

GALLUP WOULD LIKE YOUR OPINION

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

106-1
 JUNE/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 # <u>2</u>	(7-10)	START TIME <u>15</u>	(18-21)
RESPONDENT # <u>3</u>	(11-12)	FINISH TIME <u>15</u>	(22-25)
EMPLOYEE ID# <u>4</u>	(14-17)	DATE <u>9</u>	(26-29)
VERSION <u>1</u>		<u>8</u>	(30-31)

01

SECTION 1- ASK EVERYONE

02

1. Do you think that recent efforts by governments, corporations, and individual citizens to protect the environment are enough to ensure a clean environment in the future, or do you think that additional measures have to be taken by Canadians to reach this goal?

ENOUGH----- 1-7
 NEED MORE----- 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/NS----- 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	CARD #	1-2
PROG. CONS.-----	4	SERIAL #	3:6
N.D.P.-----	5	ASSIGN #	7:10
REFORM PARTY-----	6	JOB + WK #	11:14
OTHER PARTY (WRITE IN) _____		WEIGHTS	15:19
REFUSED/NS-----	7		
DON'T KNOW/NONE-----	8		
	X		

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

CONTINUED ON BACK...

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----- 1-65
 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) 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)?
 SA PUBLIC/GRADE SCHOOL 1-68 2
 SECONDARY SCHOOL 3 4
 UNIVERSITY----- 7 8
 SA POST SECONDARY & NON UNIVERSITY 5 6
 UNIVERSITY 5 6
 COMMUNITY COLLEGE--- 5 6
 C.E.G.E.P.----- 5 6
 OTHER (SPECIFY) 5 6
DO NOT HIT. 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 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 -80 LANGUAGE -16

(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: _____

1061 Univ
 1037
 200 200 200

Job: 1061univ M A R G I N A L C O U N T S 1037 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	1037	0	0	0	1037	0
1!2	1037	0	0	0	0	0	0	0	0	0	0	0	0	1037	0
1!3	38	0	0	0	0	0	0	0	0	999	0	0	0	1037	0
1!4	100	100	100	100	100	100	100	100	100	137	0	0	0	1037	0
1!5	110	110	108	100	100	100	100	100	100	109	0	0	0	1037	0
1!6	104	104	104	104	104	104	104	103	103	103	0	0	0	1037	0
1!7	0	40	30	249	377	61	30	100	120	30	0	0	0	1037	0
1!8	436	110	101	60	90	240	0	0	0	0	0	0	0	1037	0
1!9	230	109	67	60	40	40	20	20	20	431	0	0	0	1037	0
1!10	689	207	60	10	1	10	20	20	20	0	0	0	0	1037	0
1!11	1037	0	0	0	0	0	0	0	0	0	0	0	0	1037	0
1!12	0	0	0	0	0	0	0	0	0	1037	0	0	0	1037	0
1!13	0	0	0	0	0	1037	0	0	0	0	0	0	0	1037	0
1!14	1037	0	0	0	0	0	0	0	0	0	0	0	0	1037	0
1!15	394	0	0	0	0	0	0	0	0	643	0	0	0	1037	0
1!16	0	0	1037	0	0	0	0	1037	0	0	0	1037	0	1037	1037
1!17	0	117	0	99	0	0	0	643	0	178	0	0	0	1037	0
1!18	0	238	0	0	0	301	99	171	221	7	0	0	0	1037	0
1!19	171	422	0	0	0	99	117	0	0	228	0	0	0	1037	0
1!63	918	117	2	0	0	0	0	0	0	0	0	0	0	1037	0
1!64	467	124	444	2	0	0	0	0	0	0	0	0	0	1037	0
1!65	201	649	140	43	4	0	0	0	0	0	0	0	0	1037	0
1!66	625	267	144	1	0	0	0	0	0	0	0	0	0	1037	0
1!67	385	16	451	55	130	0	0	0	0	0	0	0	0	1037	0
1!68	68	80	210	239	58	168	64	146	0	0	4	0	0	1037	0
1!69	113	104	36	106	155	74	47	199	46	148	0	0	9	1028	0
1!70	124	152	24	56	243	74	40	42	9	205	0	0	57	980	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
1!71	103	329	216	240	88	56	5	0	0	0	0	0	0	1037	0
1!72	126	123	34	7	15	0	0	0	0	732	0	0	0	1037	0
1!73	154	68	20	3	14	0	0	0	0	778	0	0	0	1037	0
1!74	165	89	41	728	14	0	0	0	0	0	0	0	0	1037	0
1!75	65	130	115	185	261	212	52	0	7	10	0	0	0	1037	0
1!76	99	100	113	108	87	83	111	94	114	128	0	0	0	1037	0
1!77	523	514	0	0	0	0	0	0	0	0	0	0	0	1037	0
1!78	71	64	68	127	128	113	93	71	49	77	176	0	0	1037	0
1!79	36	215	786	0	0	0	0	0	0	0	0	0	0	1037	0
1!80	216	459	355	7	0	0	0	0	0	0	0	0	0	1037	0
2!1	0	0	0	0	0	0	0	0	0	1037	0	0	0	1037	0
2!2	0	1037	0	0	0	0	0	0	0	0	0	0	0	1037	0
2!3	38	0	0	0	0	0	0	0	0	999	0	0	0	1037	0
2!4	100	100	100	100	100	100	100	100	100	137	0	0	0	1037	0
2!5	110	110	108	100	100	100	100	100	100	109	0	0	0	1037	0
2!6	104	104	104	104	104	104	104	103	103	103	0	0	0	1037	0
2!7	117	893	0	0	0	0	0	0	0	0	26	1	0	1037	0
2!8	210	97	143	112	53	16	364	19	23	0	0	0	0	1037	0
2!9	167	20	231	331	159	9	23	49	0	0	48	0	0	1037	0

106-1 Heavy paper
weight

Weight run				
Tables	Observed	Adjusted	Weight	
701	Frequency	Frequency		
1	.14	117.00	148.20	1.26670
2	.19	221.00	196.64	0.88977
3	.15	184.00	158.66	0.86227
4	.00	1.00	1.00	0.99967
5	.14	99.00	146.11	1.47583
6	.19	238.00	195.53	0.82154
7	.18	171.00	184.86	1.08108
8	.01	6.00	6.00	1.00001
Totals		1037.00	1037.00	

Cases read:	1037
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:	1.47583
Minimum weight:	0.82154

100 Newspapers
2-31-

DATE: 6/18/91

NATIONAL OMNIBUS - NEWSPAPERS - JUNE 5-8, 1991

PAGE 1

Table 702
WEIGHT TEST

	TOTAL	MALE	FEMALE
TOTAL	1037 100.0000	504 100.0000	532 100.0000
MALE 18-29	148 14.2916	148 29.3764	
MALE 30-49	197 18.9623	197 38.9771	
MALE 50+	159 15.2996	159 31.4484	
MALE NOT STATED	1 .0964	1 .1982	
FEMALE 18-29	146 14.0894		146 27.4380
FEMALE 30-49	196 18.8551		196 36.7189
FEMALE 50+	185 17.8268		185 34.7163
FEMALE NOT STATED	6 .5786		6 1.1268

106-1 12 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):

<u>Project</u>	<u>Date</u>	<u>Type</u>	<u>Comments</u>
106-1	JUNE/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.

"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
 - 1 = Prince Edward Island
 - 2 = Nova Scotia
 - 3 = New Brunswick
 - 4 = Quebec
 - 5 = Ontario
 - 6 = Manitoba
 - 7 = Saskatchewan
 - 8 = Alberta
 - 9 = British Columbia
 - 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 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 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.

