

ARCHIVE NUMBER: CNCIPO91-104-2

Survey Name: Canadian Gallup Omnibus Poll # 104-2

Survey Firm: The Canadian Gallup Poll Limited

Sponsor:

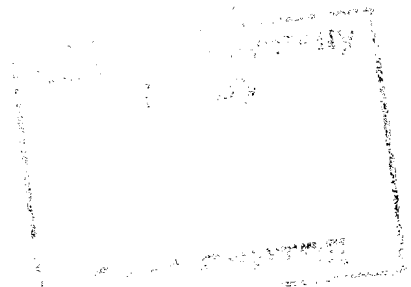
Interview Dates: April 10-13, 1991

Type of Sample: National Adult

Sample Size: 1,024

Weight Location: Card 1, Cols. 15-19

COMMENTS:



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* PUBLISHED WITH APPROPRIATE ACKNOWLEDGEMENTS. *

GALLUP WOULD LIKE YOUR OPINION

INTERVIEWER DON'T READ ALOUD WORDS IN CAPITAL LETTERS
CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES

104-2
APR/91

INTRODUCTION:

sent?

10. My name is from the Gallup Poll. The Gallup Poll is a survey on different topics concerning both national public opinion and marketing research. I'd like to interview the youngest (male/female) who is 18 years of age or older and who is at home right now. Would that be yourself?

ASSIGN # _____ (7-10)	START TIME _____ (18-21)
RESPONDENT # _____ (11-12)	FINISH TIME _____ (22-25)
EMPLOYEE ID# _____ (14-17)	DATE _____ (26-29)
VERSION _____ (30-31)	

01

Israelis and the

SECTION I- ASK EVERYONE

02

1a. Just from what you have seen, heard or read, how serious a problem is hunger among Canadians today - would you say very serious, quite serious, not too serious or not really a serious problem at all?

inians or with the

- VERY SERIOUS----- 1-7
- QUITE SERIOUS----- 2
- NOT TOO SERIOUS----- 3
- NOT AT ALL SERIOUS----- 4

DON'T KNOW----- X

such as liquor, wine

1b. To what degree do you think governments in Canada are addressing the hunger problem in this country? READ LIST

- Adequately----- 1-8
- Partially----- 2
- Not at all----- 3

DON'T KNOW----- X

er protected, not as
now, as they were
fect nine years ago?

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

- LIBERAL----- 1-9
- PROG. CONS.----- 2
- N.D.P.----- 3
- REFORM PARTY----- 4
- BLOC QUEBECOIS----- 5
- OTHER PARTY (WRITE IN)-----

----- 6

- UNDECIDED/NONE----- 7
- REFUSED----- 8
- NOT ELIGIBLE----- 9

mentally friendly"
using methods which

1,2
3-6
7-10
JK. 11-14
TS 15-19

Don't know - DK - X - (-)

Not stated - NS - V - (8)

"friendly" products are
think these companies
purposes?

CONTINUED ON BACK...

CONTINUED...

7c. In general, do you think that "environmentally friendly" products really are better for the environment, or not?

YES, REALLY BETTER----- 1-17
NO, NOT REALLY BETTER----- 2

DON'T KNOW----- X

8. It was announced in the recent ^{NS V} federal budget that pay increases for public servants are set at 3% per year. Are you in favor of this policy, or do you think federal public servants should receive pay increases higher than 3% per year, or should they receive no increase at all?

IN FAVOR OF POLICY----- 1-18
SHOULD RECEIVE HIGHER INCREASE 2
SHOULD RECEIVE NO INCREASE--- 3

DON'T KNOW----- X

9. Do you believe that the CBC television network is a necessary institution in Canada, or not?

YES, IS NECESSARY----- 1-19
NO, IS NOT NECESSARY----- 2

DON'T KNOW----- X

10. Regardless of how you plan to vote, what is your best guess as to which political party will win the most seats in the next federal election?

LIBERALS----- 1-20
PROG. CONS.----- 2
N.D.P.----- 3
REFORM PARTY----- 4
BLOC QUEBECOIS----- 5
OTHER (SPECIFY)

----- 6
CAN'T SAY----- X

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

YES, SHOULD----- 1-21
YES, SHOULD UNDER SPECIAL CIRCUMSTANCES----- 2
NO, SHOULD NOT----- 3

DON'T KNOW----- X

12. Would you prefer to keep Quebec in Canada by giving it the powers it requests, or should the federal government turn down these requests and risk Quebec separating?

KEEP QUEBEC IN CANADA-- 1-22
RISK QUEBEC SEPARATING- 2

DON'T KNOW----- X

ASK RESPONDENTS IN ONTARIO ONLY, ALL OTHERS SKIP TO NEXT SECTION

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

- LIBERAL----- 1-23
- PROG. CONS.----- 2
- N.D.P.----- 3
- OTHER PARTY (WRITE IN)----- 4
- UNDECIDED/NONE----- 5
- REFUSED/~~NS~~----- 6
- NOT ELIGIBLE----- 7

14a. Did you vote in the last provincial election on September 6th, 1990?

- YES----- []
- NO----- 1-24
- TOO YOUNG----- 2

IF 'YES', ASK:

14b. Which party did the candidate for whom you voted represent?

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

ASK EVERYONE IN ONTARIO ONLY:

15. Do you think that automobile insurance in Ontario should be taken over by the provincial government, or should it continue to be run by private industry?

