

# GALLUP WOULD LIKE YOUR OPINION

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

112-1  
DEC/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**

03

1. Do you think that the majority of small children in Canada today, say under the age of eight still believe in Santa Claus, or do you think that most small children don't believe in Santa?

- MAJORITY BELIEVE IN SANTA----- 1
- MOST DON'T BELIEVE IN SANTA--- 2
- DON'T KNOW 1/2----- 3

(7)

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

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

(8)

CARD # - 1:2  
 SERIAL # - 3:6  
 ASSIGN # - 7:10  
 JOB + WK # - 11:14  
 Weights - 15:19

Don't know DK - X - (-)  
 Not Stated - NS - V - (&)

CONTINUED ON BACK...

7b. If you were free to do so, would you like to go and settle in another country?

YES-----	1
NO-----	2
DON'T KNOW/NS-----	3

(18)

8a. Do you happen to know the name of the President of the United States?

YES, GEORGE BUSH-----	1
YES, INCORRECT-----	2
NO, DON'T KNOW-----	3

NS-4

(19)

8b. Do you happen to know the name of the capital city of the United States?

YES, WASHINGTON, D.C.----	1
YES, INCORRECT-----	2
NO, DON'T KNOW-----	3

NS-4

(20)

9a. Do you favor or oppose a sovereignty-association arrangement between Quebec and Canada?

IN FAVOR-----	1
OPPOSED-----	2
DON'T KNOW/NS-----	3

(21)

9b. If Quebec achieved sovereignty-association with Canada, should Quebec still be represented in the federal parliament?

YES-----	1
NO-----	2
DON'T KNOW/NS-----	3

(22)

9c. If Quebec achieved sovereignty-association, should it continue to receive financial payments from the federal government?

YES-----	1
NO-----	2
DON'T KNOW/NS-----	3

(23)

10. I'm going to read you some proposals that are being discussed around the country today. As I read each proposal, please tell me whether you would favor or oppose it. First..READ EACH PROPOSAL & ROTATE STARTING WITH (✓)

	Favor	Oppose	No Opinion	
( ) Requiring all able-bodied people on welfare, including women with small children, to do work for their welfare cheques-----	1	2	3	DK/NS 4
( ) A death penalty for persons convicted of murder-----	1	2	3	4
(✓) Reducing the size and budget of all government agencies except for law enforcement-----	1	2	3	4

(24)

(25)

(26)

11a. Do you think the standards in your community regarding the sale of sexually explicit material should be stricter than they are now, not as strict, or kept as they are now?

SHOULD BE STRICTER-----	1
NOT AS STRICT-----	2
KEPT AS THEY ARE-----	3
DON'T KNOW/NS-----	4

(27)

13. Do you believe that people accused of being young offenders in Canada, that is, people between the ages of twelve and seventeen, should be tried in courts similar to accused adult offenders, or should there be special provisions and sentences for accused young offenders?

TRIED SIMILAR TO ADULTS-----	1
TRIED WITH SPECIAL PROVISIONS-----	2
DON'T KNOW <i>1/2</i> -----	3

(37)

14a. Generally speaking, do you think of yourself as a Liberal, Conservative, New Democratic Party, Reform or Bloc Quebecois supporter?

LIBERAL-----	1
CONSERVATIVE-----	2
NEW DEMOCRATIC-----	3
REFORM-----	4
BLOC QUEBECOIS-----	5
NONE-----	6
DON'T KNOW <i>1/2</i> -----	7

(38)

IF 'NONE' OR 'DON'T KNOW' ASK:

14b. Do you feel that you are closer to the Liberal, Conservative, New Democratic Party, Reform or Bloc Quebecois?

LIBERAL-----	1
CONSERVATIVE-----	2
NEW DEMOCRATIC-----	3
REFORM-----	4
BLOC QUEBECOIS-----	5
NONE-----	6
DON'T KNOW <i>1/2</i> -----	7

(39)

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

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

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

(40)

16a. Did you vote in the last provincial election on September 6th, 1990?

