-national airports	1	2	3	4	X	-24
()	b. Atomic Energy of Canada	1	2	3	4	X	
()	c. Canada Post	1	2	3	4	X	
()	d. Canadian National Railways	1	2	3	4	X	-27
()	e. VIA Rail	1	2	3	4	X	
()	f. Hospitals	1	2	3	4	X	
()	g. Provincial hydro companies	1	2	3	4	X	-30
(✓)	h. Petro Canada	1	2	3	4	X	-31

NS-V
↓

12. Now thinking about U.S. capital investment in Canada - do you think there is enough now or would you like to see more U.S. capital investment in this country?

ENOUGH NOW/TOO MUCH----- 1-32
 LIKE TO SEE MORE----- 2
 DON'T KNOW----- X
 NS-V

13a. On February 20, Finance Minister Michael Wilson presented a new federal budget. Have you seen or heard anything about this budget?

YES 1-33
 NO 2 → GO TO Q.14
 CK/NS-X

IF "YES", ASK:

13b. Do you think the budget measures announced will strengthen the Canadian economy or not?

YES 1-34
 NO 2
 DON'T KNOW X
 NS-V

13c. Will the budget measures help or hurt your family's financial situation?

WILL HELP 1-35
 WILL HURT 2
 WILL MAKE NO DIFFERENCE ... 3
 DONT KNOW..... X

ASK EVERYONE:

14. Do you believe Canadians should own majority control - that is, at least 51% - of any banks operating in Canada, or is this not necessary?

SHOULD OWN MAJORITY CONTROL----- 1-36
 NEED NOT OWN MAJORITY CONTROL ----- 2
 DON'T KNOW----- X

NS-V

CONTINUED...

15. How likely do you think it is that there will be a nuclear war in your lifetime - very likely, somewhat likely, not too likely or not at all likely?

VERY LIKELY----- 1-37
 SOMEWHAT LIKELY----- 2
 NOT TOO LIKELY----- 3
 NOT AT ALL LIKELY----- 4

 DON'T KNOW----- X

16a. In 1987, Canada's First Ministers reached an agreement - the Meech Lake Accord - to bring the Province of Quebec into the Constitutional Accord. *NS-V*

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?

QUITE FAMILIAR----- 1-38
 FAIRLY FAMILIAR----- 2
 KNOW LITTLE OR NOTHING-- 3

 DON'T KNOW----- X

16b. Overall, do you think the Meech Lake Accord will be a good thing or not a good thing for Canada? *NS-V*

GOOD THING----- 1-39
 NOT A GOOD THING----- 2

 DON'T KNOW----- X

16c. Do you approve or disapprove of the inclusion of Quebec in the Constitution as a 'distinct society' within Canada? *NS-V*

APPROVE----- 1-40
 DISAPPROVE----- 2

 CAN'T SAY----- X

16d. 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? *NS-V*

REQUESTING TOO MUCH---- 1-41
 REQUESTS REASONABLE---- 2
 DON'T KNOW----- X

16e. 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 3**

ACHIEVE INDEPENDENCE FOR QUEBEC 1-42

 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

BASIC DATA SECTION - INTRODUCE THIS SECTION AS FOLLOWS: 'Now may I ask you a few questions so that we can classify our data?'

MEN: Are you the male head of the household? YES-----1 NO-----2-65 NS-3
 WOMEN: 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
 NS-4

What is your marital status?

SINGLE-----1 MID/DIV/SEP-----3-65
 MARRIED-----2 LIVING AS MARRIED-----4
 NS-5

What was the language you first spoke in childhood and still understand?

ENGLISH-----1 OTHER (SPECIFY) NS-4 3-66
 FRENCH-----2

What is your religious preference?

PROTESTANT--1 OTHER (SPECIFY) 4-67
 JEWISH-----2
 ROMAN
 CATHOLIC----3
 NO RELIGIOUS PREFERENCE-NS-----5

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

	SOME	GRADUATED
PUBLIC/GRADE SCHOOL	1-68	2
SECONDARY SCHOOL---	3	4
UNIVERSITY-----	7	8

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

	SOME	GRADUATED
POST SECONDARY & NON UNIVERSITY		
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: STANDARD GALLUP OCCUPATION -69
 TYPE OF COMPANY: Code list
 CHECK IF: () STUDENT () HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB: STANDARD GALLUP OCCUPATION -70
 TYPE OF COMPANY: Code list

How many people, including yourself, are there in this household?

