

GALLUP WOULD LIKE YOUR OPINION

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

106-2
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 # _____	(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

1a. To date, do you think that George Bush has been a good, average or poor President of the United States?

- GOOD ----- 1-7
- AVERAGE----- 2
- POOR----- 3
-
- DON'T KNOW----- X

1b. To date, do you think that Dan Quayle has been a good, average, or poor Vice-President of the United States?

- GOOD ----- 1-8
- AVERAGE----- 2
- POOR----- 3
-
- DON'T KNOW----- X

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

- LIBERAL----- 1-9
- 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

CARD # *Colo.* 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...

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

YES-----	[]
NO-----	1-10
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)	
<u>REFUSED/NS</u> -----	7
DON'T KNOW/NONE-----	8
	X

ASK EVERYONE:

We would now like to ask you a few questions as part of a national current and historical events quiz.

4. Do you happen to know...READ STATEMENTS

a. The capital city of Saskatchewan?

REGINA-----	1-11
OTHER-----	2
DON'T KNOW-----	X

b. The capital city of the province of Quebec?

QUEBEC CITY-----	1-12
OTHER-----	2
DON'T KNOW-----	X

c. The name of the Indian tribe involved in last summer's confrontation in Oka, Quebec?

MOHAWK-----	1-13
OTHER-----	2
DON'T KNOW-----	X

d. The year of Confederation?

1867-----	1-14
OTHER-----	2
DON'T KNOW-----	X

e. The name of the Premier of Quebec?

ROBERT BOURASSA-----	1-15
OTHER-----	2
DON'T KNOW-----	X

f. The name of the leader of the federal New Democratic Party?

AUDREY MCLAUGHLIN-----	1-16
OTHER-----	2
DON'T KNOW-----	X

g. The name of the Canada's first Prime Minister?

SIR JOHN A. MACDONALD---	1-17
OTHER-----	2
DON'T KNOW-----	X

h. The name of Canada's second-largest city?

MONTREAL-----	1-18
OTHER-----	2
DON'T KNOW-----	X

5. If it were your job to plan an immigration policy for Canada at this time, would you be inclined to increase immigration, decrease immigration or keep the number of immigrants at about the current level?

INCREASE----- 1-19
DECREASE----- 2
SAME LEVEL----- 3

DON'T KNOW----- X
√

ROTATE STARTING WITH (√)

() 6a. In your opinion should Brian Mulroney step down as leader of the Progressive Conservative Party?

YES, SHOULD----- 1-20
NO, SHOULD NOT----- 2

DON'T KNOW----- X
√

(√) 6b. In your opinion should Jean Chretien step down as leader of the Liberal Party?

YES, SHOULD----- 1-21
NO, SHOULD NOT----- 2

DON'T KNOW----- X
√

() 6c. In your opinion should Audrey McLaughlin step down as leader of the New Democratic Party?

YES, SHOULD----- 1-22
NO, SHOULD NOT----- 2

DON'T KNOW----- X
√

7. Generally speaking, would you say your primary allegiance is to Canada, to this province, or to this particular local community?

TO CANADA----- 1-23
TO PROVINCE----- 2
TO LOCAL COMMUNITY----- 3

OTHER (SPECIFY)
_____ 4

DON'T KNOW----- X
√

8. Just from what you have heard or read, would you say that native Indians are being well-treated or badly treated by governments in Canada?

WELL TREATED----- 1-24
BADLY TREATED----- 2
FAIRLY TREATED----- 3

CAN'T SAY----- X
√

9a. If it was possible today to pass the Meech Lake Accord, would you favor or oppose passing it?

FAVOR----- 1-25
OPPOSE----- 2

DON'T KNOW----- X
√

9b. Do you approve or disapprove of the inclusion of Quebec in the Constitution as a 'distinct society' within Canada?