- TAKEN OVER BY THE PROVINCIAL GOVERNMENT----- 1-25
- CONTINUE TO BE RUN BY PRIVATE INDUSTRY----- 2
- DON'T KNOW----- X

NS-V

CONTINUED...

ons

-69

ST
LIFE

-7

if,

NS=7

-71

?

=5

-72

17

5

-73

abor
e a

6/76

-77

this
usual
before

19--6-7

19--7

19--8

19--9

2---0

-79

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

1. MEN: Are you the male head of the household?
 WOMEN: Are you the female head of the household?

SA YES-----1 NO-----2 - 63
 NJ=3

ASK EVERYONE:

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

SA FULL-TIME----- 1-64
 PART-TIME----- 2
 NOT AT ALL----- 3
 NS=4

3. What is your marital status?

SA SINGLE----- 1-65
 MARRIED----- 2
 WID/DIV/SEP----- 3
 LIVING AS MARRIED- 4
 NS=5

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

SA ENGLISH----- 1-64
 FRENCH----- 2
 OTHER (SPECIFY)
DO NOT H.T. 3 NS=4

5. What is your religious preference?

SA PROTESTANT----- 1-67
 JEWISH----- 2
 ROMAN CATHOLIC----- 3
 OTHER (SPECIFY)
DO NOT H.T. 4
 NO PREFERENCE/
 NS=5

6. Which of these was the last school that you attended? HAND CARD Q Did you graduate from...(LEVEL OF SCHOOLING ATTENDED)?

		<u>SOME</u>	<u>GRAD.</u>
		1-68	2
		3	4
		7	8
SA	POST SECONDARY & NON UNIVERSITY		
	COMMUNITY COLLEGE---	5	6
	C.E.G.E.P.-----	5	6
	OTHER (SPECIFY)		
	<u>DO NOT H.T.</u>	5	6
	NO FORMAL SCHOOLING	9	
	REFUSED-/NS-----	X	

7. What is your occupation?

SPECIFIC JOB: STANDARD GUMP -69
 TYPE OF COMPANY: OCCUPATION CODELIST

CHECK IF: () STUDENT () HOUSEWIFE

8. OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB: STANDARD GUMP -7
 TYPE OF COMPANY: OCCUPATION CODELIST

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

SA 1 2 3 4 5 6+ NS=7
 -71

10. How many would be under 10 years?

SA 0 1 2 3 4+ NS=5
 -72

11. How many would be between 10 & 17 years?

SA 0 1 2 3 4+ NS=5
 -73

12. Are you, yourself a member of a labor union, or is your husband/wife a labor union member?

SA YES, MYSELF----- 1 -74
 YES, MY SPOUSE----- 2
 YES, BOTH----- 3
 NO----- 4 NS=5

13. What was your year of birth?

YEAR: Below 1901=98 1901-99 75/76

14. SA RECORD IF: MALE---1 FEMALE---2 -77

15. 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--	6-7
\$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-\$79,999--	9
\$30,000-\$39,999--	5	\$80,000 & OVER---	0
		REFUSED-/NS-----	X

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

REGIONAL -7 LANGUAGE -10

(PLEASE PRINT)

NAME OF RESPONDENT: _____ TELEPHONE: () _____

ADDRESS: _____ CITY: _____

PROVINCE: _____ POSTAL CODE: _____

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

A VALIDATION CHECK WILL BE MADE ON ALL INTERVIEWERS' WORK

CODE LIST FOR BASIC DATA AND ASSIGNMENT NUMBER

REGION: (COL 07)

First digit of assignment #

- Newfoundland
- P. E. I.
- Nova Scotia
- New Brunswick
- Quebec
- Ontario
- Manitoba
- Saskatchewan
- Alberta
- British Columbia

COMMUNITY SIZE: (COL 08) Second digit of assignment #

- 1 - Over 500,000
- 2 - 100,000 - 500,000
- 3 - 30,000 - 100,000
- 4 - 10,000 - 30,000
- 5 - 1,000 - 10,000
- 6 - Under 1,000 (Rural non-farm, farm)

LOCATION: (COL 09) Third digit of assignment #

Indicates location within a community where more than one assignment is completed

LANGUAGE: (COL 10) Fourth digit of assignment #

- 1, 3, 5 or 7 - English questionnaire
- 2, 4, 6 or 8 - French questionnaire

OCCUPATION: (COL 69-Occupation of Respondant & COL 70-Occupation of Head of Household)

- 1 - Professional
- 2 - Business Executive, Owners/Managers
- 3 - Sales
- 4 - Clerical
- 5 - Skilled Labour
- 6 - Unskilled Labour
- 7 - Unemployed
- 8 - Housewife
- 9 - Student
- 0 - Other; Not in labour force; disabled; pension retired, including retired farmers and retired housewives
- Refused, Did not state

AGE (COL 75/76) Basic Data

- 01 to 97 - last two digits of actual year of birth (Exact year of birth)
- 98 - 1900 and prior
- 99 - Did not state

104-2 newspaper wght.

DATE: 4/22/91

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Table 702
WEIGHT TEST

	TOTAL	MALE	FEMALE
TOTAL	1024	488	526
	100.0000	100.0000	100.0000
MALE 18-29	146	146	
	14.2338	29.2575	
MALE 30-49	193	193	
	18.8556	38.8192	
MALE 50+	156	156	
	15.2377	31.3210	
MALE NOT STATED	3	3	
	.2930	.6023	
FEMALE 18-29	144		144
	14.0603		27.3813
FEMALE 30-49	193		193
	18.8161		36.6428
FEMALE 50+	182		182
	17.7900		34.6446
FEMALE NOT STATED	7		7
	.6836		1.3313