1 2 3 4 5 6 OR MORE NS-7 -71

How many would be under 10 years?

0 1 2 3 4 OR MORE NS-5 -72

How many would be between 10 & 17 years?

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?

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 Ref.-99 NS-5 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-NS-----0

RECORD IF:

FARM----1 RURAL, NON-FARM----2 URBAN---3-79

THE INTERVIEW ENDED: _____

REGIONAL _____ LANGUAGE -16

PLEASE PRINT)

NAME OF RESPONDENT: _____

TELEPHONE: () _____

ADDRESS: _____ CITY: _____ PROV: _____

DATE OF INTERVIEW: _____ POSTAL CODE: _____

I hereby attest that this is a true honest interview -- INTERVIEWER'S SIGNATURE: _____

DATE: 3/23/90

NATIONAL OMNIBUS - NEWSPAPERS - MARCH 7-10, 1990

PAGE 1

Table 702
WEIGHT TEST

	TOTAL	MALE	FEMALE
TOTAL	1054 100.0000	513 100.0000	541 100.0000
MALE 18-29	150 14.2083	150 29.2051	
MALE 30-49	199 18.8518	199 38.7498	
MALE 50+	160 15.2104	160 31.2650	
MALE NOT STATED	4 .3795	4 .7801	
FEMALE 18-29	149 14.1184		149 27.4944
FEMALE 30-49	199 18.8938		199 36.7942
FEMALE 50+	188 17.8634		188 34.7875
FEMALE NOT STATED	5 .4744		5 .9239

0031UNIV.WGT

Weight run				
Tables	Observed	Adjusted		
701	Frequency	Frequency	Weight	
1	.14	93.00	149.76	1.61027
2	.19	229.00	198.70	0.86768
3	.15	203.00	160.32	0.78974
4	.00	4.00	4.00	0.99998
5	.14	112.00	148.81	1.32864
6	.19	247.00	199.14	0.80624
7	.18	161.00	188.28	1.16944
8	.00	5.00	5.00	1.00004
Totals		1054.00	1054.00	

Cases read:	1054
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:	1.61027
Minimum weight:	0.78974

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>
003-1	MAR/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 .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.

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 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 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 .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.