APPROVE----- 1-26
DISAPPROVE----- 2

DON'T KNOW----- X
√

FOR Q.10a & Q.10b, PLEASE ROTATE STARTING WITH (✓)

(✓) 10a. In general, do you agree or disagree with the following statements?
 ROTATE STARTING WITH (✓)

		DIS-	
		AGREE	AGREE DK
()	Most men are kind, thoughtful and caring	1	2 X - 27 ✓
()	Most men think too much about sex	1	2 X
()	Most men demand too much from a woman in a relationship	1	2 X
(✓)	Most men care more about friends and family, than about their job	1	2 X - 30
()	Most men today are hard-working	1	2 X
()	Most men believe they are superior to women	1	2 X
()	Most men spend too much money on themselves	1	2 X - 33

() 10b. In general, do you agree or disagree with the following statements?
 ROTATE STARTING WITH (✓)

		DIS-	
		AGREE	AGREE DK
()	Most women are kind, thoughtful and caring	1	2 X - 34 ✓
()	Most women think too much about sex	1	2 X
()	Most women demand too much from a man in a relationship	1	2 X
(✓)	Most women care more about friends and family, than about their job	1	2 X - 37
()	Most women today are hard-working	1	2 X
()	Most women believe they are superior to men	1	2 X
()	Most women spend too much money on themselves	1	2 X - 40

11. Which of the following proposed methods of changing the Canadian Constitution do you prefer? HAND CARD 1 & READ ALOUD

A NATIONAL REFERENDUM ON CHANGES SUGGESTED BY THE PRIME MINISTER AND PROVINCIAL PREMIERS-----	1 - 41
A CONSTITUENT ASSEMBLY WHICH WOULD MAKE CHANGES TO THE CONSTITUTION. THIS ASSEMBLY WOULD INCLUDE POLITICIANS, CITIZENS' GROUPS, AND INDIVIDUAL CANADIANS-----	2
COMBINATION OF BOTH METHODS (VOLUNTEERED)	3
DON'T KNOW-----	X ✓

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

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

LIBERAL-----	1 - 42
PROG. CONS.-----	2
N.D.P.-----	3
OTHER PARTY (WRITE IN)	
_____	4
UNDECIDED/NONE-----	5
REFUSED- <i>NS</i> -----	6
NOT ELIGIBLE-----	7

13a. Did you vote in the last provincial election on September 6th, 1990?

YES-----	[]
NO-----	1-43
TOO YOUNG-----	2

IF 'YES', ASK:

13b. 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>NS</i> -----	7
DON'T KNOW/NONE-----	X

ASK EVERYONE IN ONTARIO ONLY:

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

APPROVE-----	1-44
DISAPPROVE-----	2
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?

SA MEN: Are you the male head of the household?
 WOMEN: Are you the female head of the household?
 YES-----1 NO-----2 - 63
 NS=3

7. What is your occupation?
 SPECIFIC JOB: STANDARD GALLUP -69
 TYPE OF COMPANY: OCCUPATION CODELIST
 CHECK IF: () STUDENT () HOUSEWIFE

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

8. OCCUPATION OF HEAD OF FAMILY
 SPECIFIC JOB: STANDARD GALLUP -7
 TYPE OF COMPANY: OCCUPATION CODELIST

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

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

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.

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

5. What is your religious preference?
 SA PROTESTANT----- 1-67
 JEWISH----- 2
 ROMAN CATHOLIC----- 3
 OTHER (SPECIFY) 4 NS=5
DO NOT HIT.

11. How many would be between 10 & 17 years?
 SA 0 1 2 3 4+ -73
 NS=5

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
 COMMUNITY COLLEGE--- 5 6
 C.E.G.E.P.----- 5 6
 OTHER (SPECIFY)
DO NOT HIT. 5 6
 NO FORMAL SCHOOLING 9
 REFUSED-NS----- X

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 76/76

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: _____

36-2711 paper

DATE: 6/24/91

NATIONAL OMNIBUS - NEWSPAPERS - JUNE 12-15, 1991

PAGE 1

Table 702
WEIGHT TEST

	TOTAL	MALE	FEMALE
TOTAL	1040 100.0000	506 100.0000	534 100.0000
MALE 18-29	149 14.3200	149 29.4347	
MALE 30-49	198 19.0000	198 39.0545	
MALE 50+	159 15.3300	159 31.5108	
MALE NOT STATED			
FEMALE 18-29	146 14.0632		146 27.3870
FEMALE 30-49	196 18.8200		196 36.6504
FEMALE 50+	185 17.7937		185 34.6518
FEMALE NOT STATED	7 .6731		7 1.3108

