

INTRODUCTION

This report covers questions included in the second week of the July Gallup National Omnibus.

In total, 1050 adults, 18 years of age and over, were personally interviewed in their homes across Canada from July 11 - 13, 1985.

Case counts and percentages shown are photographic reproductions of computer print-outs.

The sampling characteristics, questions asked, sampling tolerances, and a description of the sample are included in this report.

Because of an imbalance by sex and age, the following weights were applied:

	Male	Female	M	F
18 to 29 years	15.620	15.426	1.188	1.125
30 to 49 years	17.975	17.561	0.877	0.884
50 years and over	15.210	17.542	0.718	1.124
Did not state	0.095	0.571	0.772	1.777
	48.900	51.100		

NOTE: These are weighting goals

~~Weights applied by computer~~

1.123	1.095
.931	.836
.952	1.227

4112
JULY/85

GALLUP WOULD LIKE YOUR OPINION

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

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 1 --- ASK EVERYONE 01

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

VERY GOOD-----1-16
GOOD-----2
NOT TOO GOOD-----3
BAD-----4

DON'T KNOW-----5

2. How do you think business conditions in this community will be six months from now - very good, good, not too good or bad?

VERY GOOD-----1-17
GOOD-----2
NOT TOO GOOD-----3
BAD-----4

DON'T KNOW-----5

3. Now thinking about U.S. capital investment in Canada - do you think there is enough now or would you like to see more U.S. capital investment in this country?

ENOUGH NOW-----1-18
LIKE TO SEE MORE-----2

DON'T KNOW-----3

4. Some experts are suggesting that Canada should buy back a majority control - say 51% - of U.S. companies in Canada. Even though it might mean a big reduction in our standard of living, would you approve of this or not?

APPROVE-----1-19
DISAPPROVE-----2
QUALIFIED-----3

DON'T KNOW-----4

5a. Do you approve or disapprove of the way Brian Mulroney is handling his job as Prime Minister? RECORD BELOW

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

c. And do you approve or disapprove of the way Ed Broadbent is handling his job as leader of the N.D.P.? RECORD BELOW

	MULRONEY	TURNER	BROADBENT
APPROVE-----	1-20	1-21	1-22
DISAPPROVE-----	2	2	2
NO OPINION-----	3	3	3

6. Generally speaking, how would you rate the people in these different fields in terms of their performance on the job - very high, high, average, low or very low? Please use this card in your rating. HAND CARD 1

	VERY HIGH	HIGH	AVERAGE	LOW	VERY LOW	DK
6A Telephone operators?-----	1	2	3	4	5	6-23
6B Inside postal workers?-----	1	2	3	4	5	6-24
6C Local or municipal employees?-----	1	2	3	4	5	6-25
6D Policemen?-----	1	2	3	4	5	6-26
6E Firemen?-----	1	2	3	4	5	6-27
6F Retail store employees?-----	1	2	3	4	5	6-28
6G Bank clerks/tellers?-----	1	2	3	4	5	6-29
6H Postal delivery (outside) workers?-----	1	2	3	4	5	6-30

7. Do you approve or disapprove of the record of the Progressive Conservative government in Ottawa, since the election in September, 1984?

APPROVE-----1-31
DISAPPROVE-----2
DON'T KNOW-----3

8a. There has been discussion lately about the possibility of racial problems in Canada. In your opinion, has there been any increase in racial intolerance over the past five years or not?

YES, HAS INCREASED-----1-32
NO, HAS NOT-----2
DON'T KNOW-----3

ASK EVERYONE:

b. Do you believe that over the next five years racial problems in Canada will increase or not?

YES, WILL INCREASE-----1-33
NO, WILL NOT-----2
DON'T KNOW-----3

IF 'INCREASE' ASK:

c. Why?
 _____ NOT CODED _____ 34
 _____ 35
 _____ 36
 _____ 37
 _____ 38
 () DON'T KNOW 39

9. Do you think that possession of small amounts of marijuana should be a criminal offense, should it be an offense subject only to a fine - similar to a traffic violation, or should it not be an offense at all?

