

GALLUP WOULD LIKE YOUR OPINION

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

107-2
JULY/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)	01
RESPONDENT # _____ (11-12)	FINISH TIME _____ (22-25)	
EMPLOYEE ID# _____ (14-17)	DATE _____ (26-29)	
VERSION _____ (30-31)		

SECTION I- ASK EVERYONE

02

1. Do you believe Canada should continue to have a monarch as its head of state, or should Canada discontinue its ties with the monarchy?

CONTINUE AS HEAD OF STATE----- 1-7
DISCONTINUE TIES----- 2
DON'T KNOW----- 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)

6
UNDECIDED/NONE----- 7
REFUSED----- 8
NOT ELIGIBLE----- 9

** LOCAL ASSIGNMENT #S usually found on cols 7-10 only reflect Ontario + Quebec for this NATIONAL. Community size - col 8 - therefore, can only be captured for Ontario + Que. Assignment codes for the other provinces are on card 1 cols 49-51 - they are area codes and are as follows -*

B.C. - 604	N.B. - 506
ALTA. - 403	N.S. - 902
SASK. - 306	PEI - 902
MAN. - 204	NFLD - 709

TS # 1,2
RICAL # 3-6
IGN # 7-10
WK # 11-14
TS 15-19

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

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

ASK EVERYONE:

4. At the present time, do you think Canada is spending too much, too little or about the right amount on defense and the Armed Forces?

- TOO MUCH----- 1-10
- TOO LITTLE----- 2
- ABOUT RIGHT----- 3
- DON'T KNOW----- X

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

- BETTER----- 1-11
- STAY THE SAME----- 2
- WORSE----- 3
- DON'T KNOW----- X

5a. Were you aware or not of the federal government's Citizens' Forum on Canada's Future, headed by Keith Spicer?

- YES, AWARE----- 1-12 → ASK Q.6b
- NO, NOT AWARE----- 2 → SKIP TO Q.7
- DON'T KNOW----- X

6b. Do you think this Forum came up with new ideas to help Canadian unity, or do you think it was just a waste of time?

- HELPED CANADIAN UNITY--- 1-13
- WAS A WASTE OF TIME---- 2
- DON'T KNOW----- X

ASK EVERYONE:

7. There are a number of issues currently being discussed concerning senior citizens in Canada. I'm going to read out a few and I'd like you to tell me whether you feel governments are doing a good job, an average job or a poor job in handling these issues. READ STATEMENTS & ROTATE STARTING WITH (✓)

	GOOD JOB	AVER-AGE JOB	POOR JOB	DK
() Housing for senior citizens	1	2	3	X - 14
() Fair taxation for senior citizens	1	2	3	X
(✓) Health care for senior citizens	1	2	3	X
() Leisure programs for senior citizens	1	2	3	X - 17

8a. Compared with 25 years ago, do you think homosexuals, as a group, are more accepted or less accepted by society?

MORE ACCEPTED----- 1-18
LESS ACCEPTED----- 2
NO CHANGE----- 3

DON'T KNOW----- X
✓

8b. In your opinion, should homosexuals be allowed to adopt children or not?

YES, SHOULD----- 1-19
NO, SHOULD NOT----- 2

DON'T KNOW----- X
✓

9a. In Major League baseball, do you think that the Toronto Blue Jays will win the American League pennant this year, or not?

YES----- 1-20
NO----- 2

DON'T KNOW----- X
✓

9b. Do you think that the Montreal Expos will win the National League pennant this year, or not?

YES----- 1-21
NO----- 2

DON'T KNOW----- X
✓

10. Do you, or do you not think that conditions in Canada warrant the calling of a federal election within the next six months?

YES----- 1-22
NO----- 2

DON'T KNOW----- X
✓

11a. Overall, how would you rate the quality of health care available to residents of your community? READ LIST

Excellent----- 1-23
Good----- 2
Fair----- 3
Poor----- 4

DON'T KNOW----- X
✓

11b. Considering the quality and efficiency of services delivered, in general, do you think the costs Canadians pay for health care and prescription drugs through direct fees, insurance premiums and taxes is very high, high, about right, low, or very low?

