

GALLUP WOULD LIKE YOUR OPINION

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

108-1
AUGUST/91

INTRODUCTION:

Hello. My name is from the Gallup Poll. The Gallup Poll is a survey on different topics concerning both national public opinion and marketing issues. 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

SECTION I- ASK EVERYONE

02

1. How do you feel about the level of government funding of the public education system in your province. Would you favor or oppose increased funding ...READ LIST

FAVOR OPPOSE DK

NS-V

- | | | | |
|---|---|---|------|
| (a) for the elementary/public schools?----- | 1 | 2 | X -7 |
| (b) for the high schools?----- | 1 | 2 | X |
| (c) for post-high school education?----- | 1 | 2 | X -9 |

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

- | | |
|------------------------|------|
| LIBERAL----- | 1-10 |
| PROG. CONS.----- | 2 |
| N.D.P.----- | 3 |
| REFORM PARTY----- | 4 |
| BLOC QUEBECOIS----- | 5 |
| OTHER PARTY (WRITE IN) | |
| _____ | 6 |
| UNDECIDED/NONE----- | 7 |
| REFUSED/NS----- | 8 |
| NOT ELIGIBLE----- | 9 |

- 3a. Did you vote in the last federal election on November 21, 1988?

- | | |
|----------------|------|
| YES----- | [] |
| NO----- | 1-11 |
| TOO YOUNG----- | 2 |

IF 'YES', ASK:

- 3b. 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:

4. Now a question about the police force in this community. Generally speaking, do you approve or disapprove of the way they are performing their duties?

APPROVE----- 1-12
 DISAPPROVE----- 2
 DON'T KNOW----- X

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

	FAVORABLE	UNFAVORABLE	DK	<i>NS-V</i>
() Grant Devine-----	1	2	X-13	
() Gary Filmon-----	1	2	X	
(✓) Don Getty-----	1	2	X-15	
() Bob Rae-----	1	2	X	
() Clyde Wells-----	1	2	X-17	

6. Do you think children today are being better educated or worse educated than you were?

BETTER----- 1-18
 WORSE----- 2
 THE SAME----- 3
 CAN'T SAY----- X

7a. Do you believe that federal government spending on poorer regions in Canada should increase, remain the same, decrease or be eliminated? *NS-V*

INCREASE----- 1-19
 REMAIN THE SAME----- 2
 DECREASE----- 3
 BE ELIMINATED----- 4
 DON'T KNOW----- X

7b. Do you believe that the federal government should give financial assistance to unemployed people in Canada's poorer regions who wish to stay in their home area, or encourage them to move to a more prosperous region, or not become involved in such matters? *NS-V*

STAY IN HOME AREA----- 1-20
 ENCOURAGE THEM TO MOVE----- 2
 DO NOT BECOME INVOLVED----- 3
 DON'T KNOW----- X

7c. Do you believe it is fair that unemployed Canadians who have moved to (THIS PROVINCE) are given the same opportunity for job openings as are unemployed people born in (THIS PROVINCE)? *NS-V*

YES, IS FAIR----- 1-21
 NO, IS NOT----- 2
 DON'T KNOW----- X

7d. In which province of Canada did you spend all or most of your childhood?
ACCEPT ONE MENTION ONLY

NEWFOUNDLAND-----	1-22
NOVA SCOTIA-----	2
NEW BRUNSWICK-----	3
P.E.I.-----	4
QUEBEC-----	5
ONTARIO-----	6
MANITOBA-----	7
SASKATCHEWAN-----	8
ALBERTA-----	9
BRITISH COLUMBIA-----	0
NORTH WEST TERRITORIES-----	1-23
YUKON-----	2

WAS NOT RAISED IN CANADA--- 3

8. Do you approve or disapprove of the record of the Progressive Conservative government in Ottawa, since the election in November, 1988?
DK/NS -X

APPROVE-----	1-24
DISAPPROVE-----	2
DON'T KNOW-----	X

9a. Who, among the names on this card, do you believe is the sexiest Canadian male? *NS-V*
HAND CARD 1 - ACCEPT ONE ANSWER ONLY

