

GALLUP WOULD LIKE YOUR OPINION

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

111-1
NOV/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. In your opinion, do women in Canada get as good a break as men?

YES----- 1
NO----- 2
DK/NS X

(207)

1b. Of course it should be equal, but who do you think gains more from marriage, the man or the woman?

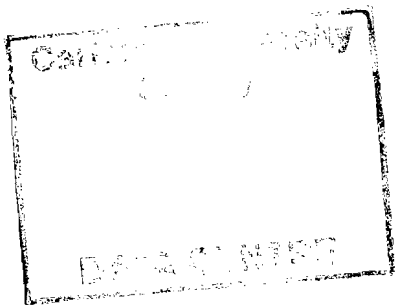
THE MAN----- 1
THE WOMAN----- 2
BOTH EQUAL----- 3
NO OPINION----- 4
DK/NS X

(208)

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

LIBERAL----- 1
PROG. CONS.----- 2
N.D.P.----- 3
REFORM PARTY----- 4
BLOC QUEBECOIS----- 5
OTHER PARTY (WRITE IN) _____ 6
UNDECIDED/NONE----- 7
REFUSED-~~203~~----- 8
NOT ELIGIBLE----- 9

(209)



CARD # - 1-2 Don't Know - DK - X - (-)
 SERIAL # - 3-6 NOT STATED - NS - V - (8)
 ASSIGN # - 7-10
 Job + Wk # - 11-14
 Weights - 15-19

CONTINUED ON BACK...

6b. From what you have read, seen or heard, would you say the language rights of English-speaking Canadians inside Quebec are very well protected, fairly well protected or not at all well protected?

- VERY WELL PROTECTED----- 1
- FAIRLY WELL PROTECTED----- 2
- NOT AT ALL WELL PROTECTED----- 3
- CAN'T SAY----- 4

DK/NS X

7a. In general, do you believe that the behavior of federal Members of Parliament in the House of Commons is...READ LIST

- Respectful and proper----- 1 → SKIP TO Q.8
- Disrespectful and improper 2 → CONTINUE
- NO OPINION----- 3 → SKIP TO Q.8

DK/NS X

7b. IF "DISRESPECTFUL AND IMPROPER" AT Q.7a, ASK:
In general, whose behavior is more disrespectful and improper - government or opposition Members of Parliament?

- GOVERNMENT MEMBERS----- 1
- OPPOSITION MEMBERS----- 2
- BOTH----- 3
- DON'T KNOW----- 4

NS X

ASK EVERYONE:

8. On October 6th, actress Elizabeth Taylor was married for the eighth time. Do you think that this will be her last marriage, or not?

- YES----- 1
- NO----- 2
- DON'T CARE----- 3
- DON'T KNOW----- 4

NS X

9a. Do you believe that the economic recession in Canada is over, or not?

- YES----- 1
- NO----- 2
- DON'T KNOW----- 3

NS X

9b. Do the federal government's policies for tackling the country's economic situation give you a feeling that they are or are not handling the situation properly?

- ARE HANDLING PROPERLY----- 1
- ARE NOT HANDLING PROPERLY 2
- DON'T KNOW----- 3

NS X

10. Do you believe that judges of the courts in Canada should be elected by the public, or should they continue to be appointed by the government?

- SHOULD BE ELECTED----- 1
- APPOINTED BY THE GOVERNMENT 2
- DON'T KNOW----- 3

NS X

11. In general, which university do you believe is the best in the country?

- DON'T KNOW----- X

NS V

(CODE LIST PROVIDED)

SECTION II - ASK EVERYONE

3

1. So far as you are concerned, do you think that 1992 will be better or worse than 1991?

- BETTER----- 1
- WORSE----- 2
- SAME----- 3
- DON'T KNOW----- 4

NS-X

(307)

2. So far as you are concerned, do you think that in 1992, strikes and industrial disputes in this country will increase, decrease, or remain the same?

- INCREASE----- 1
- DECREASE----- 2
- REMAIN THE SAME----- 3
- DON'T KNOW----- 4

NS X

(309)

3. Do you think that 1992 will be a peaceful year more or less free of international dispute, a troubled year with much international discord, or remain the same?

- PEACEFUL YEAR----- 1
- TROUBLED YEAR----- 2
- REMAIN THE SAME----- 3
- DON'T KNOW----- 4

NS X

(309)

4. Here is a sort of scale. **HAND CARD 2.** Would you, with the help of this card, tell me how you assess the chances of a world war breaking out in the next ten years?

WORLD WAR CERTAIN	100-----	1	⁻¹⁰
	90-----	2	
	80-----	3	
	70-----	4	
	60-----	5	
	50-----	6	
	40-----	7	
	30-----	8	
	20-----	9	
	10-----	1	⁻¹¹
NO DANGER OF WAR	0-----	2	

DON'T KNOW 3

NS-X

(30) (21)

5. Looking ahead to next year, 1992, do you think the number of unemployed in this country will increase, decrease or remain the same?