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

IF 'YES', ASK:

16b. 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 <i>1/2</i> -----	7
DON'T KNOW/NONE-----	8

(43)

ASK EVERYONE IN ONTARIO ONLY

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

APPROVE-----	1
DISAPPROVE-----	2
DON'T KNOW <i>1/2</i> -----	3

(44)

CONTINUED ON BACK...

V = no answer

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----- 1-66  
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  
Do NOT H.T. NS=4

5. What is your religious preference?

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

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  
SA POST SECONDARY & NON UNIVERSITY  
COMMUNITY COLLEGE--- 5 6  
C.E.G.E.P.----- 5 6  
OTHER (SPECIFY) 5 6  
Do NOT H.T. 5 6  
NO FORMAL SCHOOLING 9  
REFUSED-NS----- X

7. What is your occupation?

SPECIFIC JOB: STANARD GALLUP -69

TYPE OF COMPANY: OCCUPATION CODELIST

CHECK IF: ( ) STUDENT ( ) HOUSEWIFE

8. OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB: STANARD GALLUP -

TYPE OF COMPANY: OCCUPATION CODELIST

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

SA 1 2 3 4 5 6 + NS=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 REFUSED=99 74/76

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?

SA 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  LANGUAGE  37 36

(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\*\*\*

112-1 Newspaper  
wghts

Dec 71

Weight	Observed	Adjusted	
Tables	Frequency	Frequency	Weight
701			
1 .14	113.00	144.06	1.27486
2 .19	226.00	191.14	0.84575
3 .15	167.00	154.22	0.92347
4 .14	95.00	142.52	1.50023
5 .19	225.00	190.73	0.84769
6 .18	177.00	180.33	1.01881
7 .00	3.00	3.00	0.99996
Totals	1006.00	1006.00	

Cases read:	1006
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:	7
Empty weight classes:	0
Maximum weight:	1.50023
Minimum weight:	0.84575

112-1 Newspapers  
wpts

DATE: 12/17/91

NATIONAL OMNIBUS - NEWSPAPERS - DEC. 6-9, 1991

PAGE 1

Table 702  
WEIGHT TEST

	TOTAL	MALE	FEMALE
TOTAL	1006 100.0000	489 100.0000	517 100.0000
MALE 18-29	144 14.3200	144 29.4347	
MALE 30-49	191 19.0000	191 39.0545	
MALE 50+	154 15.3300	154 31.5108	
MALE NOT STATED			
FEMALE 18-29	143 14.1672		143 27.5895
FEMALE 30-49	191 18.9593		191 36.9217
FEMALE 50+	180 17.9253		180 34.9081
FEMALE NOT STATED	3 .2982		3 .5807

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>
112-1	DEC/91	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.

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"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 = 0  
1 = Prince Edward Island = 1  
2 = Nova Scotia = 2  
3 = New Brunswick = 3  
4 = Quebec = 4  
5 = Ontario = 5  
6 = Manitoba = 6  
7 = Saskatchewan = 7  
8 = Alberta = 8  
9 = British Columbia = 9  
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 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 master file (or hole-count) of the .C file.

The .WGT file

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Contains the weights used.

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

The Master Questionnaire

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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.

