

INTRODUCTION

This report covers questions included in the September Gallup National Omnibus.

In total 1041 adults, 18 years of age and over, were personally interviewed in their homes between September 2-5, 1987.

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.

GALLUP WOULD LIKE YOUR OPINION

525-1 L

SEPT/87

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.

TIME INTERVIEW STARTED: _____

CARD# C01-02
SERIAL# C03-06
ASSIGN# C07-10

STUDY# C011-13
WEEK# C014
VERSION# C016

ASSIGNMENT # _____
RESPONDENT# _____

SECTION I --- ASK EVERYONE

L=1 M=3 O=5
L=2 N=4

01

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Quiki*

1. Overall, do you believe that Canada as a nation is rich, quite well off, not very well off or poor?

RICH-----1-20
QUITE WELL OFF-----2
NOT VERY WELL OFF-----3
POOR-----4

SA

DON'T KNOW-----X
NS ----- a dash

2. Thinking of Canada as it is today, do you think that it is or is not a fair society?

YES, IS-----1-21
NO, IS NOT-----2

SA

DON'T KNOW-----X
NS ----- a dash

3. Research shows that over the past ten years most people in Canada have become better off but the rich have become so at a faster pace than others. Do you mind that the rich have done better, or don't you mind?

I DO MIND-----1-22
I DO NOT MIND-----2

SA

DON'T KNOW-----X
NS ----- a dash

4. Do you think there is much that the government can do to close the gap between the rich and the poor or is this a problem that no government of any party can solve?

CAN CLOSE-----1-23
NO GOVERNMENT CAN-----2

SA

DON'T KNOW-----X
NS ----- a dash

5. Do you think that the future for the children of today will be exciting and full of opportunity, alright, dismal or frightening?

EXCITING & FULL OF OPPORTUNITY-----1-24
ALRIGHT-----2
DISMAL-----3
FRIGHTENING-----4

SA

DON'T KNOW-----X
NS ----- a dash

6. Finally, do you believe that life in Canada today is better or worse than it was 30 years ago?

BETTER-----1-25
WORSE-----2
SAME-----3

SA

DON'T KNOW-----X
NS ----- a dash

7a. Do you approve or disapprove of the way Brian Mulroney is handling his job as Prime Minister? RECORD BELOW

7b. Do you approve or disapprove of the way John Turner is handling his job as leader of the Opposition? RECORD BELOW

7c. And do you approve or disapprove of the way Ed Broadbent is handling his job as leader of the N.D.P.? RECORD BELOW

SA SA SA
MULRONEY TURNER BROADBENT

APPROVE----- 1-26 1-27 1-28
DISAPPROVE----- 2 2 2

NO OPINION----- X X X
NS ----- a dash a dash a dash

CONTINUED ON BACK

8. Regardless of any political feelings you may have, and thinking just of individuals, which man do you think would make the best Prime Minister for Canada - Brian Mulroney, John Turner or Ed Broadbent?

BRIAN MULRONEY-----1-29
JOHN TURNER-----2
ED BROADBENT-----3
SA NONE OF ABOVE-----4
DON'T KNOW-----X
NS ----- a dash

9a. How important is a college or university education today - very important, fairly important, or not too important?

VERY IMPORTANT-----1] -90 ASK Q.9b
FAIRLY IMPORTANT-----2]
SA NOT TOO IMPORTANT-----3
DON'T KNOW-----X
NS ----- a dash to Q.10

IF 'VERY' OR 'FAIRLY' IMPORTANT, ASK:

9b. Which do you think is more important, the financial advantages that go with a university education, or the non-financial advantages?

FINANCIAL-----1-91
NON-FINANCIAL-----2
SA BOTH-----3
DON'T KNOW-----X
NS ----- a dash

ASK EVERYONE

10. Do you think Canada would be better off, or worse off, if U.S. goods were allowed in here without tariff or customs charges and Canadian goods were allowed in the U.S. free?

BETTER OFF-----1-92
WORSE OFF-----2
SA CAN'T SAY-----X
NS ----- a dash

11a. Do you happen to have noticed the trend lately in Canadian stock prices - are stocks generally increasing, decreasing or levelling off?