- INCREASE----- 1
- DECREASE----- 2
- REMAIN THE SAME----- 3
- DON'T KNOW----- 4

NS X

(312)

CONTINUED ON BACK...

V = no answer

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
 NJ=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----- 1-66
 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 H.T.

5. What is your religious preference?
 SA PROTESTANT----- 1-67
 JEWISH----- 2
 ROMAN CATHOLIC----- 3
 OTHER (SPECIFY) 4 NO PREFERENCE/ NS=5
 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 1-68 2
 SECONDARY SCHOOL 3 4
 UNIVERSITY----- 7 8
 POST SECONDARY & NON UNIVERSITY 5 6
 COMMUNITY COLLEGE--- 5 6
 C.E.G.E.P.----- 5 6
 OTHER (SPECIFY) 5 6
 Do NOT H.T. 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 -70
 TYPE OF COMPANY: OCCUPATION CODELIST

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

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

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

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?
 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 -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: _____

A VALIDATION CHECK WILL BE MADE ON ALL INTERVIEWERS' WORK

111-1 Newspaper wghts

Nov '91

Weight run				
Tables	Observed	Adjusted	Weight	
701	Frequency	Frequency		
1	.14	109.00	143.48	1.31632
2	.19	233.00	190.37	0.81704
3	.15	161.00	153.60	0.95402
4	.00	1.00	1.00	0.99998
5	.14	111.00	142.51	1.28392
6	.19	234.00	190.72	0.81504
7	.18	153.00	180.32	1.17856
8	.00	2.00	2.00	0.99998
Totals		1004.00	1004.00	

Cases read:	1004
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:	1.31632
Minimum weight:	0.81504

DATE: 11/19/91

NATIONAL OMNIBUS - NEWSPAPERS - NOV. 6-9, 1991

PAGE 1

Table 702
WEIGHT TEST

	TOTAL	MALE	FEMALE
TOTAL	1004 100.0000	488 100.0000	516 100.0000
MALE 18-29	143 14.2907	143 29.3745	
MALE 30-49	190 18.9611	190 38.9745	
MALE 50+	154 15.2986	154 31.4462	
MALE NOT STATED	1 .0996	1 .2047	
FEMALE 18-29	143 14.1947		143 27.6430
FEMALE 30-49	191 18.9960		191 36.9932
FEMALE 50+	180 17.9601		180 34.9759
FEMALE NOT STATED	2 .1992		2 .3879

111-1 Newspapers

Job: 1111univ M A R G I N A L C O U N T S 1004 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	1004	0	0	0	1004	0
1:2	1004	0	0	0	0	0	0	0	0	0	0	0	0	1004	0
1:3	8	0	0	0	0	0	0	0	0	996	0	0	0	1004	0
1:4	100	100	98	100	99	100	100	100	100	107	0	0	0	1004	0
1:5	98	100	99	100	100	100	100	100	100	107	0	0	0	1004	0
1:6	101	100	100	100	101	101	101	100	100	100	0	0	0	1004	0
1:7	10	30	30	266	369	30	40	90	119	20	0	0	0	1004	0
1:8	413	128	90	59	90	224	0	0	0	0	0	0	0	1004	0
1:9	216	130	76	61	40	32	20	20	20	389	0	0	0	1004	0
1:10	768	108	49	10	0	9	20	20	20	0	0	0	0	1004	0
1:11	1004	0	0	0	0	0	0	0	0	0	0	0	0	1004	0
1:12	1004	0	0	0	0	0	0	0	0	0	0	0	0	1004	0
1:13	1004	0	0	0	0	0	0	0	0	0	0	0	0	1004	0
1:14	1004	0	0	0	0	0	0	0	0	0	0	0	0	1004	0
1:15	376	0	0	0	0	0	0	0	0	628	0	0	0	1004	0
1:16	0	0	1004	0	0	0	0	1004	0	0	0	1004	0	1004	1004
1:17	153	111	109	0	0	0	0	467	161	3	0	0	0	1004	0
1:18	576	0	0	0	161	0	153	111	0	3	0	0	0	1004	0
1:19	0	0	0	272	234	109	233	0	153	3	0	0	0	1004	0
1:36	749	255	0	0	0	0	0	0	0	0	0	0	0	1004	0
1:63	870	132	2	0	0	0	0	0	0	0	0	0	0	1004	0
1:64	458	138	402	6	0	0	0	0	0	0	0	0	0	1004	0
1:65	186	636	117	57	8	0	0	0	0	0	0	0	0	1004	0
1:66	656	253	92	3	0	0	0	0	0	0	0	0	0	1004	0
1:67	407	9	417	39	132	0	0	0	0	0	0	0	0	1004	0
1:68	55	56	154	250	83	155	76	165	1	0	9	0	0	1004	0
1:69	138	102	41	92	155	81	46	148	50	138	0	0	13	991	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
2:17	107	86	376	15	0	0	0	0	0	0	2	0	418	586	0
2:18	134	491	291	85	0	0	0	0	0	0	3	0	0	1004	0
2:19	70	910	24	0	0	0	0	0	0	0	0	0	0	1004	0
2:20	80	852	71	0	0	0	0	0	0	0	1	0	0	1004	0
2:21	472	424	107	0	0	0	0	0	0	0	1	0	0	1004	0
2:22	128	50	41	25	8	0	0	0	1	751	0	0	0	1004	0
2:23	153	69	30	104	39	42	42	30	25	37	423	10	0	1004	0
2:24	664	259	79	0	0	0	0	0	0	0	2	0	0	1004	0
2:25	406	257	0	0	0	0	0	0	0	0	1	0	340	664	0
2:26	105	53	81	16	101	10	3	0	0	0	0	0	635	369	0
2:27	78	8	90	54	122	4	8	5	0	0	0	0	635	369	0
2:28	135	165	67	0	0	0	0	0	0	0	2	0	635	369	0
3:1	0	0	0	0	0	0	0	0	0	1004	0	0	0	1004	0
3:2	0	0	1004	0	0	0	0	0	0	0	0	0	0	1004	0
3:3	8	0	0	0	0	0	0	0	0	996	0	0	0	1004	0
3:4	100	100	98	100	99	100	100	100	100	107	0	0	0	1004	0
3:5	98	100	99	100	100	100	100	100	100	107	0	0	0	1004	0
3:6	101	100	100	100	101	101	101	100	100	100	0	0	0	1004	0
3:7	472	259	243	30	0	0	0	0	0	0	0	0	0	1004	0
3:8	412	166	389	37	0	0	0	0	0	0	0	0	0	1004	0
3:9	194	304	465	41	0	0	0	0	0	0	0	0	0	1004	0
3:10	26	18	34	46	32	109	51	120	130	0	0	0	438	566	0
3:11	187	212	37	0	0	0	0	0	0	0	2	0	566	438	0
3:12	641	130	219	14	0	0	0	0	0	0	0	0	0	1004	0
3:13	74	385	530	14	0	0	0	0	0	0	1	0	0	1004	0
3:14	2	110	165	410	307	9	0	0	0	0	1	0	0	1004	0
3:15	20	126	424	272	122	8	0	0	0	0	1	0	0	1004	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	8L	TOT	MP
3116	289	512	220	0	0	0	0	0	0	0	3	0	0	1004	0
3117	258	537	207	0	0	0	0	0	0	0	2	0	0	1004	0