BRYAN ADAMS-----	1-25
MICHAEL J. FOX-----	2
WAYNE GRETZKY-----	3
PETER GZOWSKI-----	4
BEN JOHNSON-----	5
GUY LAFLEUR-----	6
J.D. ROBERTS-----	7
PIERRE TRUDEAU-----	8
IAN TYSON-----	9
ROCH VOISINE-----	0
NONE OF ABOVE-----	1-26
DON'T KNOW-----	X

9b. Who, among the names on the card, do you believe is the sexiest Canadian female? *NS-V*
HAND CARD 2 - ACCEPT ONE ANSWER ONLY

LIONA BOYD-----	1-27
ADRIENNE CLARKSON-----	2
SHEILA COPPS-----	3
CELINE DION-----	4
ERICA EHM-----	5
ANNE MURRAY-----	6
MILA MULRONEY-----	7
ALLANAH MYLES-----	8
MARTINE ST. CLAIR-----	9
SHANNON TWEED-----	0
NONE OF ABOVE-----	1-28
DON'T KNOW-----	X

10. Do you believe that increasing taxes on alcoholic beverages and cigarettes is a good method for governments to raise additional revenues, or should governments look elsewhere for additional revenues? *NS-V*

YES, A GOOD METHOD-----	1-29
SHOULD LOOK ELSEWHERE---	2
DON'T KNOW-----	X

NS-V

11a. If the federal Progressive Conservative Party had Joe Clark as its leader, which party's candidate do you think you would favor?

LIBERAL-----	1-30
PROG. CONS.-----	2
N.D.P.-----	3
REFORM PARTY-----	4
BLOC QUEBECOIS-----	5
OTHER PARTY (WRITE IN)	
_____	6
UNDECIDED/NONE-----	7
REFUSED/ <i>NS</i> -----	8
NOT ELIGIBLE-----	9

11b. If the federal Liberal Party had Sheila Copps as its leader, which party's candidate do you think you would favor?

LIBERAL-----	1-31
PROG. CONS.-----	2
N.D.P.-----	3
REFORM PARTY-----	4
BLOC QUEBECOIS-----	5
OTHER PARTY (WRITE IN)	
_____	6
UNDECIDED/NONE-----	7
REFUSED/ <i>NS</i> -----	8
NOT ELIGIBLE-----	9

11c. If the federal New Democratic Party had Bob Rae as its leader, which party's candidate do you think you would favor?

LIBERAL-----	1-32
PROG. CONS.-----	2
N.D.P.-----	3
REFORM PARTY-----	4
BLOC QUEBECOIS-----	5
OTHER PARTY (WRITE IN)	
_____	6
UNDECIDED/NONE-----	7
REFUSED/ <i>NS</i> -----	8
NOT ELIGIBLE-----	9

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

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

LIBERAL-----	1-33
PROG. CONS.-----	2
N.D.P.-----	3
OTHER PARTY (WRITE IN)	
_____	4
UNDECIDED/NONE-----	5
REFUSED/ <i>NS</i> -----	6
NOT ELIGIBLE-----	7

* ONTARIO Section Answered by ENGLISH ONTARIO (107-5 136-1)

13a. Did you vote in the last provincial election on September 6th, 1990?

YES----- []

NO----- 1-34

TOO YOUNG----- 2

IF 'YES', ASK:

13b. 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:

14. Do you approve or disapprove of the way Bob Rae is handling his job as Premier of Ontario?

APPROVE----- 1-35

DISAPPROVE----- 2

DON'T KNOW----- X

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
 NS=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----- 1-66
 FRENCH----- 2
 OTHER (SPECIFY) 3 NS=4
DO NOT HIT.

5. What is your religious preference?

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

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

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

7. What is your occupation?

SPECIFIC JOB: STANDARD GALLUP -69

TYPE OF COMPANY: OCCUPATION CODELIST

CHECK IF: () STUDENT () HOUSEWIFE

8. OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB: STANDARD GALLUP -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 1901-1909=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--	6-78
\$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-\$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

ONTARIO REGIONAL -37 LANGUAGE -36 1-ENG. 2-FR.

