

INTRODUCTION

The report covers questions included in the second week of the June Gallup National Omnibus.

In total, 1045 adults, 18 years of age and over were personally interviewed in their homes across Canada from June 6-8, 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:

	<u>MALE</u>	<u>FEMALE</u>
18 to 29 years	1.110	1.086
30 to 49 years	0.878	0.849
50 years and over	1.018	1.172
Did not state	1.001	1.001

410  
June/

# 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. What do you think is the most important problem facing this country today?

- ECONOMIC, INFLATION, HIGH PRICES-----1-16
- UNEMPLOYMENT-----2
- LABOR UNIONS/STRIKES-----3
- NATIONAL UNITY, QUEBEC SEPARATION-----4
- ENERGY, OIL, GAS PROBLEMS-----5
- GOVERNMENT-----6
- OTHER (SPECIFY)-----7
- CAN'T SAY-----8

2a. On May 23rd, Finance Minister Michael Wilson presented a budget to parliament. Have you seen or heard anything about this budget?

- YES-----1-17
- NO-----2

IF 'YES', ASK:

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

- YES, WILL STRENGTHEN-----1-18
- NO, WILL NOT-----2

DON'T KNOW-----3

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

- WILL HELP-----1-19
- WILL HURT-----2
- WILL MAKE NO DIFFERENCE-----3

ASK EVERYONE:

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

- YES, HANDLING PROPERLY-----1-20
- NO, NOT HANDLING PROPERLY-----2
- DON'T KNOW-----3

4. Do you think the economic situation in Canada during the next six months will get better or will get worse?

- BETTER-----1-21
- WORSE-----2
- STAY THE SAME-----3
- NO OPINION-----4

ASK EVERYONE:

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

- LIBERAL-----1-22
- PROG. CONS.-----2
- N.D.P.-----3
- OTHER PARTY (WRITE IN)-----4
- UNDECIDED-----5
- REFUSED-----6
- NOT ELIGIBLE-----7

6. Did you vote in the last federal election on September 4, 1984?

- YES-----
- NO-----1-23
- TOO YOUNG-----2

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

MEN: Are you the male head of the household?  
 WOMEN: Are you the female head of the household?  
 SA YES.....1-65 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 "D"

Did you graduate from... (LEVEL OF SCHOOLING ATTAINED)?  
 RECORD BELOW

	SOME	GRADUATED
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.....	5	6
(SPECIFY)		
NO FORMAL SCHOOLING.....	9	
NS/REFUSED.....	0	

What is your occupation?  
 SPECIFIC JOB: Standard Stallup  
 TYPE OF COMPANY: Occupations Code List  
 CHECK IF: { } STUDENT  
 { } HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY  
 SPECIFIC JOB: Standard Stallup  
 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→  
 NO.....3  
 NS.....4

What was the year of your birth?  
 BELOW 1901-78  
 YEAR REFUSED-79

RECORD IF: SA MAH.....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