

GALLUP WOULD LIKE YOUR OPINION

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

201-1
JAN/92

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)

SECTION I - ASK EVERYONE

1. In your opinion, should retail outlets in this area be allowed to sell goods or services on Sunday or not?

- 91
- YES, SHOULD----- 1
 - YES, SHOULD UNDER SPECIAL CIRCUMSTANCES 2
 - NO, SHOULD NOT----- 3
 - DON'T KNOW----- 4

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)-----

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

REC #1

CARD #	Cols 1-2
SERIAL #	3-6
ASSIGN #	7-10
JOB & WK #	11-14
WEIGHTS	15-19

now party

REC #2

CARDID

Serial #

DON'T KNOW - DK - (check individual cols for code)

NOT STATED - NS - (check individual cols for code)

(7)

(8)

REC #2

1-2
3-6

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

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

L 107

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)
 _____ 7
 REFUSED/*NS*----- 8
 DON'T KNOW/NONE----- 9

LIBERAL

(9)

ASK EVERYONE:

4. I'm going to read off a list of items, and I would like you to tell me how important you believe each is for a successful marriage. HAND CARD 1. ROTATE LIST STARTING WITH []

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT	DK	
[] Faithfulness	1	2	3	4	5	<i>NS</i> 6 (10)
[] Happy sexual relationship	1	2	3	4	5	(11)
[] Adequate income	1	2	3	4	5	(12)
[] Shared chores	1	2	3	4	5	(13)
[] Good housing	1	2	3	4	5	(14)
[] Shared beliefs	1	2	3	4	5	(15)
[] Same social background	1	2	3	4	5	(16)
[] Living apart from your in-laws	1	2	3	4	5	(17)

5. Apart from Brian Mulroney, please tell me the names of any current federal Cabinet Ministers in Ottawa you can recall?
- a. Which one comes to mind first? RECORD BELOW
 b. And second? RECORD BELOW
 c. And third? RECORD BELOW

	Q.5a FIRST RECALL	Q.5b SECOND RECALL	Q.5c THIRD RECALL
BENOIT BOUCHARD	1	1	1
KIM CAMPBELL	2	2	2
JOE CLARK	3	3	3
JOHN CROSBIE	4	4	4
MARCEL MASSE	5	5	5
DONALD MAZANKOWSKI	6	6	6
BARBARA MCDUGALL	7	7	7
MICHAEL WILSON	8	8	8
OTHER (SPECIFY)			

- 01 JEAN CHRETIEN
 02 SHEILA COPPS
 03 Audrey McLaughlin
 04 OTTO JELINER
 05 HARVEY ANDRE
 06 PIERRE TRUDEAU

	9	9	9
CAN'T RECALL	0	0	0
DK/NS	X (18)	X (21)	X (24)

6. Do you believe that in Canada adults should or should not be allowed to purchase and rent X-rated videos which show explicit sexual intercourse?

YES, SHOULD-----	1
NO, SHOULD NOT-----	2
DON'T KNOW-----	3
NS	4

(27)

- 7a. Now turning to football, all things considered, do you prefer the Canadian Football League (CFL), or the National Football League (NFL) in the United States?

CANADIAN FOOTBALL LEAGUE-----	1
NATIONAL FOOTBALL LEAGUE-----	2
NO PREFERENCE-----	3
DON'T KNOW-----	4
NS	5

(28)

- 7b. Do you favor or oppose the Canadian Football League expanding to include teams in the United States?

FAVOR-----	1
OPPOSE-----	2
DON'T KNOW-----	3
NS	4

(29)

- 8a. Here are some statements about AIDS. As you read each statement would you tell me whether you agree or disagree with it? HAND CARD 2

	AGREE	DISAGREE	DK
A. I WOULD REFUSE TO WORK ALONGSIDE SOMEONE WHO HAS AIDS	1	2	3
B. IN GENERAL, IT'S THE PERSON'S OWN FAULT IF THEY GET AIDS	1	2	3
C. THE GOVERNMENT IS DOING ALL IT CAN ABOUT THE PROBLEM OF AIDS	1	2	3
D. I SOMETIMES THINK THAT AIDS IS PUNISHMENT FOR THE DECLINE IN MORAL STANDARDS	1	2	3
E. HOSPITALS SHOULD HAVE THE RIGHT TO DISMISS AN EMPLOYEE BECAUSE THAT PERSON HAS AIDS	1	2	3

NS-4

(30)

(31)

(32)

(33)

(34)

8b. Which one of these statements applies to you? Just tell me the letter. **HAND CARD 3**

- A. BECAUSE OF THE RISK OF AIDS I HAVE CHANGED MY BEHAVIOUR----- 1
- B. BECAUSE OF THE RISK OF AIDS I AM SERIOUSLY THINKING OF CHANGING MY BEHAVIOUR----- 2
- C. DESPITE THE RISK OF AIDS I HAVE NOT CHANGED MY BEHAVIOUR----- 3
- D. I DO NOT NEED TO CHANGE MY BEHAVIOUR----- 4

