

## INTRODUCTION

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

In total 1024 adults, 18 years of age and over, were personally interviewed in their homes across Canada between May 4-7, 1988.

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.

WEIGHTING:

Data on this tape are unweighted, and contain information directly from the questionnaires.

To convert year of birth to age groups, Gallup uses mid-year as the determinant. For example, for the fiftieth year, 50 is subtracted from the current year for studies conducted in July through December, and from the previous year for studies conducted in January through June. A few questionnaires that do not fit this pattern may be included - i.e. those young people who have turned 18 in January through June.

In using these data, an adjustment should be made to match age and sex groups to current census distribution patterns, which are:

	<u>Male</u>	<u>Female</u>
<u>Age:</u>		
18 to 29 years	15.65	15.60
30 to 49 years	18.01	17.76
50 years and over	<u>15.24</u>	<u>17.74</u>
	48.90	51.10

Why would you vote for the (PARTY CHOSEN IN 11A) today?  
 PROBE FOR EXPANSION IF NECESSARY. Any other reasons?

- 01 FEELINGS FOR LEADER OF PARTY: the Federal NDP leader seems to be most sensible, good Liberal leader, Turner looks okay to me, problem of what to do with Turner, Mulroney is selling out, Turner is wavering.
- 02 PARTY'S LEADERSHIP: the Liberals have been good leaders so far, leadership.
- 03 ECONOMIC POSITION: economic policy is closest to mine, he handled economy better than given credit for, not convinced entirely that economic program envisaged would be appropriate, PC's are taking us too much, *tried to control deficit*
- 04 POSITION ON FREE TRADE: their stand on Free Trade, Free Trade pact - don't agree with it, *Canadian ownership.*
- 05 POSITION ON MEECH LAKE: positive steps - like Meech Lake, I am very negative about Meech Lake.
- 06 POSITION ON HEALTH CARE: their medicare issues, they do more for health care.
- 07 POSITION ON EMPLOYMENT / JOBS / LABOUR POLICY: *Position on Employment / Jobs / Labour Policy:*
- 08 POSITION ON SPECIFIC POLICIES / ISSUES / PLATFORMS: (HANDTAB) job security - unions, concerned about acid rain, don't believe Air Canada should be privatized, *insurance policies.*
- 09 POSITION ON ABORTIONS: *Position on Abortions:*
- 10 POSITION ON POLICIES / ISSUES / PLATFORMS: (UNSPECIFIED) tend to agree with Liberal policy more or less, stronger fundamental issues, they have a lot of the same opinions I do, don't like Conservative policy.
- 11 SOCIAL POLICIES: *Social Policies: like NDP regarding social reforms, day care*
- 12 MIDDLE - OF - THE ROAD PARTY: the other two parties are more extreme, because I feel the best road that a federal government should take is the middle road.
- 13 PARTY'S PHILOSOPHY: they have a philosophy of business, I would vote for whoever would be for private enterprise, Conservatives are oriented toward industry and corporate structure.
- 14 FOR THE PEOPLE / WORKING MAN: it's the working man's party, they seem to be interested in the welfare of the people, because I think they are more concerned about the people, always tend to be more for the working class.
- 15 PAST / PROVEN RECORD: I guess the party itself has a proven record, just by seeing their past record in Saskatchewan.
- 16 PARTY'S PERFORMANCE: *fy* they are doing what they set out to do - doing a good job, done an adequate job, the PC party has not performed well, I don't feel the Conservatives have done a good job, the PC's are doing a lousy job.
- 17 DISTRUST POLITICIANS / PARTY: Mulroney has too *many* dishonest people in his party, don't trust the Conservatives, negative on the scandals in the cabinet.
- 18 HONEST / TRUST POLITICIANS / PARTY: *Honest / Trust Politicians / Party:*
- 19 SATISFACTION WITH PARTY: (NO REASON STATED) pretty good party, because I like them, satisfied with present government so far, not happy with Conservatives, don't care for the Liberals.
- 20 VOTE FOR THE MAN: because of local member of parliament, would vote for individual, good representative in riding.
- 21 TRADITION / HABIT / ALWAYS VOTED THAT WAY: a card carrier, it is what I always voted, been fan over the years, it's a tradition down through the years, have voted for them all my life, because my family is Liberal and they know more about it than I do.

