

PROJECT NO. 808-1

DATE: AUG. 10-13/88

UNWEIGHTED CASE COUNT: NATIONAL 1033

ATL. 99
QUE. 258
ONT. 379
PRAIRIES 178
BR. COL. 119

ADDITIONAL COMMENTS:

GALLUP CANADA

01	02	03	04	05	06	07	08	09	10	11	BL
0	0	0	0	0	0	0	0	0	0	0	0
1033	100	99	99	99	99	99	100	98	992	0	0
41	105	107	108	102	98	100	99	100	140	0	0
100	104	104	105	379	104	102	102	103	108	0	0
105	10	29	258	89	40	49	89	119	103	0	0
104	427	120	59	50	248	0	0	0	30	0	0
107	210	130	68	0	39	20	10	20	0	0	0
109	735	189	3	0	10	20	20	20	416	0	0
108	0	0	0	0	0	0	1033	0	0	0	0
106	0	0	0	0	0	0	1033	0	0	0	0
104	0	0	0	0	0	0	0	0	0	0	0
103	0	0	0	0	0	0	0	0	0	0	0
102	0	0	0	0	0	0	0	0	0	0	0
101	0	0	0	0	0	0	0	0	0	0	0
100	0	0	0	0	0	0	0	0	0	0	0
99	0	0	0	0	0	0	0	0	0	0	0
98	0	0	0	0	0	0	0	0	0	0	0
97	0	0	0	0	0	0	0	0	0	0	0
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95	0	0	0	0	0	0	0	0	0	0	0
94	0	0	0	0	0	0	0	0	0	0	0
93	0	0	0	0	0	0	0	0	0	0	0
92	0	0	0	0	0	0	0	0	0	0	0
91	0	0	0	0	0	0	0	0	0	0	0
90	0	0	0	0	0	0	0	0	0	0	0
89	0	0	0	0	0	0	0	0	0	0	0
88	0	0	0	0	0	0	0	0	0	0	0
87	0	0	0	0	0	0	0	0	0	0	0
86	0	0	0	0	0	0	0	0	0	0	0
85	0	0	0	0	0	0	0	0	0	0	0
84	0	0	0	0	0	0	0	0	0	0	0
83	0	0	0	0	0	0	0	0	0	0	0
82	0	0	0	0	0	0	0	0	0	0	0
81	0	0	0	0	0	0	0	0	0	0	0
80	0	0	0	0	0	0	0	0	0	0	0
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78	0	0	0	0	0	0	0	0	0	0	0
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64	0	0	0	0	0	0	0	0	0	0	0
63	0	0	0	0	0	0	0	0	0	0	0
62	0	0	0	0	0	0	0	0	0	0	0
61	0	0	0	0	0	0	0	0	0	0	0
60	0	0	0	0	0	0	0	0	0	0	0
59	0	0	0	0	0	0	0	0	0	0	0
58	0	0	0	0	0	0	0	0	0	0	0
57	0	0	0	0	0	0	0	0	0	0	0
56	0	0	0	0	0	0	0	0	0	0	0
55	0	0	0	0	0	0	0	0	0	0	0
54	0	0	0	0	0	0	0	0	0	0	0
53	0	0	0	0	0	0	0	0	0	0	0
52	0	0	0	0	0	0	0	0	0	0	0
51	0	0	0	0	0	0	0	0	0	0	0
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49	0	0	0	0	0	0	0	0	0	0	0
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47	0	0	0	0	0	0	0	0	0	0	0
46	0	0	0	0	0	0	0	0	0	0	0
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44	0	0	0	0	0	0	0	0	0	0	0
43	0	0	0	0	0	0	0	0	0	0	0
42	0	0	0	0	0	0	0	0	0	0	0
41	0	0	0	0	0	0	0	0	0	0	0
40	0	0	0	0	0	0	0	0	0	0	0
39	0	0	0	0	0	0	0	0	0	0	0
38	0	0	0	0	0	0	0	0	0	0	0
37	0	0	0	0	0	0	0	0	0	0	0
36	0	0	0	0	0	0	0	0	0	0	0
35	0	0	0	0	0	0	0	0	0	0	0
34	0	0	0	0	0	0	0	0	0	0	0
33	0	0	0	0	0	0	0	0	0	0	0
32	0	0	0	0	0	0	0	0	0	0	0
31	0	0	0	0	0	0	0	0	0	0	0
30	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	0	0
27	0	0	0	0	0	0	0	0	0	0	0
26	0	0	0	0	0	0	0	0	0	0	0
25	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	0	0	0
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21	0	0	0	0	0	0	0	0	0	0	0
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16	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0
1	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0

