

* SEE BOTTOM OF PAGE 5 FOR NOTES

GALLUP WOULD LIKE YOUR OPINION

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

109-1
SEPT/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 1- ASK EVERYONE

02

1. In general, do you think the courts in this area deal too harshly or not harshly enough with criminals?

TOO HARSHLY----- 1-7
NOT HARSHLY ENOUGH----- 2
ABOUT RIGHT----- 3

DON'T KNOW----- X
NSV

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)----- 5

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

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

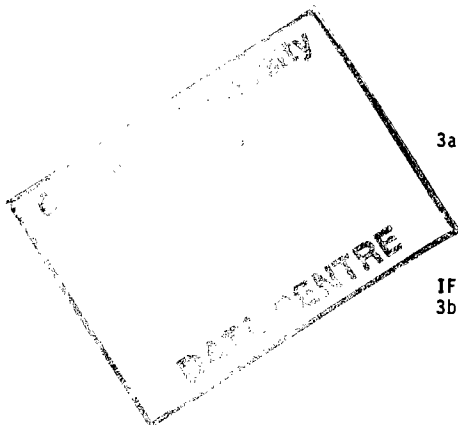
YES----- []
NO----- 1-9
TOO YOUNG----- 2

IF 'YES', ASK:

3b. Which party did the candidate for whom you voted represent?

LIBERAL----- 3
PROG. CONS.----- 4
N.D.P.----- 5
REFORM PARTY----- 6
OTHER PARTY (WRITE IN)----- 6

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



CONTINUED ON BACK...

ASK EVERYONE:

4. In general, do you have a favorable or unfavorable impression of...READ LIST. ROTATE STARTING WITH (f)

	<u>FAVORABLE</u>	<u>UNFAVORABLE</u>	<u>DK</u>	<i>V-NS</i>
() Robert Bourassa . .	1	2	X-10	
() Donald Cameron . .	1	2	X	
(<i>f</i>) Joe Ghiz	1	2	X-12	
() Rita Johnston . . .	1	2	X	
() Frank McKenna . . .	1	2	X-14	

5a. Do you think that the publication of opinion polls should be banned during an election campaign or not?

YES, SHOULD BE BANNED 1-15
 NO, SHOULD NOT BE BANNED 2
 DON'T KNOW----- X
NS V

5b. Thinking of your own vote, in the past, do you think you have been influenced at all in your decision as to how to vote by the results of published opinion polls, or do you think the published polls have had no influence on you at all?

HAVE BEEN INFLUENCED 1-16
 HAVE NOT BEEN----- 2
 REFUSED TO SAY----- 3
 DON'T KNOW----- X
NS V

6a. Do you approve or disapprove of the way Brian Mulroney is handling his job as Prime Minister? RECORD BELOW

6b. Do you approve or disapprove of the way Jean Chretien is handling his job as leader of the Opposition? RECORD BELOW

6c. And do you approve or disapprove of the way Audrey McLaughlin is handling her job as leader of the NDP? RECORD BELOW

6d. And do you approve or disapprove of the way Preston Manning is handling his job as leader of the Reform Party? RECORD BELOW

6e. And do you approve or disapprove of the way Lucien Bouchard is handling his job as leader of the Bloc Québécois? RECORD BELOW

	<u>MULRONEY</u>	<u>CHRETIEN</u>	<u>MCLAUGHLIN</u>	<u>MANNING</u>	<u>BOUCHARD</u>
APPROVE	1-17	1-18	1-19	1-20	1-21
DISAPPROVE	2	2	2	2	2
DON'T KNOW	X <i>NS V</i>	X <i>V</i>	X <i>V</i>	X <i>V</i>	X <i>V</i>

7. Considering your income and the cost of living, do you feel you are better off, or worse off, today, than you were a year ago?

BETTER OFF----- 1-22
 SAME----- 2
 WORSE OFF----- 3
 NO OPINION----- X
NS V

8a. What do you think is the most important problem facing this country today?
DO NOT READ LIST

INFLATION/HIGH PRICES-----	1 -23
OTHER ECONOMIC PROBLEMS-----	2
UNEMPLOYMENT-----	3
LABOR UNIONS/STRIKES-----	4
NATIONAL UNITY/INTER-PROVINCIAL RELATIONS/QUEBEC SEPARATION-----	5
ENVIRONMENT/POLLUTION/CLEAN AIR-----	6
FREE TRADE: U.S. TRADE RELATIONS-----	7
HEALTH CARE-----	8
GOVERNMENT/HONESTY IN GOVERNMENT-----	9
GOODS & SERVICES TAX (GST)/HIGH TAXES-----	0
WORLD PEACE/INTERNATIONAL PROBLEMS/PROSPECT OF WAR----	1-24
CRIME/DRUGS-----	2
TREATMENT OF NATIVE CANADIANS-----	3
OTHER (SPECIFY)_____	
CAN'T SAY-----	4 X NS V