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	1054	0	0	0	1054	0
1:2	1054	0	0	0	0	0	0	0	0	0	0	0	0	1054	0
1:3	55	0	0	0	0	0	0	0	0	999	0	0	0	1054	0
1:4	100	100	100	100	100	100	100	100	100	154	0	0	0	1054	0
1:5	110	110	110	110	105	100	100	100	100	109	0	0	0	1054	0
1:6	106	106	106	106	105	105	105	105	105	105	0	0	0	1054	0
1:7	10	40	20	280	380	50	30	112	110	22	0	0	0	1054	0
1:8	450	110	91	71	90	242	0	0	0	0	0	0	0	1054	0
1:9	251	120	60	60	40	30	20	20	20	433	0	0	0	1054	0
1:10	674	230	60	10	0	10	20	30	20	0	0	0	0	1054	0
1:11	0	0	0	0	0	0	0	0	0	1054	0	0	0	1054	0
1:12	0	0	0	0	0	0	0	0	0	1054	0	0	0	1054	0
1:13	0	0	1054	0	0	0	0	0	0	0	0	0	0	1054	0
1:14	1054	0	0	0	0	0	0	0	0	0	0	0	0	1054	0
1:15	375	0	0	0	0	0	0	0	0	679	0	0	0	1054	0
1:16	0	0	1054	0	0	0	0	1054	0	0	0	1054	0	1054	1054
1:17	161	0	112	0	0	93	203	476	0	9	0	0	0	1054	0
1:18	93	112	0	0	0	390	0	0	203	256	0	0	0	1054	0
1:19	0	0	0	0	0	247	0	229	273	305	0	0	0	1054	0
1:63	928	124	2	0	0	0	0	0	0	0	0	0	0	1054	0
1:64	469	143	439	3	0	0	0	0	0	0	0	0	0	1054	0
1:65	190	669	143	48	4	0	0	0	0	0	0	0	0	1054	0
1:66	640	284	120	10	0	0	0	0	0	0	0	0	0	1054	0
1:67	397	15	454	26	162	0	0	0	0	0	0	0	0	1054	0
1:68	52	87	189	277	70	148	69	155	4	3	0	0	0	1054	0
1:69	122	101	38	108	151	77	30	202	52	151	0	0	22	1032	0
1:70	130	157	33	80	237	87	30	45	9	195	0	0	51	1003	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
1171	122	319	218	241	105	47	2	0	0	0	0	0	0	1054	0
1172	154	127	25	5	7	0	0	0	0	736	0	0	0	1054	0
1173	158	87	15	2	8	0	0	0	0	784	0	0	0	1054	0
1174	189	91	45	704	25	0	0	0	0	0	0	0	0	1054	0
1175	74	135	117	193	275	181	47	0	10	22	0	0	0	1054	0
1176	111	101	103	82	104	115	105	114	107	112	0	0	0	1054	0
1177	529	525	0	0	0	0	0	0	0	0	0	0	0	1054	0
1178	59	67	75	113	152	154	98	60	94	182	0	0	0	1054	0
1179	17	224	813	0	0	0	0	0	0	0	0	0	0	1054	0
1180	205	476	364	9	0	0	0	0	0	0	0	0	0	1054	0
211	0	0	0	0	0	0	0	0	0	1054	0	0	0	1054	0
212	0	1054	0	0	0	0	0	0	0	0	0	0	0	1054	0
213	55	0	0	0	0	0	0	0	0	999	0	0	0	1054	0
214	100	100	100	100	100	100	100	100	100	154	0	0	0	1054	0
215	110	110	110	110	105	100	100	100	100	109	0	0	0	1054	0
216	106	106	106	106	105	105	105	105	105	105	0	0	0	1054	0
217	22	188	788	0	0	0	0	0	0	0	55	1	0	1054	0
218	682	127	0	0	0	0	0	0	0	0	243	2	0	1054	0
219	378	114	184	36	19	290	20	13	0	0	0	0	0	1054	0
2110	172	21	293	309	153	11	11	46	0	0	38	0	0	1054	0
2111	152	164	67	19	125	4	1	57	17	0	445	3	0	1054	0
2112	528	276	0	0	0	0	0	0	0	0	248	2	0	1054	0
2113	650	361	0	0	0	0	0	0	0	0	41	2	0	1054	0
2114	909	120	0	0	0	0	0	0	0	0	23	2	0	1054	0
2115	377	276	120	10	5	70	0	0	0	0	192	4	0	1054	0
2116	343	665	0	0	0	0	0	0	0	0	41	5	0	1054	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
2118	433	152	0	0	0	0	0	0	0	0	18	1	450	604	0
2119	254	330	0	0	0	0	0	0	0	0	20	0	450	604	0
2120	190	148	70	2	12	177	0	0	0	0	4	1	450	604	0
2122	461	43	57	0	0	0	0	0	0	0	30	1	462	592	0
2123	827	222	0	0	0	0	0	0	0	0	5	0	0	1054	0
2124	142	166	178	461	0	0	0	0	0	0	101	6	0	1054	0
2125	84	82	152	583	0	0	0	0	0	0	148	5	0	1054	0
2126	338	168	123	384	0	0	0	0	0	0	36	5	0	1054	0
2127	261	213	130	364	0	0	0	0	0	0	82	4	0	1054	0
2128	319	196	123	343	0	0	0	0	0	0	67	6	0	1054	0
2129	79	97	129	694	0	0	0	0	0	0	48	7	0	1054	0
2130	170	158	177	458	0	0	0	0	0	0	85	6	0	1054	0
2131	369	186	136	261	0	0	0	0	0	0	96	6	0	1054	0
2132	643	291	0	0	0	0	0	0	0	0	117	3	0	1054	0
2133	867	184	0	0	0	0	0	0	0	0	3	0	0	1054	0
2134	150	614	0	0	0	0	0	0	0	0	103	0	187	867	0
2135	25	554	238	0	0	0	0	0	0	0	50	0	187	867	0
2136	719	223	0	0	0	0	0	0	0	0	109	3	0	1054	0
2137	50	141	325	515	0	0	0	0	0	0	23	0	0	1054	0
2138	124	353	548	0	0	0	0	0	0	0	29	0	0	1054	0
2139	278	424	0	0	0	0	0	0	0	0	352	0	0	1054	0
2140	341	537	0	0	0	0	0	0	0	0	175	1	0	1054	0
2141	559	260	0	0	0	0	0	0	0	0	233	2	0	1054	0
2142	194	395	318	0	0	0	0	0	0	0	147	0	0	1054	0