CRIMINAL OFFENSE-----1-40
 SUBJECT TO FINE ONLY-----2
 NO OFFENSE AT ALL-----3
 DON'T KNOW-----4

10. Which, if any, of the following do you believe in?

	YES	NO	DK
a. The devil?-----	1	2	3-41
b. Hell?-----	1	2	3-42
c. Heaven?-----	1	2	3-43
d. God?-----	1	2	3-44
e. Reincarnation?--	1	2	3-45

11. Would you favor or oppose a government payment, from taxes, of a wage or salary to housewives who stay home to look after their home and family?

FAVOR-----1-46
 OPPOSE-----2
 DON'T KNOW-----3

12. Speaking of the future, which do you think will be the biggest threat to Canada in years to come - big business, big labor, or big government?

BIG BUSINESS-----1-47
 BIG LABOR-----2
 BIG GOVERNMENT-----3
 DON'T KNOW-----4

13a. Have you heard or read anything about the racial policies followed by the government of South Africa?

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

IF 'YES' ASK:

b. What do you think Canada should do about this situation in South Africa? HAND CARD 2

Here are three possible approaches. Which one do you feel would be the best approach for Canada to take?

CANADA SHOULD NOT INTERFERE-----1-49
 CANADA SHOULD MAINTAIN RELATIONS WITH SOUTH AFRICA, WHILE URGING THEM TO ABANDON THEIR APARTHEID POLICIES--2
 CANADA SHOULD CONDEMN SOUTH AFRICA'S APARTHEID POLICIES AND CUT OFF ALL RELATIONS WITH THAT COUNTRY-----3
 DON'T KNOW-----4

ASK EVERYONE:

14. Currently, women in the Canadian Armed Forces are not trained for or assigned to combat. It has been proposed that the Forces change this policy to permit women to serve in combat roles. Are you in favor or opposed to this change?

YES, FAVOR----1-50
 NO, OPPOSE-----2
 DON'T KNOW-----3

499-2

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

LIBERAL-----1-51
 PROG. CONS.-----2
 N.D.P.-----3
 OTHER PARTY (WRITE IN)-----4

UNDECIDED-----5
 REFUSED-----6
 NOT ELIGIBLE-----7

16. Did you vote in the last federal election on September 4, 1982?

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

TOO YOUNG-----3

IF 'YES' ASK:

Which party did the candidate for whom you voted represent?

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

DON'T KNOW-----7
 REFUSED-----8

BASIC DATA SECTION: INTERVIEWER: INTRODUCE THIS SECTION AS FOLLOWS: "How may I ask you a few questions so that I can be sure I am getting the right sample of people in this community?"

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

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

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

What was the language you first spoke in childhood and still understand?
SA ENGLISH.....1-66
FRENCH.....2
OTHER(SPECIFY).....3
NS.....4

Now for a question on religion. What is your religious preference - Protestant, Roman Catholic or Jewish?
SA PROTESTANT.....1-67
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

Table with columns: SOME, GRADUATED. Rows: PUBLIC/GRADE SCHOOL, SECONDARY SCHOOL, UNIVERSITY, POST SECONDARY & NON-UNIVERSITY, COMMUNITY COLLEGE, C.E.G.E.P., OTHER, NO FORMAL SCHOOLING, REFUSED.

What is your occupation?
SPECIFIC JOB: Standard Station
TYPE OF COMPANY: Occupations Code List
CHECK IF: () STUDENT () HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY
SPECIFIC JOB: Standard Station
TYPE OF COMPANY: Occupations Code List

How many people, including yourself are there in this household?
SA 1 2 3 4 5 6 OR MORE -71 NS→7

How many would be under 10 years?
SA 0 1 2 3 4 OR MORE -72 NS→5

How many would be between 10 & 17 years?
SA 0 1 2 3 4 OR MORE -73 NS→5

Are you, yourself a member of a trade union, or is your husband/wife a trade union member?
SA YES, MYSELF.....1-74
YES, MY SPOUSE.....2 Both→5
NO.....3
NS.....4

What was the year of your birth?
Below 1901→78
YEAR REFUSED→76

RECORD IF: SA 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?
UNDER \$10,000.....1 \$20,000 - \$29,999.....4-78
\$10,000 - \$14,999.....2 \$30,000 - \$39,999.....5
\$15,000 - \$19,999.....3 \$40,000 & OVER.....6
SA NS/REFUSED.....7

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

TIME INTERVIEW ENDED:

(PLEASE PRINT)

NAME OR 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 MAKE ON ALL INTERVIEWERS' WORK