8b. There are a number of issues that are currently being discussed in Canada. I'm going to read out a few and would like you to tell me whether you are very concerned, somewhat concerned, not very concerned, or not at all concerned about each issue. First, how concerned are you about ...? READ LIST - ROTATE STARTING WITH (✓). HAND CARD 1

	VERY CON- CERNED	SOME- WHAT CON- CERNED	NOT VERY CON- CERNED	NOT AT ALL CON- CERNED	DK	
() Environment	1	2	3	4	X-25	
() Honesty in government	1	2	3	4	X	
() Free Trade	1	2	3	4	X	
() Cost of housing	1	2	3	4	X-28	
() Abortion	1	2	3	4	X	
(✓) Canadian unity	1	2	3	4	X	
() Day care	1	2	3	4	X-31	
() Federal deficit	1	2	3	4	X	
() Unemployment	1	2	3	4	X	
() Government taxation levels	1	2	3	4	X-34	
() Illegal drug use	1	2	3	4	X	
() Growth of the federal government	1	2	3	4	X	
() Threat of nuclear war	1	2	3	4	X-37	
() The threat of Quebec separation	1	2	3	4	X	
() Rate of inflation	1	2	3	4	X	
() Senate reform	1	2	3	4	X	
() Treatment of native Canadians	1	2	3	4	X-41	

CONTINUED ON BACK...

9. There has been quite a bit of talk recently about the possibility of the province of Quebec separating from the rest of Canada, and becoming an independent country. Would you, yourself, be in favor of separation or opposed to it?

IN FAVOR----- 1-42
OPPOSED----- 2

QUALIFIED (SPECIFY)

3

UNDECIDED----- X
NS-V

10. Is there any area right around here - that is say within a mile - where you would be afraid to walk at night?

YES----- 1-43
NO----- 2

NOT SURE----- X
NS-V

11. Should doctors and dentists who have the AIDS virus be required to tell this to their patients, or not?

YES, SHOULD----- 1-44
NO, NOT NECESSARY----- 2

DON'T KNOW----- X
NS-V

12a. Are you in favor of labor unions, or not?

YES----- 1-45
NO----- 2

NO OPINION----- X
NS-V

12b. Would you approve or disapprove of a law being passed which keeps prices, as well as wages and salaries, from going higher?

APPROVE----- 1-46
DISAPPROVE----- 2

DON'T KNOW----- X
NS-V

13a. Do you think present income taxes in Canada are too high or about right?

TOO HIGH----- 1-47
ABOUT RIGHT----- 2

UNDECIDED----- X
NS-V

13b. Do you think there will be another world war during the next 50 years, or not?

YES----- 1-48
NO----- 2

DON'T KNOW----- X
NS-V

14a. Now on our postal service. In your opinion, should workers in our postal service have the right to strike or not?

YES, SHOULD----- 1-49
NO, SHOULD NOT----- 2

DON'T KNOW----- X
NS-V

14b. Do you think the federal government should order the postal workers back to work or not?

YES, SHOULD----- 1-50
NO, SHOULD NOT----- 2

DON'T KNOW----- X
NS-V

CONTINUED...

14c. It was announced in the recent federal budget that pay increases for public servants are set at 3% per year. Are you in favor of this policy, or do you think federal public servants should receive pay increases higher than 3% per year, or should they receive no increase at all?

IN FAVOR OF POLICY-----	1-51
SHOULD RECEIVE HIGHER INCREASE	2
SHOULD RECEIVE NO INCREASE---	3
DON'T KNOW-----	X

NS V

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-----	1-52
PROG. CONS.-----	2
N.D.P.-----	3
OTHER PARTY (WRITE IN)	
_____	4
UNDECIDED/NONE-----	5
REFUSED- NS -----	6
NOT ELIGIBLE-----	7

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

YES-----	[]
NO-----	1-53
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)	
_____	6
REFUSED- NS -----	7
DON'T KNOW/NONE-----	X

ASK EVERYONE IN ONTARIO ONLY:

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

APPROVE-----	1-54
DISAPPROVE-----	2
DON'T KNOW-----	X

NS-V

CAED # 1-2
 SERIAL # 3-6
 ASSIGN # 7-10
 JOB+WK # 11-14
 WEIGHTS 15-19
 Don't Know - DK - X - (-)
 NOT STATED - NS - V - (8)

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?