106-2
unweighted

Job: 1062univ M A R G I N A L C O U N T S 1040 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	1040	0	0	0	1040	0
1:2	1040	0	0	0	0	0	0	0	0	0	0	0	0	1040	0
1:3	41	0	0	0	0	0	0	0	0	999	0	0	0	1040	0
1:4	100	100	100	100	100	100	100	100	100	140	0	0	0	1040	0
1:5	110	110	110	101	100	100	100	100	100	109	0	0	0	1040	0
1:6	104	104	104	104	104	104	104	104	104	104	0	0	0	1040	0
1:7	0	30	40	260	369	50	60	80	121	30	0	0	0	1040	0
1:8	450	110	80	60	100	240	0	0	0	0	0	0	0	1040	0
1:9	230	109	70	60	61	30	20	20	20	420	0	0	0	1040	0
1:10	691	220	49	20	0	0	20	20	20	0	0	0	0	1040	0
1:11	1040	0	0	0	0	0	0	0	0	0	0	0	0	1040	0
1:12	0	0	0	0	0	0	0	0	0	1040	0	0	0	1040	0
1:13	0	0	0	0	0	1040	0	0	0	0	0	0	0	1040	0
1:14	0	1040	0	0	0	0	0	0	0	0	0	0	0	1040	0
1:15	383	0	0	0	0	0	0	0	0	657	0	0	0	1040	0
1:16	0	0	1040	0	0	0	0	1040	0	0	0	1040	0	1040	1040
1:17	163	0	112	101	0	0	249	408	0	7	0	0	0	1040	0
1:18	0	0	275	101	0	228	0	429	0	7	0	0	0	1040	0
1:19	0	0	0	0	163	429	228	101	0	119	0	0	0	1040	0
1:63	904	134	2	0	0	0	0	0	0	0	0	0	0	1040	0
1:64	496	129	414	0	0	0	0	0	0	0	0	0	1	1039	0
1:65	187	664	133	55	1	0	0	0	0	0	0	0	0	1040	0
1:66	621	275	144	0	0	0	0	0	0	0	0	0	0	1040	0
1:67	366	10	475	59	130	0	0	0	0	0	0	0	0	1040	0
1:68	79	83	158	263	90	183	57	121	2	0	3	0	1	1039	0
1:69	94	102	45	136	160	86	39	166	42	159	0	0	11	1029	0
1:70	111	174	38	60	245	77	34	23	15	212	0	0	51	989	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
1:71	99	334	211	253	98	43	2	0	0	0	0	0	0	1040	0
1:72	152	109	32	6	2	0	0	0	0	738	0	0	1	1039	0
1:73	152	93	8	3	4	0	0	0	0	778	0	0	2	1038	0
1:74	171	95	44	725	5	0	0	0	0	0	0	0	0	1040	0
1:75	60	132	111	174	271	215	60	0	7	10	0	0	0	1040	0
1:76	120	97	102	96	92	92	97	111	103	130	0	0	0	1040	0
1:77	520	520	0	0	0	0	0	0	0	0	0	0	0	1040	0
1:78	42	72	53	143	138	125	92	74	41	85	175	0	0	1040	0
1:79	40	200	800	0	0	0	0	0	0	0	0	0	0	1040	0
1:80	213	477	343	7	0	0	0	0	0	0	0	0	0	1040	0
2:1	0	0	0	0	0	0	0	0	0	1040	0	0	0	1040	0
2:2	0	1040	0	0	0	0	0	0	0	0	0	0	0	1040	0
2:3	41	0	0	0	0	0	0	0	0	999	0	0	0	1040	0
2:4	100	100	100	100	100	100	100	100	100	140	0	0	0	1040	0
2:5	110	110	110	101	100	100	100	100	100	109	0	0	0	1040	0
2:6	104	104	104	104	104	104	104	104	104	104	0	0	0	1040	0
2:7	463	393	64	0	0	0	0	0	0	0	118	2	0	1040	0
2:8	76	299	183	0	0	0	0	0	0	0	479	3	0	1040	0
2:9	265	98	169	118	53	16	296	17	8	0	0	0	0	1040	0
2:10	174	24	241	293	174	10	14	60	0	0	47	0	3	1037	0
2:11	640	162	0	0	0	0	0	0	0	0	237	1	0	1040	0