:162 blank

Female	18-29	0.142670	147.14	0.116167	120.00	1.227808
Female	18-29	0.139545	144.15	0.104550	108.00	1.334721
Male	30-49	0.189244	195.49	0.200387	207.00	0.944391
Female	30-49	0.186745	192.91	0.228461	236.00	0.817407
Male	50-98	0.152690	157.73	0.177154	183.00	0.861905
Female	50-98	0.176561	182.39	0.160697	166.00	1.098720
Male	99-99	0.001936	2.00	0.001936	2.00	1.000000
Female	99-99	0.010649	11.00	0.010649	11.00	1.000000
Total			1033.00		1033.00	

file: 8081.wgt

GALLUP WOULD LIKE YOUR OPINION

808-1
AUG/88

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 CARD No - Col 1,2 | ASSIGNMENT # Col. 7-10
 STARTED: SERIAL No - Col. 3-6 | RESPONDENT# _____
PROJECT NO - Col 11-14
WEIGHTS - Col 15-A

SECTION I - ASK EVERYONE

1. Most Canadians, whether they have actually been there or not, seem to have either a 'love' of or a 'hate' for Toronto. How do you feel - are you more inclined to like Toronto and Torontonians, or are you more inclined to dislike Toronto and Torontonians?

MORE INCLINED TO LIKE----- 1 - 20
 MORE INCLINED TO DISLIKE----- 2
 NEITHER LIKE NOR DISLIKE----- 3
 DON'T KNOW----- X
DNS

01

2. And what about Montreal - are you more inclined to like Montreal and Montrealers, or are you more inclined to dislike Montreal and Montrealers?

MORE INCLINED TO LIKE----- 1 - 21
 MORE INCLINED TO DISLIKE----- 2
 NEITHER LIKE NOR DISLIKE----- 3
 DON'T KNOW----- X
DNS

3. What would you say is the most urgent health problem facing this country at the present time?

AIDS----- 1 - 22
 CANCER----- 2
 HEART DISEASE----- 3
 STROKE----- 4

OTHER (SPECIFY)

 DON'T KNOW----- 5
DNS

4. How concerned would you say you are that AIDS will become an epidemic for people such as yourself? READ LIST

Very concerned----- 1 - 23
 Quite concerned----- 2
 Not too concerned----- 3
 Not at all concerned----- 4
 DON'T KNOW----- X
DNS

CONTINUED ON BACK

5. Here are some statements about AIDS. As you read each statement would you tell me whether you agree or disagree with it? HAND CARD 1.

	<u>AGREE</u>	<u>DISAGREE</u>	<u>DK</u>	<i>DNS-BLANK</i>
A. I WOULD REFUSE TO WORK ALONG-SIDE SOMEONE WHO HAS AIDS	1	2	X - 24	
B. IN THE MAIN, IT'S THE PERSON'S OWN FAULT IF THEY GET AIDS	1	2	X	
C. AIDS SUFFERERS SHOULD BE TREATED WITH COMPASSION	1	2	X	
D. THE GOVERNMENT IS DOING ALL IT CAN ABOUT THE PROBLEM OF AIDS-----	1	2	X - 27	
E. I SOMETIMES THINK THAT AIDS IS PUNISHMENT FOR THE DECLINE IN MORAL STANDARDS-----	1	2	X	
F. HOSPITALS SHOULD HAVE THE RIGHT TO DISMISS AN EMPLOYEE BECAUSE THAT PERSON HAS AIDS-----	1	2	X - 29	

6. Which of these statements applies to you? HAND CARD 2. ACCEPT ONE ANSWER ONLY.

I HAVE CHANGED MY BEHAVIOR BECAUSE OF THE RISK OF AIDS-- 1 - 30

I AM SERIOUSLY THINKING OF CHANGING MY BEHAVIOR BECAUSE OF THE RISK OF AIDS----- 2

DESPITE THE RISK OF AIDS I HAVE NOT CHANGED MY BEHAVIOUR----- 3

I DO NOT NEED TO CHANGE MY BEHAVIOR----- 4

NO OPINION/*DK*----- X
DNS —

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

	<u>MULRONEY</u>	<u>TURNER</u>	<u>BROADBENT</u>
APPROVE-----	1 - 91	1 - 92	1 - 93
DISAPPROVE-----	2	2	2
NO OPINION/ <i>DK</i> ---	X	X	X
<i>DNS</i>	—	—	—

