

# GALLUP WOULD LIKE YOUR OPINION

801-1

JULY/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.

CARD NO - Col 1,2

SERIAL NO - Col 3 To 6

TIME INTERVIEW STARTED: \_\_\_\_\_

ASSIGNMENT # Col. 7 to 10

PROJECT NO - Col 11-14

WEIGHTS - Col 15-19

RESPONDENT # \_\_\_\_\_

### SECTION I - ASK EVERYONE

01

1. Let us think about some of the services provided by our governments, and paid for by you in a number of ways. Do you think you do, or do not get good value for the police? Medicare? etc. READ LIST

	VALUE	NOT GOOD VALUE	CAN'T SAY	DNS = -
a. The police?-----	1	2	X	-10
b. Medicare?-----	1	2	X	
c. Garbage collection?-----	1	2	X	-12
d. Postal service?-----	1	2	X	
e. Education?-----	1	2	X	
f. Fire protection?-----	1	2	X	-25

NOTE: CARD 1 - Col. 26 CONTAINS Q11ab DATA

- 2a. In general, do you approve or disapprove of marriages between Catholics and Protestants? RECORD BELOW
- 2b. And what about marriages between Jews and Non-Jews? RECORD BELOW
- 2c. And whites and blacks? RECORD BELOW

	Q.2a CATHOLICS & PROTESTANTS	Q.2b JEWS & NON-JEWS	Q.2c WHITES & BLACKS
APPROVE-----	1 -27	1 -28	1 -29
DISAPPROVE-----	2	2	2
NOT SURE-----	X DNS	X	X

3. Regardless of how you plan to vote, please tell me which political party leader comes closest to your way of thinking on the following issues? READ LIST

	P.C. MULRONEY	LIBERAL TURNER	N.D.P. BROADBENT	NONE	DK	DNS = V
a. Abortion?-----	1	2	3	4	X	-30
b. Budget deficit?-----	1	2	3	4	X	
c. Environmental protection?-----	1	2	3	4	X	
d. Daycare?-----	1	2	3	4	X	-33
e. Free Trade?-----	1	2	3	4	X	
f. The homeless?-----	1	2	3	4	X	
g. Federal-provincial relations?-----	1	2	3	4	X	
h. National defense?---	1	2	3	4	X	-37

CONTINUED ON BACK

4a. Based on his performance over the past eight years, do you think that U.S. President Ronald Reagan should be rated as one of the best, above average, average or below average, compared with other U.S. Presidents?

ONE OF THE BEST-----	1	- 38
ABOVE AVERAGE-----	2	
AVERAGE-----	3	
BELOW AVERAGE-----	4	
DON'T KNOW-----	X	
	DNS	-

4b. And based on his performance over the past four years, do you think that Prime Minister Brian Mulroney should be rated as one of the best, above average, average or below average, compared with other Canadian Prime Ministers?

ONE OF THE BEST-----	1	- 39
ABOVE AVERAGE-----	2	
AVERAGE-----	3	
BELOW AVERAGE-----	4	
DON'T KNOW-----	X	
	DNS	-

4c. Is it your impression that Canada and the U.S. have been drawing closer together recently or getting further apart?

DRAWING CLOSER TOGETHER-----	1	- 40
GETTING FURTHER APART-----	2	
THE SAME/NO CHANGE-----	3	
DON'T KNOW-----	X	
	DNS	-

5a. Do you, or do you not think that conditions in Canada warrant the calling of a federal election within the next six months?

YES-----	1	- 41
NO-----	2	
DON'T KNOW-----	X	
	DNS	-

5b. Regardless of how you plan to vote, what is your best guess as to which political party will win the most votes in the coming election?

LIBERALS-----	1	- 42
PROG. CONS.-----	2	
N. D. P.-----	3	
OTHER PARTY-----	4	
CAN'T SAY-----	X	
	DNS	-

5c. In the next election, do you think that any one party will get a majority of seats in the House of Commons? Which party?

NO, NO PARTY WILL GET MAJORITY-----	1	- 43
YES, PROG. CONS.-----	2	
YES, LIBERALS-----	3	
YES, NDP-----	4	
OTHER (SPECIFY)		
_____	5	
DON'T KNOW/CAN'T SAY-----	X	
	DNS	-

6a. Do you think political favoritism and corruption in Ottawa are increasing or decreasing?

INCREASING-----	1	- 44
DECREASING-----	2	
ABOUT THE SAME-----	3	
DON'T KNOW-----	X	
	DNS	-

6b. In a pre-election period, governments are accused of 'pork-barrel politicking' - that is, government give-aways made for the principal purpose of increasing its popularity in specific parts of the country.

Have you or have you not noticed any evidence of this by the current federal government?

YES-----	1	- 45
NO-----	2	
DON'T KNOW-----	X	
	DNS	-

6c. Are you in favor or opposed to this practice?

IN FAVOR-----	1	- 46
OPPOSED-----	2	
DON'T KNOW-----	X	
	DNS	-

6d. Would you approve or disapprove of pre-election spending that would have a direct benefit in your riding?