*Reflections & Dissatisfaction*

FOR A CHANGE / GIVE THEM A TRY / CHANCE: Because they never been in - let them give it a try, I think they should have a chance, give them a chance to see what they do, for a change to see what they can do, good change, other parties.

Worst OF ALL EVILS: the lesser of the three evils, its a question of who you hate most - rather than who you like, vote against the Conservative party - more or less.

did vote for party that could win: lack of support for any party - tend to be NUP but realize they will never win vote (second best).

REASON: (HANDTAB) I like Joe Clark, just because what I hear I see from other people.

DO NOT KNOW:

IF STATED:

calculated comments: shouldn't have majority though, they got rid of Turner

SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following table may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus the figure shown) within which the results or repeated samplings in the same time period could be expected to vary 95% of the time, assuming the same sampling procedure, the same interviewers and the same questionnaire.

The table below shows how much allowance should be made for the sampling error of a percentage:

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE  
 In Percentage Points  
 (At 95 in 100 Confidence Level)\*

	-----Sample Size-----				
	<u>2000</u>	<u>1000</u>	<u>600</u>	<u>400</u>	<u>200</u>
Percentages near 10	2	2	4	4	5
Percentages near 20	2	3	4	5	7
Percentages near 30	3	4	5	6	8
Percentages near 40	3	4	5	6	9
Percentages near 50	3	4	5	6	9
Percentages near 60	3	4	5	6	9
Percentages near 70	3	4	5	6	8
Percentages near 80	2	3	4	5	7
Percentages near 90	2	2	4	4	5

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1000 respondents. Then we go to row 'percentages near 30' in the table and go across to the column headed '1000'. The number at this point is 4, which means that the 33% obtained in the sample is subject to a sampling error of plus or minus 4 points. Another way of saying it is that very probably (95 chances out of 100) the true figure would be somewhere between 29 and 37, with the most likely figure the 33 obtained.

\*The chances are 95 in 100 that the sampling error is not larger than the figures shown.

# GALLUP WOULD LIKE YOUR OPINION

533-1  
MAY/88  
4 533-1A

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: \_\_\_\_\_

ASSIGNMENT # \_\_\_\_\_

CARD # COL 01-02

STUDY # COL 3-5  
WEEK # COL 06

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

ASSIGN # COL 07-10

Respondent # (Col 11, 12) (Col 11 = 1,000; Col 12 = 1,000 9,0)

### SECTION I - ASK EVERYONE

1a. 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?

02

YES----- 1-20  
NO----- 2

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

1b. As far as you are concerned, how necessary do you feel it was for the all-party House of Commons Finance Committee to look into bank fees? **READ LIST**

Very necessary?----- 1-21  
Quite necessary?----- 2

Not too necessary?----- 3  
or

Not necessary at all?----- 4

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

2a. Did you, yourself, happen to attend church or synagogue in the last seven days?

YES----- 1-22  
NO----- 2

*OK/NS = a dash*

2b. Is organized religion a relevant part of your life at the present time or not?

YES----- 1-23  
NO----- 2

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

3. If you had the possibility to choose, which of these would you prefer? **READ OUT - REVERSING ORDER**

To start your own business--- 1-24

or

To work as an employee in a company----- 2

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

4. Do you think the future development of Canada should depend...**HAND CARD 1 AND READ ALOUD**

More on private enterprise--- 1-25  
More on government control--- 2

or

On the same mixture of private and government control as we have now----- 3

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

CONTINUED ON BACK

5. What do you think is the ideal number of children for a family to have?

0 1 2 3 4 5 6 OR MORE CAN'T SAY---X -26

*NS = a dash*

6. Do you approve or disapprove of the record of the Progressive Conservative Government, in Ottawa, since the election in September, 1984?