2:12	776	153	0	0	0	0	0	0	0	0	108	3	0	1040	0
2:13	549	88	0	0	0	0	0	0	0	0	401	1	1	1039	0
2:14	503	117	0	0	0	0	0	0	0	0	418	1	1	1039	0
2:15	766	47	0	0	0	0	0	0	0	0	225	2	0	1040	0
2:16	467	91	0	0	0	0	0	0	0	0	477	5	0	1040	0
2:17	534	116	0	0	0	0	0	0	0	0	385	4	1	1039	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
2118	550	335	0	0	0	0	0	0	0	0	153	2	0	1040	0
2119	146	464	391	0	0	0	0	0	0	0	38	1	0	1040	0
2120	715	244	0	0	0	0	0	0	0	0	78	3	0	1040	0
2121	400	457	0	0	0	0	0	0	0	0	179	4	0	1040	0
2122	150	605	0	0	0	0	0	0	0	0	282	3	0	1040	0
2123	623	245	120	15	0	0	0	0	0	0	34	3	0	1040	0
2124	405	411	150	0	0	0	0	0	0	0	74	0	0	1040	0
2125	209	606	0	0	0	0	0	0	0	0	224	1	0	1040	0
2126	325	614	0	0	0	0	0	0	0	0	99	2	0	1040	0
2127	673	311	0	0	0	0	0	0	0	0	53	3	0	1040	0
2128	528	422	0	0	0	0	0	0	0	0	87	3	0	1040	0
2129	458	496	0	0	0	0	0	0	0	0	81	5	0	1040	0
2130	411	550	0	0	0	0	0	0	0	0	75	4	0	1040	0
2131	712	275	0	0	0	0	0	0	0	0	45	5	3	1037	0
2132	610	382	0	0	0	0	0	0	0	0	43	4	1	1039	0
2133	248	712	0	0	0	0	0	0	0	0	76	3	1	1039	0
2134	876	127	0	0	0	0	0	0	0	0	34	3	0	1040	0
2135	111	819	0	0	0	0	0	0	0	0	106	4	0	1040	0
2136	395	563	0	0	0	0	0	0	0	0	78	4	0	1040	0
2137	736	235	0	0	0	0	0	0	0	0	65	4	0	1040	0
2138	901	106	0	0	0	0	0	0	0	0	25	7	1	1039	0
2139	227	747	0	0	0	0	0	0	0	0	61	4	1	1039	0
2140	423	539	0	0	0	0	0	0	0	0	75	3	0	1040	0
2141	187	631	86	0	0	0	0	0	0	0	127	8	1	1039	0
2142	107	36	106	18	89	7	3	0	0	0	0	0	674	366	0
2143	95	5	72	38	123	7	16	0	0	0	8	0	676	364	0
2144	141	155	0	0	0	0	0	0	0	0	69	0	675	365	0

106-2 New maps

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
106-2	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.

0-80 questionnaire data. For record 1, the upper limit is 82 for Omnibus surveys.

1-79 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.

DOC file

Explains any quirks or other peculiarities associated with the survey. Present, you should read it.

IAR 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.

106-2 weights

weights

Weight run				
Tables	Observed	Adjusted		
701	Frequency	Frequency	Weight	
1	.14	112.00	148.93	1.32971
2	.19	228.00	197.60	0.86667
3	.15	180.00	159.43	0.88573
4	.14	101.00	146.26	1.44809
5	.19	249.00	195.73	0.78606
6	.18	163.00	185.05	1.13530
7	.01	7.00	7.00	1.00003
Totals		1040.00	1040.00	

Cases read:	1040
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:	1.44809
Minimum weight:	0.78606