1. MEN: Are you the male head of the household?
WOMEN: Are you the female head of the household?
SA YES-----1 NO-----2 - *3
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----- 1-66
FRENCH----- 2
OTHER (SPECIFY) 3
Do NOT H.T. NS=4
5. What is your religious preference?
SA PROTESTANT----- 1-67
JEWISH----- 2
ROMAN CATHOLIC----- 3
OTHER (SPECIFY) 4
Do NOT H.T. NO PREFERENCE/ NS=5
6. Which of these was the last school that you attended? HAND CARD Q Did you graduate from...(LEVEL OF SCHOOLING ATTENDED)?
PUBLIC/GRADE SCHOOL 1-68 2
SECONDARY SCHOOL 3 4
UNIVERSITY----- 7 8
SA 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./N/C----- 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 + 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 BEALED=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./N/C-----X
16. RECORD IF: FARM----- 1 -79
SA RURAL, NON-FARM 2
URBAN----- 3
- REGIONAL 37 LANGUAGE -16
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: _____

A VALIDATION CHECK WILL BE MADE ON ALL INTERVIEWERS' WORK

JUN 88

1091UNIV. wghts

Sp 91

Weight run				
Tables	Observed	Adjusted	Weight	
701	Frequency	Frequency		
1	.14	101.00	147.32	1.45863
2	.19	219.00	195.47	0.89255
3	.15	195.00	157.71	0.80878
4	.00	4.00	4.00	0.99993
5	.14	108.00	146.66	1.35799
6	.19	231.00	196.27	0.84966
7	.18	175.00	185.57	1.06038
8	.00	4.00	4.00	0.99993
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:	1.45863
Minimum weight:	0.80878

1091 UNIV. wghts.

DATE: 9/17/91

NATIONAL OMNIBUS - NEWSPAPERS - SEPT. 4-7, 1991

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Table 702
WEIGHT TEST

	TOTAL	MALE	FEMALE
TOTAL	1037 100.0000	505 100.0000	533 100.0000
MALE 18-29	147 14.2065	147 29.2014	
MALE 30-49	195 18.8494	195 38.7448	
MALE 50+	158 15.2085	158 31.2610	
MALE NOT STATED	4 .3857	4 .7928	
FEMALE 18-29	147 14.1430		147 27.5423
FEMALE 30-49	196 18.9268		196 36.8584
FEMALE 50+	186 17.8946		186 34.8482
FEMALE NOT STATED	4 .3857		4 .7511

