

GALLUP WOULD LIKE YOUR OPINION

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

101-1
JAN/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)	01
RESPONDENT # _____ (11-12)	FINISH TIME _____ (22-25)	
EMPLOYEE ID# _____ (14-17)	DATE _____ (26-29)	
VERSION _____ (30-31)		

SECTION I- ASK EVERYONE

02

1. For St. Valentine's Day, do you intend to do any of the following for your spouse or partner? **READ LIST. MULTIPLE RESPONSES ACCEPTED**

	YES	NO	NO SPOUSE/ PARTNER	DK	<i>NS-V</i>
Buy chocolates?-----	1	2	3	X - 7	
Buy flowers?-----	1	2	3	X - 8	
Buy a card?-----	1	2	3	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
_____	6
UNDECIDED/NONE-----	7
REFUSED <i>NS</i> -----	8
NOT ELIGIBLE-----	9

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

DK - DON'T KNOW - X (-)
NS - NOT STATED - V (8)

*** PLEASE NOTE THAT THE RANGES FOR INCOME HAVE CHANGED**

PREVIOUS	CURRENT
UNDER \$10,000-----1	UNDER \$10,000---- 1
\$10,000-\$14,999-----2	\$40,000-\$49,999---6-7
\$15,000-\$19,999-----3	\$50,000-\$59,999---7
\$20,000-\$29,999-----4	\$60,000-\$69,999---8
\$30,000-\$39,999-----5	\$70,000-\$79,999---9
	\$80,000 & OVER---0
	REFUSED <i>NS</i> -----X

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)	
REFUSED- NS -----	7
DON'T KNOW/NONE-----	8
	X

ASK EVERYONE:

4. Which do you think is a more important problem facing Canada today, national unity or the economic recession?

NATIONAL UNITY-----	1-12
ECONOMIC RECESSION----	2
DON'T KNOW-----	X
	✓

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

FAVOR-----	1-13
OPPOSE-----	2
DON'T KNOW-----	X
	✓

6. Do you think that Canadians living outside Quebec would prefer to have Quebec stay in Canada, would prefer to have Quebec leave Canada, or don't care one way or the other?

PREFER QUEBEC STAY----	1-14
PREFER QUEBEC LEAVE---	2
DON'T CARE-----	3
NO OPINION-----	X
	✓

7. In general, do you have a favorable or unfavorable impression of... ROTATE STARTING WITH (✓)

	FAVORABLE	UNFAVORABLE	DK
(✓) George Bush	1	2	X-15
() Fidel Castro	1	2	X
() Mikhail Gorbachev	1	2	X
() Saddam Hussein	1	2	X-18
() Francois Mitterand	1	2	X
() Brian Mulroney	1	2	X-20

NS-V

8. In general, would you say you are satisfied or dissatisfied with your standard of living?

SATISFIED-----	1-21
DISSATISFIED-----	2
UNDECIDED-----	X
	✓

9. Do you think that a shuffling of cabinet ministers in the federal government would have a positive or negative impact on the performance of the government, or would it make no difference at all?

POSITIVE IMPACT-----	1-22
NEGATIVE IMPACT-----	2
MAKE NO DIFFERENCE--	3
DON'T KNOW-----	X
	✓

CONTINUED...

10. Do you think that Quebec will be economically better off or worse off if it separates from the rest of Canada, or will it have no economic effect?

BETTER OFF----- 1-23
WORSE OFF----- 2
NO EFFECT----- 3

DON'T KNOW----- X

11. Do you think the rest of Canada will be economically better off or worse off if Quebec separates, or will it have no economic effect?

BETTER OFF----- 1-24
WORSE OFF----- 2
NO EFFECT----- 3

DON'T KNOW----- X

12. In general, do you have a favorable or unfavorable impression of...READ LIST

	<u>FAVORABLE</u>	<u>UNFAVORABLE</u>	<u>DK</u>	
Lucien Bouchard-----	1	2	X	-25
Preston Manning-----	1	2	X	-26
Clyde Wells-----	1	2	X	-27

13. 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 1-28
RISK QUEBEC SEPARATING 2

DON'T KNOW----- X

14. As you know, the economy is now in a recession with employment and productivity far below what they were a year ago. What's your best guess - do you think the recession will become worse during the next three months, or do you think the economy will begin to recover?

BECOME WORSE----- 1-29
BEGIN TO RECOVER----- 2
STAY THE SAME----- 3

NO OPINION----- X

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----- 1-30
PROG. CONS.----- 2
N.D.P.----- 3
OTHER PARTY (WRITE IN)
----- 4
UNDECIDED/NONE----- 5
REFUSED----- 6
NOT ELIGIBLE----- 7

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

YES----- []

NO----- 1-31

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)

REFUSED *N/S*----- 6

DON'T KNOW/NONE----- X

ASK EVERYONE IN ONTARIO ONLY

17. In your opinion, should the following types of stores be allowed to open on Sundays, or not? READ LIST, ROTATE STARTING WITH (✓)

	YES	NO	DK
() Beer stores-----	1	2	X-32
(✓) Book stores-----	1	2	X
() Department stores-----	1	2	X
() Drug stores-----	1	2	X-35
() Grocery stores-----	1	2	X
() Hardware stores-----	1	2	X
() Liquor stores-----	1	2	X-38

N/S-V

18. Is there a possibility that you would vote for the Reform Party in the next federal election, if it ran a candidate in your constituency?

YES----- 1-39

NO----- 2

DON'T KNOW----- X

✓

CONTINUED...

