

GALLUP WOULD LIKE YOUR OPINION 806-1 JUNE/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.

LINE INTERVIEW STARTED: _____

ASSIGNMENT # _____

CARD # COL 01-02

STUDY # COL 11-13

RESPONDENT # _____

SERIAL # COL 03-06

WEEK # COL 14

ASSIGN # COL 07-10

SECTION 1 - ASK EVERYONE

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

- | | | |
|---|------|--|
| INFLATION/HIGH PRICES----- | 1-20 | 02 |
| 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 | |
| NO CAN'T SAY----- | 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) _____ | 4 | |
| ----- | 5 | |
| DON'T KNOW----- | X | |
- NONE = 5*

3. How would you describe business conditions in this community - could you say they are very good, good, not too good, or bad?

- | | | |
|-------------------|------|--|
| VERY GOOD----- | 1-22 | |
| GOOD----- | 2 | |
| NOT TOO GOOD----- | 3 | |
| BAD----- | 4 | |
| DON'T KNOW----- | X | |
- None of them*

4. How do you think business conditions in this community will be 12 months from now - very good, good, not too good or bad?

- | | | |
|-------------------|------|--|
| VERY GOOD----- | 1-23 | |
| GOOD----- | 2 | |
| NOT TOO GOOD----- | 3 | |
| BAD----- | 4 | |
| DON'T KNOW----- | X | |
- None of them*

5. Now thinking about U.S. capital investment in Canada - do you think there is enough now or would you like to see more U.S. capital investment in this country?

ENOUGH NOW----- 1-24
LIKE TO SEE MORE----- 2
DON'T KNOW----- X

NS - a dash

6. Some experts are suggesting that Canada should buy back a majority control - say 51% - of U.S. companies in Canada. Even though it might mean a big reduction in our standard of living, would you approve of this or not?

APPROVE----- 1-25
DISAPPROVE----- 2
QUALIFIED/APPROVAL----- 3
QUALIFIED/DISAPPROVAL----- 4
DON'T KNOW----- X

NS - a dash

7a. Do you think abortions should be legal under any circumstances, legal only under certain circumstances, or illegal in all circumstances?

LEGAL UNDER ANY CIRCUMSTANCES----- 1-26 → SKIP TO Q.8
LEGAL ONLY UNDER CERTAIN CIRCUMSTANCES----- 2 → ASK Q.7b
ILLEGAL IN ALL CIRCUMSTANCES----- 3 → SKIP TO Q.8
DON'T KNOW----- X

NS - a dash

IF 'LEGAL ONLY UNDER CERTAIN CIRCUMSTANCES' (CODE 2-Q.7a), ASK:

7b. In which of these specific cases would you think an abortion should be legal? READ LIST - ACCEPT MULTIPLE ANSWERS

If there is a strong chance of a serious defect in the baby----- 1-27
If the woman's health is seriously endangered by the pregnancy----- 2
If agreed upon by a woman and her physician----- 3
If the family has a very low income and cannot afford any more children----- 4-30
If it is within 5 months of conception----- 5
If it is within 3 months of conception----- 6
If conception is due to rape or incest----- 7-33
NONE OF ABOVE----- 8
DON'T KNOW----- X-35

NS - a dash

ASK EVERYONE:

8. Do you think this abortion issue is a matter that should be put to a free vote - that is a vote where members of parliament vote according to their own personal conviction - or should the government put forward their own proposed legislation?

FREE VOTE----- 1-36
 GOVERNMENT'S PROPOSED
 LEGISLATION----- 2
 EITHER, SHOULD NOT BE A
 MATTER FOR LEGISLATION
 (VOLUNTEERED)----- 3
 DON'T KNOW----- X

MS - A 10/27

9. Apart from Prime Minister Mulroney, please tell me the names of Cabinet Ministers in Ottawa you can recall.

- a. Which one comes to mind first? RECORD BELOW
- b. And second? RECORD BELOW
- c. And third? RECORD BELOW

	Q.9a FIRST RECALL	Q.9b SECOND RECALL	Q.9c THIRD RECALL
LUCIEN BOUCHARD-----	1-37	1-38	1-39
PAT CARNEY-----	2	2	2
JOE CLARK-----	3	3	3
JOHN CROSBIE-----	4	4	4
RAMON HNATYSHYN-----	5	5	5
FLORA MACDONALD-----	6	6	6
MARCEL MASSE-----	7	7	7
DONALD MAZINKOWSKI-----	8	8	8
BARBARA McDOUGALL-----	9	9	9
MICHAEL NELSON-----	0	0	0
OTHER (SPECIFY)-----	X		
-----		X	
-----			X
MS/CAN'T RECALL-----	V	V	V

10. Subject to the restrictions agreed upon, 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----- 1-40
 WORSE OFF----- 2
 CAN'T SAY----- X

MS - A 10/27

11. As far as your own family income is concerned, do you think that free trade with the United States would have a positive or a negative effect on your family income, or don't you think it would have too much effect at all?