APPROVE----- 1-27  
DISAPPROVE----- 2

DON'T KNOW----- X

*NS = a dash*

7a. All of us, in some way or another, have been affected by the introduction of, and the increased use of computers.

As far as you are concerned, do you think this increased use of computers will, on the whole, make life easier or more complicated for you?

EASIER----- 1-28  
MORE COMPLICATED----- 2  
NO CHANGE----- 3

CAN'T SAY----- X

*NS = a dash*

7b. In your day-to-day life at home, school or work, do you or do you not have a computer available for your use?

YES, HAVE----- 1-24  
NO, DO NOT----- 2

*REF/NS = a dash*

8a. Have you, yourself smoked any cigarettes in the past week?

YES----- 1-30  
NO----- 2

*REF/NS = a dash*

8b. Toronto City Council recently passed a workplace smoking bylaw that requires employers to have a written policy identifying where smoking is allowed and which prohibits smoking in the workplace altogether if agreement between smokers and non-smokers cannot be reached.

Generally speaking, do you tend to approve or disapprove of such a bylaw?

APPROVE----- 1-31  
DISAPPROVE----- 2

DON'T KNOW----- X

*NS = a dash*

8c. Do you think this bylaw is, or is not an infringement on the rights of smokers?

YES, IS----- 1-92  
NO, IS NOT----- 2

CAN'T SAY----- X

*NS = a dash*

9a. Do you think Canada would be better off, or worse off, if U.S. goods were allowed in here without tariff or custom charges and Canadian goods were allowed in the U.S. free?

BETTER OFF----- 1-33  
WORSE OFF----- 2

CAN'T SAY----- X

*NS = a dash*

ASK EVERYONE:

12a. Did you vote in the last federal election on September 4, 1984?

YES----- ( )  
 NO----- 1 - 48  
 TOO YOUNG----- 2

IF 'YES' ASK:

12b. 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

13a. On the whole, do you think Brian Mulroney is or is not an asset to the Conservative Party? RECORD BELOW

13b. And do you think John Turner is or is not an asset to the Liberal Party? RECORD BELOW

13c. And Ed Broadbent, do you think he is or is not an asset to the New Democratic Party? RECORD BELOW

	BRIAN MULRONEY	JOHN TURNER	ED BROADBENT
YES, IS-----	1-49	1-50	1-51
NO, IS NOT-----	2	2	2
DON'T KNOW-----	X	X	X

*NS = a dash*

14. 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*

15. What effect, if any, would it have on your vote intention if John Turner stepped down as leader of the Liberal Party? This is - if the Liberal Party had a different leader, and an election was called, which party's candidate do you think you would favor?

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



9b. As far as your own family 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?

- POSITIVE EFFECT----- 1-34
  - NEGATIVE EFFECT----- 2
  - NO/NOT MUCH AT ALL----- 3
  - DON'T KNOW----- X
- NS - a dash*

10a. Do you think abortions should be legal under any circumstances, legal only under certain circumstances, or illegal in all circumstances?

- LEGAL UNDER ANY CIRCUMSTANCES----- 1-35
  - LEGAL ONLY UNDER CERTAIN CIRCUMSTANCES----- 2
  - ILLEGAL IN ALL CIRCUMSTANCES- 3
  - DON'T KNOW----- X
- NS = a dash*

10b. As you may know, earlier this year the Supreme Court of Canada struck down as unconstitutional the previous abortion sections in the Criminal Code.

Do you feel strongly enough about the abortion issue that you would not vote for a candidate in an election if you found his views on this issue were fundamentally different from your own?