(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: _____

1081 Newspaper

weight run				
Tables	Observed	Adjusted	Weight	
701	Frequency	Frequency		
1	.14	120.00	147.20	1.22668
2	.19	208.00	195.31	0.93899
3	.15	184.00	157.58	0.85643
4	.00	1.00	1.00	1.00013
5	.14	113.00	146.22	1.29398
6	.19	229.00	195.58	0.85449
7	.18	173.00	185.01	1.06940
8	.00	2.00	2.00	1.00013
Totals	1030.00	1030.00		

Cases read: 1030
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: 1.29398
Minimum weight: 0.85449

DATE: 8/19/91

NATIONAL OMMIBUS - NEWSPAPERS - AUG. 7-13, 1991

PAGE 1

Table 702
WEIGHT TEST

	TOTAL	MALE	FEMALE
TOTAL	1030	501	529
	100.0000	100.0000	100.0000
MALE 18-29	147	147	
	14.2314	29.3760	
MALE 30-49	195	195	
	18.9621	38.9766	
MALE 50+	158	158	
	15.2994	31.4470	
MALE NOT STATED	1	1	
	.0971	.1996	
FEMALE 18-29	146		146
	14.1951		27.5458
FEMALE 30-49	196		196
	18.9979		38.9969
FEMALE 50+	185		185
	17.9518		34.9792
FEMALE NOT STATED	2		2
	.1949		.3792

1081 Newspaper

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
108-1	AUG./91	Op	

The type column is coded: 0 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) **** FOR THIS NATIONAL ONLY REGION ON COLS 149:152
0 = Newfoundland = 709
1 = Prince Edward Island = 902
2 = Nova Scotia = 902
3 = New Brunswick = 506
4 = Quebec AS IS REGULARLY
5 = Ontario AS IS REGULARLY
6 = Manitoba = 204
7 = Saskatchewan = 306
8 = Alberta = 403
9 = British Columbia = 604
8 community size **** FOR THIS NATIONAL ONLY COMMUNITY SIZE CAN
ONLY BE CAPTURED FOR ONTARIO AND QUEBEC
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 .000 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 .0 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 .Q 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.