INCREASING-----1-93
DECREASING-----2
SA LEVELLING OFF-----3
DON'T KNOW-----X
NS ----- a dash

11b. Looking ahead to 6 months from now, do you think Canadian stock prices will have increased, decreased or be at about their present level? IF INCREASED OR DECREASED ASK: Will that be sharply or slightly?

INCREASED SHARPLY-----1-94
INCREASED SLIGHTLY-----2
SA PRESENT LEVEL-----3
DECREASED SLIGHTLY-----4
DECREASED SHARPLY-----5
DON'T KNOW-----X
NS ----- a dash

12. Do you think that this province (READ OUT OWN PROVINCE) should have two official languages - English and French (IN QUEBEC PROVINCE READ 'FRENCH AND ENGLISH') - so that government services are provided in both languages?

YES-----1-95
SA NO-----2
DON'T KNOW-----X
NS ----- a dash

CONTINUED

HAND CARD 1

13a. Which of these things would you like to see done about the Canadian Senate?

CONTINUE THE PRESENT SYSTEM UNDER WHICH THE GOVERNMENT APPOINTS SENATORS-----1-56

SA ELECT SENATORS AS WE ELECT MEMBERS OF PARLIAMENT-----2

DO AWAY WITH THE SENATE ALTOGETHER-----3

DON'T KNOW-----X

NS _____ *a dash*

13b. As you may know, at present the Senate is legally in a position to turn back legislation passed by the House of Commons. Should they or should they not continue to have this power? YES, CONTINUE-----1-37

NO, SHOULD NOT-----2

SA DON'T KNOW-----X

NS _____ *a dash*

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

LIBERAL-----1-38

PROG. CONS.-----2

N.D.P.-----3

OTHER PARTY (WRITE IN)

SA do not hand tab-----4

UNDECIDED/NONE/~~NS~~-----5

REFUSED/~~NS~~-----6

NOT ELIGIBLE-----7

15a. Did you vote in the last federal election on September 4, 1984?

YES----- ()

NO-----1-39

TOO YOUNG-----2

IF 'YES' ASK:

15b. Which party did the candidate for whom you voted represent?

SA

LIBERAL-----3

PROG. CONS.-----4

N.D.P.-----5

OTHER PARTY (WRITE IN)

do not hand tab-----6

DON'T KNOW/NONE-----7

REFUSED/~~NS~~-----8

ASK EVERYONE:

16. On September 4th, 1984, the Progressive Conservatives took over the government of Canada, with a majority of 211 seats, and with the approval of 50% of Canadian voters.

HAND CARD 2

Even if people don't follow the news in detail, they usually have a sense of how things are going in general. Do you generally agree, generally disagree or neither agree nor disagree that...READ LIST - RECORD BELOW

		AGREE	DISAGREE	NEITHER AGREE OR DISAGREE	DON'T KNOW	
a.	The country's economy is better off now than three years ago -----	1	2	3	X	-46
b.	Canada's position in international affairs has gained stature over the past 3 years?-----	1	2	3	X	
c.	The U.S. and Canada have a better working relationship now than they did 3 years ago?-----	1	2	3	X	
d.	The people of Quebec are more satisfied now with their position in Canada than they were 3 years ago	1	2	3	X	-43
e.	Patronage within the federal government has increased over the past 3 years-----	1	2	3	X	
f.	The provinces and the federal government are working together more effectively today-----	1	2	3	X	
g.	Attempts to reduce the federal deficit show signs of success now, compared with 3 years ago	1	2	3	X	-46
h.	Favoritism towards specific regions of Canada has grown over the past 3 years-----	1	2	3	X	
i.	The Conservative's Finance Minister has achieved success in making the tax system fairer for the average Canadian-----	1	2	3	X	
j.	The rate of unemployment in Canada has been significantly reduced over the past 3 years--	1	2	3	X	-49

NS-
adash

CONTINUED

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

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/SEF-----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

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

What is your occupation?
 SPECIFIC JOB: Standard Gallop
 TYPE OF COMPANY: Occupations Code List 70
 CHECK IF: () STUDENT
 () HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY
 SPECIFIC JOB: Standard Gallop
 TYPE OF COMPANY: Occupations Code List 70

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 Both→5
 YES, MY SPOUSE-----2
 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-----4-77
 \$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