

ARCHIVE NUMBER: CNCIP091-102-1

Survey Name: Canadian Gallup Omnibus Poll # 102-1

Survey Firm: The Canadian Gallup Poll Limited

Sponsor:

Interview Dates: February 6-9, 1991

Type of Sample: National Adult

Sample Size: 1,037

Weight Location: Card 1, Cols. 15-19

COMMENTS:

* PLEASE NOTE THAT TAPE DATA PURCHASED FROM THE ROPER CENTER MAY *

* NOT BE REDISSEMINATED WITHOUT SPECIAL WRITTEN PERMISSION. THE *

* RESULTS OF ANY ANALYSES CONDUCTED ON THE DATA MAY, HOWEVER, BE *

* PUBLISHED WITH APPROPRIATE ACKNOWLEDGEMENTS. *

GALLUP WOULD LIKE YOUR OPINION

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

102-1
FEB/91

SUGGESTED 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. What do you think is the ideal number of children for a family to have?

0 1 2 3 4 5 6 OR MORE -7
CAN'T SAY...X

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

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

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

YES-----	[]
NO-----	1-9
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)	6
_____	7
REFUSED/ X -----	8
DON'T KNOW/NONE-----	X

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

X - DK - Don't know (-)
V - NS - NOT STATED (&)

CONTINUED ON BACK...

ASK EVERYONE:

4. There has been quite a bit of talk recently about the possibility of the province of Quebec separating from the rest of Canada, and becoming an independent country. Would you, yourself, be in favor of separation or opposed to it?

IN FAVOR----- 1-10
OPPOSED----- 2

QUALIFIED (SPECIFY)

----- 3

UNDECIDED----- X
V

5. Do you think that Ben Johnson should be allowed on the 1992 Canadian Olympic team, or not?

YES, SHOULD----- 1-12
NO, SHOULD NOT----- 2

DON'T KNOW----- X
V

6a. On the whole, do you think Brian Mulroney is or is not an asset to the Progressive Conservative Party? RECORD BELOW

6b. And do you think Jean Chretien is or is not an asset to the Liberal Party? RECORD BELOW

6c. And Audrey McLaughlin, do you think she is or is not an asset to the New Democratic Party? RECORD BELOW

	BRIAN MULRONEY	JEAN CHRETIEN	AUDREY MCLAUGHLIN
YES, IS-----	1-13	1-14	1-15
NO, IS NOT-----	2	2	2
DON'T KNOW-----	X V	X V	X V

7. From what you have heard, read or remember about some of Canada's Prime Ministers, please tell me if you approve or disapprove of the way they handled their job as Prime Minister? READ LIST STARTING WITH (✓)

	APPROVE	DIS- APPROVE	DK
() Joe Clark	1	2	X-16
() John Diefenbaker	1	2	X
() Mackenzie King	1	2	X
() Brian Mulroney	1	2	X-19
() Lester Pearson	1	2	X
() Louis St. Laurent	1	2	X
(✓) Pierre Trudeau	1	2	X-22
() John Turner	1	2	X-23

✓S = ✓

8a. How much confidence do you have in the federal government to help the economy recover from the recession? Would you say you have a great deal, quite a lot, some, or very little? HAND CARD 1

A GREAT DEAL----- 1-24
QUITE A LOT----- 2
SOME----- 3
VERY LITTLE----- 4
DON'T KNOW----- X
V

CONTINUED...

8b. And how much confidence do you have in your provincial government to help the economy recover from the recession? Would you say you have a great deal, quite a lot, some, or very little? HAND CARD 1

A GREAT DEAL----- 1-25
QUITE A LOT----- 2
SOME----- 3
VERY LITTLE----- 4

DON'T KNOW----- X
 V

9. In general would you say that you are satisfied or dissatisfied with the direction in which this country is going?

SATISFIED----- 1-26
DISSATISFIED----- 2

NO OPINION----- X
 V

10a. Do you favor or oppose the Canadian Armed Forces going to war against Iraq?

FAVOR----- 1-27
OPPOSE----- 2

DON'T KNOW----- X
 V

10b. Would you be willing to fight for Canada in the Persian Gulf war, or not?

YES----- 1-28
YES, BUT WOULD BE TOO OLD 2

NO----- 3
NO, WOULD BE TOO OLD--- 4

DON'T KNOW----- X
 V

11a. Do you think there has been too much, too little, or about the right amount of media coverage of the Persian Gulf war?

TOO MUCH----- 1-29
TOO LITTLE----- 2
RIGHT AMOUNT----- 3

DON'T KNOW----- X
 V

11b. In general, do you believe the information concerning the war that has come from commanders of the United Nations' forces has been accurate, or not?

YES, HAS BEEN ACCURATE-- 1-30
NO, HAS NOT----- 2

DON'T KNOW----- X
 V

11c. In general, do you think it is or is not justifiable for the United Nations' commanders to withhold or alter war information?

YES, IS JUSTIFIABLE---- 1-31
NO, IS NOT----- 2

DON'T KNOW----- X
 V

12. Do you favor or oppose allowing female journalists into the locker rooms of male professional sports teams?

FAVOR----- 1-32
OPPOSE----- 2

DON'T KNOW----- X
 V

CONTINUED ON BACK...

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-----	1-33
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-----	1-94
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 approve or disapprove of the way Bob Rae is handling his job as Premier of Ontario?

APPROVE-----	1-95
DISAPPROVE-----	2
DON'T KNOW-----	X ✓

16. Do you think that this province should have two official languages - English and French - so that government services are provided in both languages?

YES, SHOULD-----	1-36
NO, SHOULD NOT-----	2
DON'T KNOW-----	X ✓

CONTINUED...

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
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)?

	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)		
<u>Do NOT H.T.</u>	5	6
NO FORMAL SCHOOLING	9	
REFUSED- NS -----	X	
7. What is your occupation?
 SPECIFIC JOB: STANDARD GALLUP - 69
 TYPE OF COMPANY: OCCUPATION CODES
 CHECK IF: () STUDENT () HOUSEWIFE
8. OCCUPATION OF HEAD OF FAMILY
 SPECIFIC JOB: STANDARD GALLUP - 70
 TYPE OF COMPANY: OCCUPATION CODES
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 1900-99 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?
 SA 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
- REGIONAL - 37 LANGUAGE - 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

CODE LIST FOR BASIC DATA AND ASSIGNMENT NUMBER

REGION: (COL 07)

First digit of assignment #

- 0 - Newfoundland
- 1 - P. E. I.
- 2 - Nova Scotia
- 3 - New Brunswick
- 4 - Quebec
- 5 - Ontario
- 6 - Manitoba
- 7 - Saskatchewan
- 8 - Alberta
- 9 - 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

102-1 newspaper usage

DATE: 2/18/91

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Table 702
WEIGHT TEST

	TOTAL	MALE	FEMALE
TOTAL	1037 100.0000	505 100.0000	533 100.0000
MALE 18-29	147 14.1781	147 29.1430	
MALE 30-49	195 18.8117	195 38.6673	
MALE 50+	157 15.1781	157 31.1985	
MALE NOT STATED	5 .4822	5 .9912	
FEMALE 18-29	147 14.1430		147 27.5423
FEMALE 30-49	196 18.9268		196 36.8584
FEMALE 50+	186 17.8946		186 34.8482
FEMALE NOT STATED	4 .3857		4 .7511