

WOULD LIKE YOUR OPINION

463-2

SUGGESTED INTRODUCTION: Good day. I'm from the Gallup Organization, and I'd like to talk to you about a few topics on national public opinion and on marketing.

SECTION I -- ASK EVERYONE 01

1a. On June 28, Finance Minister MacEachen presented a budget to parliament. Have you seen or heard anything about this budget?

YES-----1-16
NO-----2
DK/NS---3 } GO TO Q.2

IF "YES" ASK:

b. Do you think that the budget measures announced will strengthen the Canadian economy or not?

YES, WILL STRENGTHEN---1-17
NO, WILL NOT-----2
DON'T KNOW-----3
NS---4

c. Will the budget measures help or hurt your family's financial situation?

WILL HELP-----1-18
WILL HURT-----2
WILL MAKE NO DIFFERENCE---3
DON'T KNOW-----4
NS---5

ASK EVERYONE:

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

LIBERAL-----1-19 OTHER PARTY (WRITE IN) 6
PROG. CONS.-----2
N.D.P.-----3
CREDITISTE-----4 UNDECIDED-----7
SOCIAL CREDIT-----5 NS/REFUSED-----8
NOT ELIGIBLE-----9

NONE = REFUSED

SECTION: That I can be sure I am getting the right sample of people in this community?"

403-2

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

ASK EVERYONE:
Are you employed outside the home full-time, part-time or not at all?
FULL-TIME-----1-64
PART-TIME-----2
NOT AT ALL-----3
NS-----4

ASK EVERYONE
What is your marital status?
SINGLE-----1
MARRIED-----2
WID/DIV/SEP-----3
NS-----4

What was the language you first spoke in childhood and still understand?
ENGLISH-----1
FRENCH-----2
OTHER(SPECIFY)-----3
NS=4

Now for a question on religion. What is your religious preference - Protestant, Roman Catholic or Jewish?
PROTESTANT-----1
JEWISH-----2
ROMAN CATHOLIC-----3
OTHER(SPECIFY)-----4
NS/NO RELIGIOUS PREFERENCE-----5

Which of these was the last school that you attended?
HAND CARD "Q"
Did you graduate from...(LEVEL OF SCHOOLING ATTAINED)?
RECORD BELOW

	SOME	GRADUATED
PUBLIC/GRADE SCHOOL-----1	68- 1	2
SECONDARY SCHOOL-----3		4
UNIVERSITY-----7		8
POST SECONDARY & NON-UNIVERSITY		
COMMUNITY COLLEGE-----5		6
C.E.G.E.P.-----5		6
OTHER-----5		6
(SPECIFY)		
NO FORMAL SCHOOLING-----9		
REFUSED-----0		

What is your occupation?
SPECIFIC JOB: _____
TYPE OF COMPANY: _____
CHECK IF: () STUDENT
() HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY
SPECIFIC JOB: _____
TYPE OF COMPANY: _____

How many people, including yourself, are there in this household?
71- 1 2 3 4 5 6 OR MORE
NS=7
How many would be under 10 years?
72- 0 1 2 3 4 OR MORE
How many would be between 10 & 17 years?
73- 0 1 2 3 4 OR MORE
NS=5

Are you, yourself a member of a trade union, or is your husband/wife a trade union member?
YES, MYSELF-----1
YES, SPOUSE-----2
NO-----3
BOTH-----5
NS=4

What was the year of your birth? YEAR: _____ 75/76

RECORD IF: MAN-----1 WOMAN-----2 77-

HAND CARD "R": Which number on this card corresponds to your total annual family income from all sources, before tax deductions?
78-
UNDER \$6,000-----1 \$13,000 - \$14,999-----5
\$6,000 - \$7,999-----2 \$15,000 - \$19,999-----6
\$8,000 - \$9,999-----3 \$20,000 - \$29,999-----7
\$10,000 - \$12,999-----4 \$30,000 & OVER-----8
NS/REFUSED-----9

RECORD IF: FARM-----1
RURAL, NON-FARM-----2
URBAN-----3
79-

TIME INTERVIEW ENDED: _____

(PLEASE PRINT)
NAME OF RESPONDENT: _____ TELEPHONE: _____
ADDRESS: _____ CITY: _____ PROV: _____
DATE OF INTERVIEW: _____ 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

463-2
SAMPLE CHARACTERISTICS

	<u>NUMBER</u>	<u>PERCENT</u>
<u>NATIONAL</u>	1062	100
<u>Region:</u>		
Atlantic	104	10
Quebec	300	28
Ontario	379	36
Prairies	178	17
British Columbia	101	10
<u>Community Size:</u>		
Over 100,000	555	52
10,000 - 100,000	160	15
Under 10,000	347	33
<u>Sex:</u>		
Male	531	50
Female	531	50
<u>Age:</u>		
18 to 29 years	333	31
30 to 49 years	362	34
50 years and over	339	32
Did not state	28	3
<u>Education:</u>		
Elementary	180	17
Secondary	675	64
University	202	19
Refused	5	*
<u>Income:</u>		
Under \$10,000	146	14
\$10,000 - \$19,999	193	18
\$20,000 - \$29,999	175	16
\$30,000 and over	320	30
Refused	228	21
<u>Occupation:</u>		
Prof./Executive	345	32
Sales/clerical	109	10
Labour	334	31
Other	255	24
Refused	19	2
<u>Mother Tongue:</u>		
English	631	59
French	312	29
Other	119	11
Did not state		

Note: Percentages may not add exactly to 100 due to rounding

*Less than 0.5 percentage points