- YES, FEEL STRONGLY ENOUGH---- 1-36
  - NO, PROBABLY DO NOT----- 2
  - DON'T KNOW----- X
- NS = a dash*

11a. If a federal election were held today, which party's candidate do you think you would favor?

- LIBERAL----- 1-37
- PROG. CONS.----- 2
- N.D.P.----- 3
- OTHER PARTY (WRITE IN)
- \_\_\_\_\_ 4
- UNDECIDED/NONE----- 5
- NS/* REFUSED----- 6
- NOT ELIGIBLE----- 7

IF PARTY CHOSEN (Q.11a - CODES 1-4), ASK:

11b. Why would you vote for the...(PARTY CHOSEN IN Q.11a) today? PROBE FOR EXPANSION IF NECESSARY Any other reasons?

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*see code list*

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42

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43

CODE LIST FOR BASIC DATA AND ASSIGNMENT NUMBER

1. REGION: (COL 07)

First digit of assignment #

- 0 - Newfoundland
- 1 - P. E. I.
- 2 - Nova Scotia
- 3 - New Brunswick
- 4 - Quebec
- 5 - Ontario
- 6 - Manitoba
- 7 - Saskatchewan
- 8 - Alberta
- 9 - British Columbia

17. COMMUNITY SIZE: (COL 08) Second digit of assignment #

- 1 - Over 500,000
- 2 - 100,000 - 500,000
- 3 - 30,000 - 100,000
- 4 - 10,000 - 30,000
- 5 - 1,000 - 10,000
- 6 - Under 1,000 (Rural non-farm, farm)

18. LOCATION: (COL 09) Third digit of assignment #

Indicates location within a community where more than one assignment is completed

19. LANGUAGE: (COL 10) Fourth digit of assignment #

- 1, 3, 5 or 7 - English questionnaire
- 2, 4, 6 or 8 - French questionnaire

20. OCCUPATION: (COL 69-Occupation of Respondant & COL 70-Occupation of Head of Household)

- 1 - Professional
- 2 - Business Executive, Owners/Managers
- 3 - Sales
- 4 - Clerical
- 5 - Skilled Labour
- 6 - Unskilled Labour
- 7 - Unemployed
- 8 - Housewife
- 9 - Student
- 0 - Other; Not in labour force; disabled; pension retired, including retired farmers and retired housewives
- Refused, Did not state

21. AGE (COL 75/76) Basic Data

- 01 to 97 - last two digits of actual year of birth (Exact year of birth)
- 98 - 1900 and prior
- 99 - Did not state

## DESIGN OF THE SAMPLE

The Gallup National Omnibus maintains a modified probability sample in all centres over 1,000 in population. A quota sample is used in rural farm and rural non-farm centres. An independent sample of individuals is selected for each survey.

The sampling procedure is designed to produce an approximation of the adult civilian population, 18 years and older, living in Canada except for those persons in institutions such as prisons or hospitals, or those residing in far Northern regions. Survey data can be applied to this population for the purpose of projecting percentages into numbers of people.

The sample design incorporates stratification by six community size groups, based on the 1986 Census data: Cities of 500,000 population and over, those between 100,000 and 500,000, 30,000 to 100,000, 10,000 to 30,000, 1,000 to 10,000 and rural farm and rural non-farm areas.

The population is arrayed in geographic order by community size and within those classifications, by census enumeration areas. Enumeration areas, on the average, contain about 500 to 1,000 people.

A total of 105 enumeration areas are selected randomly from this array. Within urban centres, a random block sampling procedure is used to select starting points for interviewers. The interviewer is provided with a map of the enumeration area, showing the location of the starting point and is required to follow a specified route in the selection of households. Within the household, the youngest male, 18 years and over, at home at the time of the interview, is questioned. If there is no male available, or when the male quota is completed, the youngest available female, 18 years and over is interviewed.

The selection of rural farm and rural non-farm interviewing locations follows the sample design established for urban centres in terms of geographic dispersion and random selection of enumeration areas. Because of the low population density and wide dispersion of households, the random block sampling procedure is replaced by quota sampling based on sex and age.