CONTINUED

- 8a. Which, if any, of the three national political party leaders - Brian Mulroney, John Turner or Ed Broadbent - do you think would do the best job, as far as you and your family are concerned? RECORD BELOW
- 8b. And which, if any, of the three national party leaders do you believe is the most trustworthy and honest? RECORD BELOW
- 8c. And which, if any, of the three national party leaders do you believe is the most inspiring? RECORD BELOW

	<u>0.8a</u> <u>BEST JOB</u>	<u>0.8b</u> <u>TRUSTWORTHY & HONEST</u>	<u>0.8c</u> <u>MOST INSPIRING</u>
BRIAN MULRONEY	1-94	1-95	1-96
JOHN TURNER	2	2	2
ED BROADBENT	3	3	3
NONE-----	4	4	4
DON'T KNOW----- DNS	X	X	X

- 9a. As you may have heard, Liberal Opposition leader John Turner has asked the Senate to delay passage of the Free Trade legislation until an election has been called on this issue.

In your opinion, is Mr. Turner justified in his action or not?

YES, IS----- 1-97
 NO, IS NOT----- 2
 DON'T KNOW----- X
 DNS

- 9b. If Mr. Mulroney should call an election primarily on the issue of the current Canada-U.S. free trade agreement, would you be inclined to support his Progressive Conservative Party, or would you be inclined to support either the Liberal or the New Democratic critics of this agreement? ACCEPT ONE ANSWER ONLY.

INCLINED TO SUPPORT P.C.----- 1-98
 INCLINED TO SUPPORT LIBERALS- 2
 INCLINED TO SUPPORT N.D.P.--- 3
 INCLINED TO SUPPORT OTHER PARTY----- 4
 DON'T KNOW/WOULD SUPPORT NONE OF THESE----- X
 DNS

CONTINUED ON BACK

10. People tend to view politics differently. Would you take a look at this card and tell me which statement comes closest to your own feelings about Canadian politics? HAND CARD 3.

SOME PEOPLE COMPLAIN THAT POLITICS IN CANADA TODAY IS SUCH A COMPLICATED AFFAIR THAT THEY HAVEN'T GOT THE TIME OR THE INTEREST TO UNDERSTAND WHAT IS GOING ON----- 1-39

OTHERS FEEL THAT IT IS THEIR RESPONSIBILITY AS A CITIZEN TO LEARN EVERYTHING THEY CAN ABOUT CANADIAN POLITICAL AFFAIRS----- 2

STILL OTHERS FEEL THAT CANADIAN POLITICS IS AN ABSORBING INTEREST AND ENJOY LEARNING EVERYTHING THEY CAN ON THIS SUBJECT----- 3

DON'T KNOW----- X
DNS

11a. Do you think that people who land illegally in Canada, hoping to obtain legal immigrant status, should or should not be given priority preference by Canadian immigration personnel?

YES, SHOULD----- 1-40
NO, SHOULD NOT----- 2

DON'T KNOW----- X
DNS

11b. And, do you think that people who land illegally in Canada should, or should not have privileges under the Canadian Charter of Rights and related legislation that Canadian citizens and legally landed immigrants have?

YES, SHOULD----- 1-41
NO, SHOULD NOT----- 2
VOLUNTEERED QUALIFIED;
DEPENDS ON CIRCUMSTANCES---- 3

DON'T KNOW----- X
DNS

12. Do you or do you not wish you had learned to speak English and French when you went to school, or did you learn to speak both languages?

YES, WISH I HAD LEARNED TO SPEAK BOTH----- 1-42

NO, DO NOT----- 2

DID LEARN TO SPEAK BOTH----- 3

DON'T KNOW----- X
DNS

ASK IN ALL PROVINCES EXCEPT QUEBEC

13a. In your opinion, would you say that the amount of emphasis on French as a second language in the Province of...(YOUR PROVINCE) is...READ LIST

Too much----- 1-43
Not enough ----- 2

ABOUT RIGHT (VOLUNTEERED)---- 3
DON'T KNOW----- X
DNS

ASK IN QUEBEC PROVINCE ONLY

13b. In your opinion, would you say that the amount of emphasis on English as a second language in the Province of Quebec is...READ LIST

Too much----- 1-44
 Not enough----- 2

ABOUT RIGHT (VOLUNTEERED)---- 3
 DON'T KNOW----- X

DNS —

ASK EVERYONE.

