

PROJECT NO. 808-2

DATE: AUGUST 10-13/88

UNWEIGHTED CASE COUNT: NATIONAL 1018

| | |
|----------|-----|
| ATL. | 90 |
| QUE. | 279 |
| ONT. | 350 |
| PRAIRIES | 179 |
| BR.COL. | 120 |

ADDITIONAL COMMENTS:

GALLUP CANADA

GALLUP WOULD LIKE YOUR OPINION

808-2
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 STARTED: _____
 CARD NO - Col 1, 2
 SERIAL NO - Col 3-6
 PROJECT NO - Col 11-14
 WEIGHT - Col 15-19

ASSIGNMENT # Col 7-10
 RESPONDENT # _____

SECTION I - ASK EVERYONE

01

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

- INFLATION/HIGH PRICES----- 1-20
- OTHER ECONOMIC PROBLEMS----- 2
- UNEMPLOYMENT----- 3

- LABOUR UNIONS/STRIKES----- 4
- NATIONAL UNITY/INTER-PROVINCIAL
RELATIONS----- 5
- ENVIRONMENT/POLLUTION/
CLEAN AIR----- 6

- FREE TRADE: U.S. TRADE
RELATIONS----- 7
- HEALTH CARE----- 8
- GOVERNMENT----- 9
- WORLD PEACE/INTERNATIONAL
PROBLEMS----- 0

- OTHER (SPECIFY) _____ V
- CAN'T SAY/ ~~NS~~----- X

2. Which party do you think can best handle that problem (MOST IMPORTANT PROBLEM FROM Q.1)? DO NOT READ LIST

- LIBERAL----- 1-21
- P.C.----- 2
- N.D.P.----- 3
- OTHER PARTY (SPECIFY) NONE----- 5
- _____ 4
- DON'T KNOW----- X
- DNS ----- OR V

3. Do you believe that federal government spending on poorer regions in Canada should increase, remain the same, decrease or be eliminated?

- INCREASE----- 1-22
- REMAIN THE SAME----- 2
- DECREASE----- 3
- BE ELIMINATED----- 4

- DON'T KNOW----- X
- DNS ----- V

4. Do you believe that the federal government should give financial assistance to unemployed people in Canada's poorer regions who wish to stay in their home area, encourage them to move to a more prosperous region, or not become involved in such matters?

- STAY IN HOME AREA----- 1-23
- ENCOURAGE THEM TO MOVE----- 2
- DO NOT BECOME INVOLVED----- 3

- DON'T KNOW----- X
- DNS ----- V

CONTINUED ON BACK

5. Do you believe it is fair that unemployed Canadians who have moved to (THIS PROVINCE) are given the same opportunity for job openings as are unemployed people born in (THIS PROVINCE)?

YES, IS FAIR----- 1-24
 NO, IS NOT----- 2
 DON'T KNOW----- X

6. In which province of Canada did you spend all or most of your childhood?

NEWFOUNDLAND----- 1-25
 NOVA SCOTIA----- 2
 NEW BRUNSWICK----- 3
 P.E.I.----- 4
 QUEBEC----- 5
 ONTARIO----- 6
 MANITOBA----- 7
 SASKATCHEWAN----- 8
 ALBERTA----- 9
 BRITISH COLUMBIA----- 0
 NORTH WEST TERRITORIES----- 1-26
 YUKON----- 2

WAS NOT RAISED IN CANADA----- 3
 DK/DNS X

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

LIBERAL----- 1-27
 PROG. CONS.----- 2
 N.D.P.----- 3

OTHER PARTY (WRITE IN)

----- 4
 UNDECIDED/NONE----- 5
 REFUSED/DNS----- 6
 NOT ELIGIBLE----- 7

8a. Did you vote in the last federal election on September 4, 1984?

YES----- ()
 NO----- 1-28
 TOO YOUNG----- 2

IF 'YES' ASK:

8b. 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/DNS----- 8

CONTINUED

ASK EVERYONE:

9. If the passage of the Free Trade Agreement with the U.S. depended on the re-election of Brian Mulroney and the Conservative Party, would that make you more likely or less likely to vote for Brian Mulroney and the Conservative Party? If other factors would decide your vote, just say so.

MORE LIKELY TO VOTE FOR
BRIAN MULRONEY AND THE
P.C. PARTY----- 1-29

LESS LIKELY TO VOTE FOR
BRIAN MULRONEY AND THE
P.C. PARTY----- 2

OTHER FACTORS WOULD DECIDE
VOTE----- 3

DON'T KNOW----- X
DNS ✓

10. If it looked like Ed Broadbent and the NDP might form a government after the next election, would that make you more likely or less likely to vote for Ed Broadbent and the NDP in the next election?

MORE LIKELY TO VOTE FOR
ED BROADBENT AND THE
NDP PARTY----- 1-30

LESS LIKELY TO VOTE FOR
ED BROADBENT AND THE
NDP PARTY----- 2

NO AFFECT ON VOTING INTENTION 3

DON'T KNOW----- X
DNS ✓

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? 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) _____
 FRENCH-----2 _____ 3 -66

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

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 deductions? 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

| Group | Expected | | Observed | | Weight |
|--------------|----------|---------|----------|---------|----------|
| Male 18-29 | 0.142333 | 144.89 | 0.109037 | 111.00 | 1.305356 |
| Female 18-29 | 0.140047 | 142.57 | 0.119843 | 122.00 | 1.168586 |
| Male 30-49 | 0.188849 | 192.25 | 0.211198 | 215.00 | 0.894178 |
| Female 30-49 | 0.187417 | 190.79 | 0.216110 | 220.00 | 0.867228 |
| Male 50-98 | 0.152371 | 155.11 | 0.172888 | 176.00 | 0.881330 |
| Female 50-98 | 0.177196 | 180.39 | 0.159136 | 162.00 | 1.113490 |
| Male 99-99 | 0.002947 | 3.00 | 0.002947 | 3.00 | 1.000000 |
| Female 99-99 | 0.008841 | 9.00 | 0.008841 | 9.00 | 1.000000 |
| Total | | 1018.00 | | 1018.00 | |

File: 8082.wgt