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>
111-1	NOV/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 = 0
1 = Prince Edward Island = 1
2 = Nova Scotia = 2
3 = New Brunswick = 3
4 = Quebec = 4
5 = Ontario = 5
6 = Manitoba = 6
7 = Saskatchewan = 7
8 = Alberta = 8
9 = British Columbia = 9

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	10.03

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

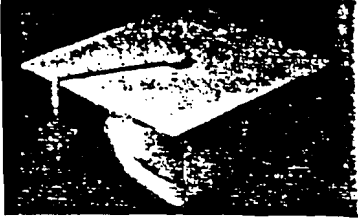
Each survey comes with a photocopy of the master which Gallup used internally. The master specifies the text of the question asked, the possible answers and where those answers were placed in the .C file. In order to insure a regular format for all the files, some column and record re-numbering was required. 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.

Ranking

2000 List For Q11

S
T
A
N
D
I
N
G



1	McGILL
2	QUEEN'S
3	MOUNT ALLISON
4	TORONTO (U OF T)
5	McMASTER
6	ACADIA
7	BRITISH COLUMBIA (UBC)
8	GUELPH
9	DALHOUSIE
10	ALBERTA
11	MONTREAL (U OF M)
12	LETHBRIDGE
13	OTTAWA (U OF O)
14	NEW BRUNSWICK (UNB)
15	SAINTE-ANNE
16	WESTERN (UWO)
17	BISHOP'S
18	LAVAL
19	MANITOBA
20	ST. FRANCIS XAVIER

YORK
WATERLOO
SIMON FRASER
VICTORIA
TRENT
MOUNT SAINT VINCENT
CALGARY
MONCTON
BRANDON
SHERBROOKE
CONCORDIA
WINNIPEG
MEMORIAL (MUN)
WINDSOR
SASKATCHEWAN
P.E.I.
WILFRID LAURIER
LAKEHEAD
BROCK
SAINT MARY'S
LAURENTIAN
REGINA
ST. THOMAS
CARLETON
QUEBEC (MONTREAL CAMPUS)
CAPE BRETON (UCCB)
RYERSON

→ U of Quebec campuses

- 45 - U of Q - Montreal
- 48 - U of Q - Rimouski
- 49 - U of Q - Chicoutimi
- 50 - U of Q - Hull
- 51 - U of Q - Quebec campus
- 52 - U of Q - Trois Rivieres
- 53 - U of Quebec (UQ)
(unspecified) ~~1/2/81~~

27 other

~~27 other~~