VERY HIGH----- 1-24
HIGH----- 2
ABOUT RIGHT----- 3
LOW----- 4
VERY LOW----- 5

DON'T KNOW----- X
✓

11c. Is it your impression that Canada or the United States has a better system of health care?

CANADA----- 1-25
UNITED STATES----- 2
BOTH/EQUAL (VOLUNTEERED) 3

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?

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----- 1-64
 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) 4
 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)?

	<u>SOME</u>	<u>GRAD.</u>
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 HIT.</u>	5	6
NO FORMAL SCHOOLING	9	
REFUSED-/NS-----	X	

7. What is your occupation?

SPECIFIC JOB: STANDARD GALLUP -69

TYPE OF COMPANY: OCCUPATIONAL CODELIST

CHECK IF: () STUDENT () HOUSEWIFE

8. OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB: STANDARD GALLUP -70

TYPE OF COMPANY: OCCUPATIONAL 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 REFUSED=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

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: _____

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
107-2	JULY/91	OP	

The type column is coded: O indicates the project was an "omnibus", the "H" 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 alphanumeric 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 .DOC 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 .C 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 falling used internally. The master specifies the text of the question asked, the possible answers and where those answers were placed in the V 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.

1072 Newspaper wgt's.

Weight run	Observed Frequency	Adjusted Frequency	Weight
1 .14	117.00	147.59	1.26147
2 .19	209.00	195.63	0.93697
3 .15	186.00	158.00	0.84947
4 .07	6.00	6.00	1.00000
5 .14	108.00	147.52	1.36591
6 .19	233.00	197.41	0.84947
7 .18	175.00	186.65	1.06656
8 .00	4.00	4.00	0.90998
Totals	1043.00	1043.00	

Cases read: 1043
 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: 1.26147
 Minimum weight: 0.82947

1072 Newspaper weights

DATE: 7/19/91

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PAGE 1

Table 702
WEIGHT TEST

	TOTAL	MALE	FEMALE
TOTAL	1043	507	536
	100.0000	100.0000	100.0000
MALE 18-29	148	148	
	14.1507	29.0867	
MALE 30-49	196	196	
	18.7753	38.5926	
MALE 50+	158	158	
	15.1487	31.1901	
MALE NOT STATED	0	0	0
	5.753	1.1825	
FEMALE 18-29	148		148
	14.1436		27.6455
FEMALE 30-49	197		197
	18.9276		36.8308
FEMALE 50+	187		187
	17.8953		34.8497
FEMALE NOT STATED	4		4
	.3835		.7468