SECTION II - ASK EVERYONE

1. I'm going to read a list of institutions in Canadian society. Would you tell me how much respect and confidence you, yourself, have in each one - a great deal, quite a lot, some or very little? HAND CARD 1 - ROTATE STARTING WITH (✓)

	GREAT DEAL	QUITE A LOT	SOME	VERY LITTLE	NO OPINION
(✓) Banks-----	1	2	3	4	X-#0
() Federal government-----	1	2	3	4	X
() Labor unions-----	1	2	3	4	X-#2
() Large corporations-----	1	2	3	4	X
() Political parties-----	1	2	3	4	X
() Your provincial government	1	2	3	4	X-#5

NS-V

2. Speaking of our future, which do you think will be the biggest threat to Canada in years to come -big business, big labor or big government?

- BIG BUSINESS----- 1-#6
- BIG LABOR----- 2
- BIG GOVERNMENT----- 3
- DON'T KNOW----- X

3. Do you think your present job is secure - or do you think there is a chance you may become unemployed?

- SECURE----- 1-#7
- CHANCE OF BECOMING UNEMPLOYED 2
- NOT EMPLOYED FULL OR PART TIME 3
- CAN'T SAY----- X

4. Looking ahead to 6 months from now, do you think Canadian stock prices will have increased, decreased or be at about their present level?

- INCREASED----- 1-#8
- DECREASED----- 2
- BE AT PRESENT LEVEL----- 3
- DON'T KNOW----- X

5. Considering the state of the economy and your personal financial situation, do you think now is a good time to make major purchases or is it a good time to save instead?

- GOOD TIME TO MAKE MAJOR PURCHASES 1-#9
- GOOD TIME TO SAVE----- 2
- DON'T KNOW----- X

6. Do you think the economic situation in Canada during the next 6 months will get better or will get worse?

- BETTER----- 1-#0
- STAY THE SAME----- 2
- WORSE----- 3
- DON'T KNOW----- X

7. How do you think the financial situation of your household will change over the next 12 months? Do you think it will...READ LIST

- Get a lot better?----- 1-#1
- Get a little better?----- 2
- Stay the same?----- 3
- Get a little worse?----- 4
- Get a lot worse?----- 5
- DON'T KNOW----- X

CONTINUED ON BACK...

SECTION III - ASK EVERYONE

1a. Do you or your spouse/partner work outside the home full time or part time?

YES----- 1-5^a
NO----- 2

DK/NS X

IF 'YES', ASK:

1b. If you or your spouse/partner were out of work for any reason, and after any unemployment benefits ran out, about how long do you think you could get by without earnings?

WEEK OR LESS----- 1-5^b
2 WEEKS----- 2
OVER 2 WEEKS TO 4 WEEKS 3

OVER 1 TO 3 MONTHS----- 4
OVER 3 TO 6 MONTHS----- 5
OVER 6 TO 11 MONTHS----- 6

A YEAR----- 7
OVER A YEAR----- 8
INDEFINITELY----- 9

DON'T KNOW----- X

NS-V

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
 NI=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
 NI=4

3. What is your marital status?
 SA SINGLE----- 1-65
 MARRIED----- 2
 WID/DIV/SEP----- 3
 LIVING AS MARRIED- 4
 NI=5

4. What was the language you first spoke in childhood and still understand?
 SA ENGLISH----- 1-66
 FRENCH----- 2
 OTHER (SPECIFY) 3
 NI=4

5. What is your religious preference?
 SA PROTESTANT----- 1-67
 JEWISH----- 2
 ROMAN CATHOLIC----- 3
 OTHER (SPECIFY) 4
 NI=5
 No: PROTESTANT
 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)?
 SA PUBLIC/GRADE SCHOOL SOME GRAD. 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)
 Do NOT H.T. 5 6
 NO FORMAL SCHOOLING 9
 REFUSED-~~NI~~----- X

7. What is your occupation?
 SPECIFIC JOB: STATIONARY CARPENTER -6
 TYPE OF COMPANY: ACCUMULATED CAPITAL
 CHECK IF: () STUDENT () HOUSEWIFE

8. OCCUPATION OF HEAD OF FAMILY
 SPECIFIC JOB: STATIONARY CARPENTER -70
 TYPE OF COMPANY: ACCUMULATED CAPITAL

9. How many people, including yourself, are there in this household?
 SA 1 2 3 4 5 6+ -71
 NI=7

10. How many would be under 10 years?
 SA 0 1 2 3 4+ NI=5 -72

11. How many would be between 10 & 17 years?
 SA 0 1 2 3 4+ NI=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
 NI=5

13. What was your year of birth?
 YEAR: BELW 1901=48 REFUSED=44 75/76

14. 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-~~NI~~-----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 #

- 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

101-1 New York
City

Table 702
WEIGHT TEST

	TOTAL	MALE	FEMALE
TOTAL	1026 100.0000	499 100.0000	527 100.0000
MALE 18-29	147 14.3200	147 29.4347	
MALE 30-49	195 19.0000	195 39.0545	
MALE 50+	157 15.3300	157 31.5100	
MALE NOT STATED			
FEMALE 18-29	144 14.0607		144 27.3021
FEMALE 30-49	193 18.8166		193 36.6438
FEMALE 50+	183 17.7904		183 34.6454
FEMALE NOT STATED	7 .6823		7 1.3207

ARCHIVE NUMBER: CNCIP091-101-1

Survey Name: Canadian Gallup Omnibus Poll # 101-1

Survey Firm: The Canadian Gallup Poll Limited

Sponsor:

Interview Dates: January 2-5, 1991

Type of Sample: National Adult

Sample Size: 1,026

Weight Location: Card 1, Cols. 15-19

COMMENTS:



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