14. We are all inclined to day-dream once in a while, imagining things the way they should or could have been. The last time you found yourself day-dreaming, what was the basic content of your dream? IF RESPONDENT HESITATES, SAY: "Take a moment to think over the question".

MONEY/WEALTH----- 1-45
 LOVE/FRIENDSHIP----- 2
 POWER/INFLUENCE OVER OTHERS-- 3
 FREEDOM/LACK OF RESPONSIBILITY 4-48
 OTHER (SPECIFY)

----- 5-49

NEVER DAY-DREAM/DON'T KNOW--- X-49
 DNS —

15a. Which of these things would you like to see done about the Canadian Senate? HAND CARD 4.

CONTINUE THE PRESENT SYSTEM
 UNDER WHICH THE GOVERNMENT
 APPOINTS SENATORS----- 1-50

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

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

DON'T KNOW----- X
 DNS —

15b. 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----- 1-51
 NO, SHOULD NOT----- 2

DON'T KNOW----- X
 DNS —

16. How much faith do you have in the Canadian system of granting parole to prisoners who have served time for violent crimes? READ LIST

A great deal----- 1-52
 A fair amount----- 2
 Not too much----- 3
 None at all----- 4

DON'T KNOW----- X
 DNS —

17a. If a federal election were held today, which party's candidate do you think you would favor?

LIBERAL-----	1-53
PROG. CONS.-----	2
N.D.P.-----	3

OTHER PARTY (WRITE IN)

-----	4
UNDECIDED/NONE-----	5
REFUSED- <i>DN.S</i> -----	6
NOT ELIGIBLE-----	7

IF PARTY CHOSEN (Q.17a CODES 1-4), ASK:

17b. Right now, how strongly do you feel about your choice - very strongly, fairly strongly, or not strongly at all?

VERY STRONGLY-----	1-54
FAIRLY STRONGLY-----	2
NOT STRONGLY AT ALL-----	3

DON'T KNOW-----	X
-----------------	---

DN.S

17c. What would you say is stronger - your like of the (PARTY WILL VOTE FOR), or your dislike of the other parties?

LIKE OF PARTY-----	1-55
DISLIKE OF OTHER PARTIES-----	2

DON'T KNOW-----	X
-----------------	---

DN.S -

ASK EVERYONE:

18a. Did you vote in the last federal election on September 4, 1984?

YES-----	()
----------	-----

NO-----	1-56
TOO YOUNG-----	2

IF 'YES' ASK:

18b. 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/NONE-----	7
REFUSED- <i>DN.S</i> -----	8 <i>OR</i> -

CONTINUED

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? YES-----1 NO-----2 -63
 WOMEN: Are you the female head of the household?

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

What is your marital status? SINGLE-----1 WID/DIV/SEP-----3 -65
 MARRIED-----2 LIVING AS MARRIED---4

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

Now for a question on religion. What is your religious preference-Protestant, Roman Catholic or Jewish? PROTESTANT----1 OTHER(SPECIFY) -----4 -67
 JEWISH-----2 NO RELIGIOUS PREFERENCE-----5
 ROMAN CATHOLIC-----3

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

	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(SPECIFY) -----	5	6
NO FORMAL SCHOOLING-----	9	
REFUSED-----	0	

What is your occupation? SPECIFIC JOB: _____
 TYPE OF COMPANY: _____ -69
 CHECK IF () STUDENT () HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY SPECIFIC JOB: _____
 TYPE OF COMPANY: _____ -70

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

Are you, yourself a member of a labour union, or is your husband/wife a labour union member? YES, MYSELF-----1 -74
 YES, MY SPOUSE-----2
 NO-----3

What was your year of 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 reductions? UNDER \$10,000-----1 \$30,000-\$39,999-----5 -78
 \$10,000-\$14,999-----2 \$40,000-\$49,999-----6
 \$15,000-\$19,999-----3 \$50,000 & OVER-----7
 \$20,000-\$29,999-----4 REFUSED-----8

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

TIME INTERVIEW ENDED: _____

(PLEASE PRINT)
 NAME OF RESPONDANT: _____ 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