1072 Newspaper actual

COL	1	2	3	4	5	6	7	8	9	10	11	12	RL	TOT	WP
111	0	0	0	0	0	0	0	0	0	1043	0	0	0	1043	0
112	1043	0	0	0	0	0	0	0	0	0	0	0	0	1043	0
113	44	0	0	0	0	0	0	0	0	999	0	0	0	1043	0
114	100	100	100	100	100	100	100	100	100	143	0	0	0	1043	0
115	110	110	104	100	100	100	100	100	100	104	0	0	0	1043	0
116	105	105	104	104	104	104	104	104	104	0	0	0	0	1043	0
117	0	0	0	272	382	0	0	0	0	399	0	0	0	1043	0
118	322	70	50	40	50	122	0	0	0	389	0	0	0	1043	0
119	160	80	40	52	50	31	20	20	20	570	0	0	0	1043	0
1110	312	222	30	20	0	0	30	20	20	389	0	0	0	1043	0
1111	1043	0	0	0	0	0	0	0	0	0	0	0	0	1043	0
1112	0	0	0	0	0	0	0	0	0	1043	0	0	0	1043	0
1113	0	0	0	0	0	0	1043	0	0	0	0	0	0	1043	0
1114	0	1043	0	0	0	0	0	0	0	0	0	0	0	1043	0
1115	410	9	0	0	0	0	0	0	0	533	0	0	0	1043	0
1116	0	0	1043	0	0	0	0	1043	0	0	0	1043	0	1043	1043
1117	0	117	108	0	0	0	0	424	209	185	0	0	0	1043	0
1118	0	238	209	185	0	400	0	0	0	10	0	0	0	1043	0
1119	117	0	0	0	0	104	484	0	474	10	0	0	0	1043	0
1146	117	143	196	87	185	1	109	90	24	225	473	255	90	953	953
1147	98	131	89	102	25	86	111	35	46	220	0	0	90	453	0
1148	110	128	141	88	177	32	122	75	80	214	349	396	90	953	953
1149	0	30	49	457	233	147	59	49	40	29	0	0	0	1043	0
1150	586	0	0	0	0	0	0	40	0	457	0	0	0	1043	0
1151	0	40	167	244	29	257	10	79	138	29	0	0	0	1043	0
1152	0	99	1	76	133	154	133	102	69	35	0	0	0	1043	0
1153	0	134	135	119	30	150	128	115	108	41	0	0	0	1043	0

COL	1	2	3	4	5	6	7	8	9	10	11	12	BL	TOT	MP
215	110	110	110	104	100	100	100	100	100	0	0	0	0	1043	0
216	105	105	105	104	104	104	104	104	104	0	0	0	0	1043	0
217	518	387	0	0	0	0	0	0	0	0	126	2	0	1043	0
218	293	111	157	96	55	11	296	18	6	0	0	0	0	1043	0
219	180	29	263	304	152	2	8	55	0	0	45	0	0	1043	0
2110	338	236	378	0	0	0	0	0	0	0	91	0	0	1043	0
2111	456	200	358	0	0	0	0	0	0	0	28	1	0	1043	0
2112	596	429	0	0	0	0	0	0	0	0	18	0	0	1043	0
2113	141	393	0	0	0	0	0	0	0	0	60	2	447	596	0
2114	215	391	347	0	0	0	0	0	0	0	90	0	0	1043	0
2115	154	329	427	0	0	0	0	0	0	0	133	0	0	1043	0
2116	410	347	240	0	0	0	0	0	0	0	46	0	0	1043	0
2117	286	314	216	0	0	0	0	0	0	0	167	0	0	1043	0
2118	845	89	60	0	0	0	0	0	0	0	40	1	0	1043	0
2119	265	692	0	0	0	0	0	0	0	0	83	3	0	1043	0
2120	471	203	0	0	0	0	0	0	0	0	308	1	0	1043	0
2121	65	616	0	0	0	0	0	0	0	0	225	2	0	1043	0
2122	702	218	0	0	0	0	0	0	0	0	55	1	0	1043	0
2123	242	523	219	73	0	0	0	0	0	0	0	0	0	1043	0
2124	199	378	352	71	15	0	0	0	0	0	27	1	0	1043	0
2125	952	32	1	0	0	0	0	0	0	0	52	0	0	1043	0
2126	10	0	0	0	0	0	0	0	0	0	177	0	0	1043	0
2127	51	52	30	142	73	11	184	7	56	10	416	7	0	1043	0
2128	126	59	77	20	42	3	3	40	0	0	2	0	0	661	382
2129	98	5	86	65	103	3	15	10	0	0	6	1	0	561	382
2130	109	215	0	0	0	0	0	0	0	0	55	3	681	382	0

Q.12

- 01 DIEFENBAKER
- 02 McDONALD, SIR JOHN A.
- 03 (MIKE) LESTER PEARSON.
- 04 TRUDEAU
- 05 TERRY FOX
- 06 Wayne Gretzky
- 07 Louis Riel
- 08 Tommy Douglas (leader CCF)
- 09 Jean Lesage
- 10 Sir Wilfred Laurier

Other - 97

DK - (on survey) X

NS - V