The design of this sample has been based on population statistics of the Census of Canada, 1986.

1. Are you the male head of the household?  
2. Are you the female head of the household?

SA YES  NO  *NS → E*

3. Are you employed?

Are you presently employed and have you ever been employed by anyone else?

SA YES  NO  *NS → E*

4. Are you married?

What is your marital status?  
SA SINGLE  MARRIED  *NS → E*  
SEPARATED  DIVORCED   
WIDOWED  OTHER

What was the language you first spoke as a child and the only language spoken at home?

SA ENGLISH  SPANISH  FRENCH  ITALIAN  GERMAN  POLISH  RUSSIAN  OTHER  *NS → E*

Are you a member of a religious organization? What is your religious preference - Protestant, Roman Catholic, or Jewish?

SA PROTESTANT  ROMAN CATHOLIC  JEWISH  OTHER  *NS → E*

What is the highest grade of school you attended?

Did you graduate from high school or secondary education?

	YES	NO
High School	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Some College	<input type="checkbox"/>	<input type="checkbox"/>
College	<input type="checkbox"/>	<input type="checkbox"/>
Postgraduate	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>
SA	<input checked="" type="checkbox"/>	<input type="checkbox"/>

What is your occupation?  
SPECIFIC JOB: *Standard Staffing*  
TYPE OF COMPANY: *Computer Software*  
CHECK ONE:  SELF-EMPLOYED  EMPLOYED

5. Education of head of household

SPECIFIC JOB: *Standard Staffing*

TYPE OF COMPANY: *Computer Software*

How many degrees including doctorate are there in your household?

SA 1 2 3 4 5 6 OF MORE *NS → E*

How many would be under 30 years?

SA 0 1 2 3 4 OF MORE *NS → E*

How many would be between 30 & 39 years?

SA 0 1 2 3 4 OF MORE *NS → E*

Are you currently a member of a trade union, or is your husband/wife a trade union member?

SA YES  NO  *NS → E*

What was the year of your birth?  
YEAR: *1967*

Record ID: *SA*

Have you ever been employed by any of the following companies?  
List of companies: *IBM, AT&T, Bell Labs, etc.*

SA YES  NO  *NS → E*

Record ID: *SA*

Time interview ended: \_\_\_\_\_

(PLEASE PRINT)

NAME OF RESPONDENT: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_

DATE OF INTERVIEW: \_\_\_\_\_ FEDERAL OFFICE: \_\_\_\_\_

I HEREBY CERTIFY THAT THIS IS A TRUE AND FAITHFUL INTERVIEW OF THE INTERVIEWEE'S SIGNATURE: \_\_\_\_\_

YOUR SIGNATURE SHOULD ALSO BE MADE ON ALL INTERVIEWS WITH THIS INDIVIDUAL.

MAY/88 533-1

SAMPLE CHARACTERISTICS

		<u>NUMBER</u>	<u>PERCENT</u>
NATIONAL		1024	100
<u>Region:</u>	Atlantic	91	9
	Quebec	270	26
	Ontario	371	36
	Prairies	176	17
	British Columbia	116	11
<u>Community Size:</u>	Over 100,000	544	53
	10,000 - 100,000	153	15
	Under 10,000	328	32
<u>Sex:</u>	Male	498	49
	Female	526	51
<u>Age</u>	18 to 29 years	291	28
	30 to 49 years	388	38
	50 years and over	339	33
<u>Education:</u>	Public School	150	15
	High School	668	65
	University	206	20
<u>Income:</u>	Under \$20,000	225	22
	\$20,000 - \$29,999	154	15
	\$30,000 - \$39,999	146	14
	\$40,000 and over	336	33
	Refused	163	16
<u>Mother Tongue:</u>	English	615	60
	French	291	28
	Other	112	11

Note: Percentages may not add exactly to 100 due to rounding.