1081 Newspapers
actual

COL	1	2	3	4	5	6	7	8	9	11	12	RL	TOT	MP
111	0	0	0	0	0	0	0	0	0	1030	0	0	0	0
112	1030	0	0	0	0	0	0	0	0	0	0	0	0	0
113	42	0	0	0	0	0	0	0	0	988	0	0	0	0
114	100	100	91	99	99	100	100	100	100	141	0	0	0	0
115	108	110	110	102	100	100	100	91	100	109	0	0	0	0
116	104	103	103	103	102	103	103	103	103	0	0	0	0	0
117	10	35	30	280	380	30	30	110	105	20	0	0	0	0
118	450	110	80	70	90	230	0	0	0	0	0	0	0	0
119	250	110	60	60	40	30	20	20	20	420	0	0	0	0
1110	640	230	60	20	0	20	20	20	20	0	0	0	0	0
1111	1030	0	0	0	0	0	0	0	0	0	0	0	0	0
1112	0	0	0	0	0	0	0	0	0	1030	0	0	0	0
1113	0	0	0	0	0	0	0	0	0	1030	0	0	0	0
1114	1030	0	0	0	0	0	0	0	0	0	0	0	0	0
1115	409	0	0	0	0	0	0	0	0	621	0	0	0	0
1116	0	0	1030	0	0	0	0	0	0	0	0	0	0	0
1117	0	233	0	0	0	0	0	0	0	413	208	176	0	0
1118	0	120	208	0	413	173	0	0	0	113	3	0	0	0
1119	0	0	0	342	0	184	120	0	0	381	3	0	0	0
1136	761	269	0	0	0	0	0	0	0	0	0	0	0	0
1163	600	129	1	0	0	0	0	0	0	0	0	0	0	0
1164	470	123	435	2	0	0	0	0	0	0	0	0	0	0
1165	218	647	121	44	0	0	0	0	0	0	0	0	0	0
1166	588	266	145	1	0	0	0	0	0	0	0	0	0	0
1167	374	0	481	39	128	0	0	0	0	0	0	0	0	0
1168	46	92	155	66	162	80	184	0	0	0	0	0	0	0
1169	142	192	34	111	126	86	30	185	55	142	0	0	0	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
1170	153	146	52	49	211	82	29	42	9	201	0	0	56	974	0
1171	106	322	222	232	92	55	1	0	0	0	0	0	0	1030	0
1172	123	94	28	5	15	0	0	0	0	765	0	0	0	1030	0
1173	146	62	21	1	13	0	0	0	0	787	0	0	0	1030	0
1174	156	86	40	739	9	0	0	0	0	0	0	0	0	1030	0
1175	70	133	109	169	253	221	58	0	3	14	0	0	0	1030	0
1176	110	128	94	93	101	96	96	103	109	100	0	0	0	1030	0
1177	513	517	0	0	0	0	0	0	0	0	0	0	0	1030	0
1178	57	53	57	114	128	130	89	64	45	89	204	0	0	1030	0
1179	46	233	751	0	0	0	0	0	0	0	0	0	0	1030	0
1180	233	437	357	3	0	0	0	0	0	0	0	0	0	1030	0
211	0	0	0	0	0	0	0	0	0	1030	0	0	0	1030	0
212	0	1030	0	0	0	0	0	0	0	0	0	0	0	1030	0
213	42	0	0	0	0	0	0	0	0	988	0	0	0	1030	0
214	100	100	91	99	99	100	100	100	100	141	0	0	0	1030	0
215	108	110	110	102	100	100	100	91	100	109	0	0	0	1030	0
216	104	103	103	103	102	103	103	103	103	103	0	0	0	1030	0
217	693	228	0	0	0	0	0	0	0	0	108	1	0	1030	0
218	682	223	0	0	0	0	0	0	0	0	122	3	0	1030	0
219	667	244	0	0	0	0	0	0	0	0	115	4	0	1030	0
2110	253	84	168	89	54	8	339	22	13	0	0	0	0	1030	0
2111	174	24	250	311	168	12	7	48	0	0	36	0	0	1030	0
2112	807	167	0	0	0	0	0	0	0	0	55	1	0	1030	0
2113	150	153	0	0	0	0	0	0	0	0	723	4	0	1030	0
2114	194	117	0	0	0	0	0	0	0	0	717	2	0	1030	0
2115	182	238	0	0	0	0	0	0	0	0	608	2	0	1030	0
2116	313	234	0	0	0	0	0	0	0	0	479	4	0	1030	0

COL	1	2	3	4	5	6	7	8	9	10	11	12	PL	TOT	MP
2117	350	177	0	0	0	0	0	0	0	0	500	3	0	1030	0
2118	475	400	109	0	0	0	0	0	0	0	44	2	0	1030	0
2119	621	290	50	23	0	0	0	0	0	0	45	0	1	1029	0
2120	535	288	148	0	0	0	0	0	0	0	59	0	0	1030	0
2121	690	304	0	0	0	0	0	0	0	0	36	0	0	1030	0
2122	24	23	37	8	293	331	30	45	85	70	0	0	84	945	0
2123	0	0	84	0	0	0	0	0	0	0	0	0	946	84	0
2124	126	790	0	0	0	0	0	0	0	0	111	3	0	1030	0
2125	89	221	121	16	18	47	16	130	25	118	0	0	229	801	0
2126	104	0	0	0	0	0	0	0	0	0	123	2	801	229	0
2127	62	33	46	114	24	146	95	163	64	65	0	0	218	812	0
2128	95	0	0	0	0	0	0	0	0	0	121	2	812	218	0
2129	424	581	0	0	0	0	0	0	0	0	25	0	0	1030	0
2130	245	181	154	83	53	7	277	17	13	0	0	0	0	1030	0
2131	318	118	137	80	44	4	296	20	13	0	0	0	0	1030	0
2132	235	113	206	83	50	8	302	20	13	0	0	0	0	1030	0
2133	126	46	98	11	78	9	5	0	0	0	0	0	0	657	373
2134	81	1	83	69	118	7	13	0	0	0	10	0	0	657	373
2135	150	158	0	0	0	0	0	0	0	0	63	2	657	373	0