DK/NS 5

(35)

9. Which of the following three statements comes closest to describing your feelings about the Bible? **HAND CARD 4**

- THE BIBLE IS THE ACTUAL WORD OF GOD AND IS TO BE TAKEN LITERALLY WORD FOR WORD 1
- THE BIBLE IS THE INSPIRED WORD OF GOD BUT NOT EVERYTHING IN IT SHOULD BE TAKEN LITERALLY, WORD FOR WORD----- 2
- THE BIBLE IS AN ANCIENT BOOK OF FABLES, LEGENDS, HISTORY, AND MORAL PRECEPTS RECORDED BY MAN----- 3
- NO OPINION----- 4

DK/NS- 5

(36)

10/11/11
11/11/11
12/11/11
13/11/11
14/11/11
15/11/11
16/11/11
17/11/11
18/11/11
19/11/11
20/11/11
21/11/11
22/11/11
23/11/11
24/11/11
25/11/11
26/11/11
27/11/11
28/11/11
29/11/11
30/11/11

10a. How would you describe business conditions in this community - would you say they are very good, good, not too good, or bad?

- VERY GOOD----- 1
- GOOD----- 2
- NOT TOO GOOD----- 3
- BAD----- 4
- DON'T KNOW----- 5

NS-6

(37)

10b. Considering the state of the economy and your personal financial situation, do you think now is a good time to make major purchases or is it a good time to save instead?

- GOOD TIME TO MAKE MAJOR PURCHASES----- 1
- GOOD TIME TO SAVE----- 2
- DON'T KNOW----- 3

NS-4

(38)

11. Do you believe that the democratic reforms implemented in the Soviet Union in recent years will be long-lasting or not?

- WILL BE LONG-LASTING---- 1
- WILL NOT BE LONG-LASTING 2
- DON'T KNOW----- 3

NS-4

(39)

12a. On September 24, 1991, the federal government announced its constitutional reforms package in the House of Commons. Some people feel they are well versed on this reforms package, while others know little or nothing about it. Where do you stand - would you say you are quite familiar, fairly familiar, or do you know little or nothing about this reforms package?

- QUITE FAMILIAR----- 1
- FAIRLY FAMILIAR----- 2
- KNOW LITTLE OR NOTHING 3
- DON'T KNOW----- 4

NS-5

(40)

12b. Do you favor or oppose the federal government's constitutional reforms package?

- FAVOR----- 1
- OPPOSE----- 2
- DON'T KNOW----- 3

NS-4

(41)

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

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

- LIBERAL----- 1
- PROGRESSIVE CONSERVATIVE----- 2
- N.D.P.----- 3
- OTHER PARTY (WRITE IN)----- 4
- UNDECIDED/NONE----- 5
- REFUSED----- 6
- NOT ELIGIBLE----- 7

(42)

14a. Did you vote in the last provincial election on September 6th, 1990?

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

IF 'YES', ASK:

14b. Which party did the candidate for whom you voted represent?

LIBERAL-----	3
PROGRESSIVE CONSERVATIVE-----	4
N.D.P.-----	5
OTHER PARTY (WRITE IN)	
-----	6
REFUSED- <i>NS</i> -----	7
DON'T KNOW/NONE-----	8

(43)

ASK EVERYONE IN ONTARIO ONLY

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

APPROVE-----	1
DISAPPROVE-----	2
DON'T KNOW-----	3

NS 4

(44)

16. On this card are declared candidates for the leadership of the Ontario Liberal Party. Which of these people would you favor as next leader of the Ontario Liberal Party? HAND CARD 5

CHARLES BEER-----	1
MURRAY ELSTON-----	2
STEVE MAHONEY-----	3
LYNN MCLEOD-----	4
DAVID RAMSAY-----	5
GREG SORBARA-----	6
NONE-----	7
DON'T KNOW-----	8

NS-9

(45)

*107 Mark B...
Set of ...*

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

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)
 Do NOT H.T. 3 NS=4

5. What is your religious preference?

SA PROTESTANT----- 1-67
 JEWISH----- 2
 ROMAN CATHOLIC----- 3
 OTHER (SPECIFY)
 NO PREFERENCE/
 NI=5
 Do NOT H.T. 4

6. Which of these was the last school that you attended? HAND CARD Q Did you graduate from... (LEVEL OF SCHOOLING ATTENDED)?

	SOME	GRAD.
PUBLIC/GRADE SCHOOL	1-68	2
SECONDARY SCHOOL	3	4
UNIVERSITY-----	7	8
POST SECONDARY & NON UNIVERSITY		
COMMUNITY COLLEGE---	5	6
C.E.G.E.P.-----	5	6
OTHER (SPECIFY)		
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 + NI=7
 -71

10. How many would be under 10 years?

SA 0 1 2 3 4 + NI=5
 -72

11. How many would be between 10 & 17 years?

SA 0 1 2 3 4 + NI=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 REARDED=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--6-7
\$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 LANGUAGE 36
 37 -46

(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: _____