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# 112-1 Newspaper

Job: 1121univ MARGINAL COUNTS 1006 Records Page 1

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	1006	0	0	0	1006	0
1!2	1006	0	0	0	0	0	0	0	0	0	0	0	0	1006	0
1!3	7	0	0	0	0	0	0	0	0	999	0	0	0	1006	0
1!4	100	100	100	100	100	100	100	100	100	106	0	0	0	1006	0
1!5	100	100	100	100	100	100	100	100	100	106	0	0	0	1006	0
1!6	101	101	101	101	101	101	100	100	100	100	0	0	0	1006	0
1!7	0	30	50	251	353	30	60	81	121	30	0	0	0	1006	0
1!8	436	110	80	60	90	230	0	0	0	0	0	0	0	1006	0
1!9	250	99	60	61	56	20	20	20	20	400	0	0	0	1006	0
1!10	777	91	49	20	0	0	20	20	29	0	0	0	0	1006	0
1!11	1006	0	0	0	0	0	0	0	0	0	0	0	0	1006	0
1!12	1006	0	0	0	0	0	0	0	0	0	0	0	0	1006	0
1!13	0	1006	0	0	0	0	0	0	0	0	0	0	0	1006	0
1!14	1006	0	0	0	0	0	0	0	0	0	0	0	0	1006	0
1!15	388	0	0	0	0	0	0	0	0	618	0	0	0	1006	0
1!16	0	0	1006	0	0	0	0	1006	0	0	0	1006	0	1006	1006
1!17	0	113	0	0	95	0	0	451	167	180	0	0	0	1006	0
1!18	177	167	0	451	0	0	113	0	0	98	0	0	0	1006	0
1!19	0	0	167	0	113	226	0	225	177	98	0	0	0	1006	0
1!36	754	252	0	0	0	0	0	0	0	0	0	0	0	1006	0
1!63	899	107	0	0	0	0	0	0	0	0	0	0	0	1006	0
1!64	434	143	428	1	0	0	0	0	0	0	0	0	0	1006	0
1!65	170	652	131	52	1	0	0	0	0	0	0	0	0	1006	0
1!66	621	267	118	0	0	0	0	0	0	0	0	0	0	1006	0
1!67	368	11	441	63	123	0	0	0	0	0	0	0	0	1006	0
1!68	48	75	245	73	178	79	144	0	0	1	0	0	0	1006	0
1!69	99	98	39	110	178	62	30	173	60	142	0	0	15	991	0



COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
2!19	939	21	45	1	0	0	0	0	0	0	0	0	0	1006	0
2!20	911	15	80	0	0	0	0	0	0	0	0	0	0	1006	0
2!21	252	601	153	0	0	0	0	0	0	0	0	0	0	1006	0
2!22	276	616	114	0	0	0	0	0	0	0	0	0	0	1006	0
2!23	142	762	102	0	0	0	0	0	0	0	0	0	0	1006	0
2!24	658	273	73	2	0	0	0	0	0	0	0	0	0	1006	0
2!25	587	328	87	4	0	0	0	0	0	0	0	0	0	1006	0
2!26	579	329	97	1	0	0	0	0	0	0	0	0	0	1006	0
2!27	461	36	423	86	0	0	0	0	0	0	0	0	0	1006	0
2!28	115	426	387	78	0	0	0	0	0	0	0	0	0	1006	0
2!29	349	387	138	69	62	1	0	0	0	0	0	0	0	1006	0
2!30	244	373	239	120	30	0	0	0	0	0	0	0	0	1006	0
2!31	283	329	211	128	55	0	0	0	0	0	0	0	0	1006	0
2!32	217	378	238	124	49	0	0	0	0	0	0	0	0	1006	0
2!33	279	566	161	0	0	0	0	0	0	0	0	0	0	1006	0
2!37	476	476	54	0	0	0	0	0	0	0	0	0	0	1006	0
2!38	289	144	140	56	57	206	114	0	0	0	0	0	0	1006	0
2!39	25	15	16	6	19	144	95	0	0	0	0	0	686	320	0
2!40	94	64	76	20	85	11	3	0	0	0	0	0	653	353	0
2!41	82	6	70	57	104	6	19	9	0	0	0	0	653	353	0
2!42	136	163	54	0	0	0	0	0	0	0	0	0	653	353	0
2!45	11	46	1	0	0	0	0	0	0	0	0	0	948	58	0
2!46	0	0	0	0	0	0	0	0	0	11	0	0	995	11	0
2!47	7	1	0	1	0	1	1	0	0	0	0	0	995	11	0
2!48	349	0	0	0	0	0	0	0	0	0	0	0	657	349	0
2!49	0	340	0	0	0	0	0	0	0	0	0	0	666	340	0
2!50	0	0	244	0	0	0	0	0	0	0	0	0	762	244	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
2151	0	0	0	162	0	0	0	0	0	0	0	0	844	162	0
2152	0	0	0	0	29	0	0	0	0	0	0	0	977	29	0
2153	0	0	0	0	0	87	0	0	0	0	0	0	919	87	0