1091 UNIV.
unweighted

Job: 1091univ 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	30	40	269	382	40	30	94	122	30	0	0	0	1037	0
1:8	441	120	91	61	88	236	0	0	0	0	0	0	0	1037	0
1:9	232	131	62	50	50	30	19	30	20	413	0	0	0	1037	0
1:10	776	121	60	11	0	10	19	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	0	0	0	1037	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	392	0	0	0	0	0	0	0	0	645	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	0	108	101	0	0	0	645	0	183	0	0	0	1037	0
1:18	0	0	0	0	440	175	0	0	219	203	0	0	0	1037	0
1:19	0	0	219	0	0	0	0	108	296	414	0	0	0	1037	0
1:36	778	259	0	0	0	0	0	0	0	0	0	0	0	1037	0
1:63	917	110	10	0	0	0	0	0	0	0	0	0	0	1037	0
1:64	417	138	480	2	0	0	0	0	0	0	0	0	0	1037	0
1:65	170	667	149	51	0	0	0	0	0	0	0	0	0	1037	0
1:66	628	273	135	1	0	0	0	0	0	0	0	0	0	1037	0
1:67	382	14	426	55	160	0	0	0	0	0	0	0	0	1037	0
1:68	86	65	134	276	71	175	72	157	0	0	1	0	0	1037	0
1:69	103	115	42	116	126	59	53	197	62	145	0	0	19	1018	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
1!70	114	172	47	60	215	64	54	40	16	195	0	0	60	977	0
1!71	109	323	215	250	110	30	0	0	0	0	0	0	0	1037	0
1!72	155	113	23	4	10	0	0	0	0	732	0	0	0	1037	0
1!73	150	80	19	2	9	0	0	0	0	777	0	0	0	1037	0
1!74	175	93	34	723	12	0	0	0	0	0	0	0	0	1037	0
1!75	70	133	124	179	259	192	60	0	10	10	0	0	0	1037	0
1!76	123	111	116	76	101	104	97	105	103	101	0	0	0	1037	0
1!77	519	518	0	0	0	0	0	0	0	0	0	0	0	1037	0
1!78	69	73	68	121	131	140	92	58	32	85	168	0	0	1037	0
1!79	29	232	776	0	0	0	0	0	0	0	0	0	0	1037	0
1!80	209	450	370	8	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	15	785	136	0	0	0	0	0	0	0	100	1	0	1037	0
2!8	243	92	171	81	45	10	352	28	14	0	1	0	0	1037	0
2!9	198	26	242	273	185	5	13	44	0	0	51	0	0	1037	0
2!10	299	393	0	0	0	0	0	0	0	0	344	1	0	1037	0
2!11	89	67	0	0	0	0	0	0	0	0	878	3	0	1037	0
2!12	133	78	0	0	0	0	0	0	0	0	823	3	0	1037	0
2!13	184	130	0	0	0	0	0	0	0	0	720	3	0	1037	0
2!14	281	106	0	0	0	0	0	0	0	0	647	3	0	1037	0
2!15	346	606	0	0	0	0	0	0	0	0	79	6	0	1037	0
2!16	145	824	9	0	0	0	0	0	0	0	55	4	0	1037	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
2:17	147	798	0	0	0	0	0	0	0	0	88	4	0	1037	0
2:18	292	479	0	0	0	0	0	0	0	0	261	5	0	1037	0
2:19	372	265	0	0	0	0	0	0	0	0	396	4	0	1037	0
2:20	221	179	1	0	0	0	0	0	0	0	632	4	0	1037	0
2:21	172	399	0	0	0	0	0	0	0	0	462	4	0	1037	0
2:22	129	258	637	0	0	0	0	0	0	0	12	1	0	1037	0
2:23	131	183	245	12	114	23	32	6	79	99	0	0	113	924	0
2:24	4	25	4	61	0	0	0	0	0	0	19	0	924	113	0
2:25	696	277	42	17	0	0	0	0	0	0	2	3	0	1037	0
2:26	775	193	47	12	0	0	0	0	0	0	7	3	0	1037	0
2:27	450	353	141	67	0	0	0	0	0	0	23	3	0	1037	0
2:28	435	331	181	77	0	0	0	0	0	0	12	1	0	1037	0
2:29	365	318	187	145	0	0	0	0	0	0	19	3	0	1037	0
2:30	522	306	108	82	0	0	0	0	0	0	18	1	0	1037	0
2:31	237	292	237	244	0	0	0	0	0	0	24	3	0	1037	0
2:32	655	251	83	34	0	0	0	0	0	0	13	1	0	1037	0
2:33	756	231	34	16	0	0	0	0	0	0	0	0	0	1037	0
2:34	815	165	31	16	0	0	0	0	0	0	9	1	0	1037	0
2:35	701	233	63	37	0	0	0	0	0	0	3	0	0	1037	0
2:36	408	347	158	71	0	0	0	0	0	0	49	4	0	1037	0
2:37	294	229	276	232	0	0	0	0	0	0	4	2	0	1037	0
2:38	318	281	201	229	0	0	0	0	0	0	6	2	0	1037	0
2:39	661	293	59	19	0	0	0	0	0	0	4	1	0	1037	0
2:40	235	324	241	165	0	0	0	0	0	0	71	1	0	1037	0
2:41	373	418	144	94	0	0	0	0	0	0	8	0	0	1037	0
2:42	287	590	55	0	0	0	0	0	0	0	104	1	0	1037	0
2:43	379	632	0	0	0	0	0	0	0	0	23	3	0	1037	0

COL	1	2	3	4	5	6	7	8	9	0	11	12	BL	TOT	MP
2144	908	98	0	0	0	0	0	0	0	0	29	2	0	1037	0
2145	569	340	0	0	0	0	0	0	0	0	126	2	0	1037	0
2146	487	476	0	0	0	0	0	0	0	0	72	2	0	1037	0
2147	863	132	0	0	0	0	0	0	0	0	41	1	0	1037	0
2148	388	489	0	0	0	0	0	0	0	0	158	2	0	1037	0
2149	433	559	0	0	0	0	0	0	0	0	44	1	0	1037	0
2150	639	329	0	0	0	0	0	0	0	0	68	1	0	1037	0
2151	519	187	228	0	0	0	0	0	0	0	102	1	0	1037	0
2152	111	50	105	14	87	7	6	0	0	0	0	0	657	380	0
2153	76	4	89	50	134	5	10	0	0	0	12	0	657	380	0
2154	157	149	0	0	0	0	0	0	0	0	72	2	657	380	0

1091 UNIV.

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>
109-1	SEPT/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	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.