A POSITIVE EFFECT----- 1-41
 A NEGATIVE EFFECT----- 2
 NOT MUCH AT ALL----- 3
 CAN'T SAY----- X

MS - A 10/27

12a. Do you think Canada will or will not become a part of the United States of America within the next fifty years?

YES, WILL----- 1-42
NO, WILL NOT----- 2

DON'T KNOW----- X
MS = a dash

12b. As far as you are concerned, would you approve or disapprove of Canada becoming a part of the United States of America?

APPROVE----- 1-43
DISAPPROVE----- 2

DON'T KNOW----- X
MS = a dash

13. To alleviate the backlog of illegal immigrants now in Canada, would you approve or disapprove of a general amnesty which would allow them to apply for landed immigrant status, without penalty?

APPROVE----- 1-44
DISAPPROVE----- 2

DON'T KNOW----- X
MS = a dash

14. As an incentive to counteract falling birth rates in the Province of Quebec, the provincial government has proposed to pay \$500 to the parents on the birth of their first, and of their second child, and \$3,000 for each additional child.

In your opinion, is this a good idea or not?

YES, GOOD IDEA----- 1-45
NO, IS NOT----- 2

DON'T KNOW----- X
MS = a dash

CONTINUED

15a. If a federal election were held today, which party's candidate do you think you would favor?

LIBERAL-----	1-46
PROG. CONS.-----	2
N.D.P.-----	3
OTHER PARTY (WRITE IN)	
-----	4
DON'T KNOW/NONE-----	5
REFUSED-----	6
NOT ELIGIBLE-----	7

IF PARTY CHOSEN (Q.15a CODES 1-4), ASK:

15b. Why would you vote for the (PARTY CHOSEN IN Q.15a) today? PROBE FOR EXPANSION IF NECESSARY - ACCEPT TWO RESPONSES ONLY) DO NOT READ LIST

	FIRST RESPONSE	SECOND RESPONSE
LEADERSHIP; BEST LEADER/PREFER OVER OTHERS-----	1-47	1-48
EXEC. TRADE POSITION-----	2	2
TECH. TRADE 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
NS/ CAN'T SAY-----	X	X

ASK EVERYONE:

16a. Did you vote in the last federal election on September 4, 1984?

YES-----	()
NO-----	1-49
TOO YOUNG-----	2

IF "YES" ASK:

16b. 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
NS/ REFUSED-----	8

ASK EVERYONE:

17a. In your opinion, should Brian Mulroney step down as leader of the Progressive Conservative Party?

YES, SHOULD----- 1-50
NO, SHOULD NOT----- 2

DON'T KNOW----- X

NS - a dash

17b. What effect, if any, would it have on your vote intention if Brian Mulroney stepped down as leader of the Progressive Conservative Party? That is - if the Progressive Conservative Party had a different leader, and an election was called, which party's candidate do you think you would favor?

LIBERAL----- 1-51
PROG. CONS.----- 2
N.D.P.----- 3
OTHER PARTY----- 4
UNDECIDED/NONE----- 5
47/ REFUSED----- 6
NOT ELIGIBLE----- 7

18a. In your opinion, should John Turner step down as leader of the Liberal Party?

YES, SHOULD----- 1-52
NO, SHOULD NOT----- 2

DON'T KNOW----- X

NS - a dash

18b. What effect, if any, would it have on your vote intention if John Turner stepped down as leader of the Liberal Party?

LIBERAL----- 1-53
PROG. CONS.----- 2
N.D.P.----- 3
OTHER PARTY----- 4
UNDECIDED/NONE----- 5
45/ REFUSED----- 6
NOT ELIGIBLE----- 7

19a. In your opinion, should Ed Broadbent step down as leader of the New Democratic Party?

YES, SHOULD----- 1-54
NO, SHOULD NOT----- 2

DON'T KNOW----- X

NS - a dash

19b. What effect, if any, would it have on your vote intention if Ed Broadbent stepped down as leader of the New Democratic Party?

LIBERAL----- 1-55
PROG. CONS.----- 2
N.D.P.----- 3
OTHER PARTY----- 4
UNDECIDED/NONE----- 5
47/ REFUSED----- 6
NOT ELIGIBLE----- 7