YES, APPROVE-----	1	- 47
NO, DO NOT APPROVE-----	2	
DON'T KNOW-----	X	
	DNS	-

7a. Traditionally, most young couples dream of the time when they will own their own home. What do you think the chances are today for young people to achieve this home-owning goal - do you think that for most young people today this goal is or is not achievable?

YES, IS-----	1	- 48
NO, IS NOT-----	2	
DON'T KNOW-----	X	
	DNS	-

7b. Which, if any, of the following suggestions do you think would be a reasonable approach to help in the home-buying process? HAND CARD 1 - MULTIPLE RESPONSE ACCEPTED

RE-INSTATEMENT OF RHOSPs - THE TAX-FREE SAVING METHOD FOR FUNDS DESTINED FOR HOME-BUYING----	1	- 49
--	---	------

MORTGAGE DEDUCTION - WHERE MORTGAGE INTEREST COSTS ARE AN ALLOWABLE TAX-FREE DEDUCTION FROM CURRENT INCOME-----	2	
---	---	--

INCREASED TAXES ON REAL ESTATE SPECULATORS-----	3	- 51
---	---	------

NONE OF THE ABOVE-----	4	
NO SUBSIDIES REQUIRED-----	5	

DON'T KNOW-----	X	- 54
	DNS	✓ OR -

8a. Now I'd like to ask about the service charges made by banks in Canada, in dealing with the general public.

In the past couple of years, have you, yourself, noticed service charges made by your own bank that seem to be unreasonably high?

YES----- 1 -55  
NO----- 2

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

8b. Do you think the recent criticism of the banks has been fair or not?

YES, HAS BEEN FAIR----- 1 -66  
NO, HAS NOT BEEN FAIR----- 2

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

9a. Would you favor or oppose requiring every able bodied young man in this country, when he reaches the age of 18, to spend one year in military training?

WOULD FAVOR----- 1 -57  
WOULD OPPOSE----- 2

NO OPINION----- X  
DNS -

9b. And how about women, would you favor or oppose compulsory military training for one year for women, at age 18?

WOULD FAVOR----- 1 -58  
WOULD OPPOSE----- 2

NO OPINION----- X  
DNS -

9c. Of course, we all hope that there will not be another war, but if it were to come to that would you be willing to fight for your country?

YES----- 1 -59  
YES, BUT WOULD BE TOO OLD---- 2  
DEPENDS ON CIRCUMSTANCES---- 3  
NO----- 4  
NO, WOULD BE TOO OLD----- 5

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

CONTINUED

10a. If a federal election were held today, which party's candidate do you think you would favor?

LIBERAL----- 1 -60  
 PROG. CONS.----- 2  
 N.D.P.----- 3

OTHER PARTY (WRITE IN)

UNDECIDED/NONE----- 4  
 REFUSED-~~225~~----- 5 } SKIP TO Q.11a  
 NOT ELIGIBLE----- 6 }  
 7

IF PARTY CHOSEN (10a - CODES 1-4), ASK:

10b. Why would you vote for the...(PARTY CHOSEN IN Q.10a) today? PROBE FOR EXPANSION IF NECESSARY - ACCEPT TWO RESPONSES ONLY) DO NOT READ LIST

	FIRST RESPONSE	SECOND RESPONSE
LEADERSHIP; BEST LEADER/PREFER OVER OTHERS-----	1 -61	1 -62
FREE TRADE POSITION-----	2	2
MEECH LAKE POSITION-----	3	3
POSITION RE OTHER SPECIFIC POLICIES: ACID RAIN/PRIVATIZATION/MEDICARE/ UNEMPLOYMENT/ECONOMIC POLICY, ETC.--	4	4
PARTY'S PHILOSOPHY/FOR THE PEOPLE/ MIDDLE OF THE ROAD/BUSINESS ORIENTED, ETC.-----	5	5
PAST RECORD; PROVEN RECORD/PAST PERFORMANCE-----	6	6
GENERAL SATISFACTION; LIKE/DOING GOOD JOB/BETTER JOB THAN OTHERS-----	7	7
TRADITION; ALWAYS VOTED THIS WAY, FAMILY HAVE ALWAYS SUPPORTED-----	8	8
TIME FOR CHANGE; GIVE THEM A CHANCE---	9	9
LEAST OF ALL EVILS; BEST OF A BAD LOT--	0	0
OTHER (SPECIFY)_____	V	V
CAN'T SAY-----	X	X

ASK EVERYONE:

11a. Did you vote in the last federal election on September 4, 1984?

YES----- ( )  
 NO----- 1 -26  
 TOO YOUNG----- 2 -63

IF 'YES' ASK:

11b. 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-~~225~~----- 8 OR BLANK

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) -66  
 FRENCH-----2 \_\_\_\_\_ 3

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 NO RELIGIOUS  
 CATHOLIC-----3 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 -66	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: \_\_\_\_\_ Regional Code:

(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