

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 3-6

APRIL 1989

TIME INTERVIEW STARTED: _____

ASSIGNMENT # Col. 7-10

PROJECT No. - Col. 1-14
WEIGHT - Col 15-19

RESPONDENT # _____

SECTION I - ASK EVERYONE

01

1a. Do you think that in general Canadian airports are adequately staffed to ensure the safety of the air-travelling public or not?

YES, ADEQUATELY----- 1-20
NO, NOT ADEQUATELY----- 2
DON'T KNOW----- X

1b. Compared with five years ago, do you think it is now safer or less safe to fly on commercial airplanes?

NOW SAFER----- 1-21
LESS SAFE----- 2 → ASK Q.1c
NO DIFFERENCE----- 3
DON'T KNOW----- X

IF 'LESS SAFE', ASK:

1c. Which of the following do you think are main problems making it less safe to fly on commercial airplanes? READ LIST - MULTIPLE RESPONSE ACCEPTED

Aging aircraft----- 1-22
Poor maintenance----- 2
The threat of terrorism----- 3
A shortage of air-traffic controllers----- 4-25
NONE----- 5
DON'T KNOW----- X-27

ASK EVERYONE:

2a. Do you believe that Ben Johnson knowingly took banned drugs before 1988 Summer Olympic Games in Seoul?

YES----- 1-28
NO----- 2
DON'T KNOW----- X

CONTINUED ON BACK

2b. Which of the following actions, if any, do you believe should be taken against athletes who are found to have used banned drugs to enhance their performance? READ LIST - CIRCLE ONE ONLY

These athletes should not be permitted to ever again represent Canada in international competition----- 1-29

These athletes should be suspended from representing Canada for a period of, say, two years----- 2

No action should be taken against athletes who have used banned drugs----- 3

DON'T KNOW----- X
DVS

3a. Have you heard or read anything about a section of the Young Offender Act which states that all young Canadians, 17 years or under, must be treated in the courts as juveniles rather than as adults?

YES----- 1-30 → ASK Q.3b

NO----- 2

DON'T KNOW----- X

IF 'YES', ASK:

3b. In your opinion, will this provision lead to an increase or a decrease in juvenile crime?

AN INCREASE----- 1-31

A DECREASE----- 2

NO CHANGE----- 3

DON'T KNOW----- X
DVS

ASK EVERYONE:

4. Would you say the salary levels of the Members of Parliament in Ottawa are too high, too low, or just right?

TOO HIGH----- 1-32

TOO LOW----- 2

JUST RIGHT----- 3

DON'T KNOW----- X

5a. Would you favor or oppose requiring every able bodied man in this country, when he reaches the age of 18, to spend one year in military training?

WOULD FAVOR----- 1-33

WOULD OPPOSE----- 2

NO OPINION----- X
DVS

5b. And how about women, would you favor or oppose compulsory military training for one year for women, at age 18?

WOULD FAVOR----- 1-34

WOULD OPPOSE----- 2

NO OPINION----- X

5c. And would you favor or oppose having women serve in combat roles in the Canadian military?

WOULD FAVOR-----	1-35
WOULD OPPOSE-----	2
NO OPINION-----	X
	DNS —

6. The following are some names suggested as possible successors to Ed Broadbent as leader of the New Democratic Party. Who among the following would you favor as next leader of the NDP? - HAND CARD 1

DAVE BARRETT-----	1-36
STEVEN LANGDON-----	2
STEPHEN LEWIS-----	3
LORNE NYSTROM-----	4
AUDREY MCLAUGHLIN-----	5
NELSON RIIS-----	6
SVEND ROBINSON-----	7
ROY ROMANOW-----	8
BOB WHITE-----	9
NONE-----	0
DON'T KNOW-----	X
	DNS —

7. Do you believe Canada should upgrade the level of its diplomatic relations with the Palestinian Liberation Organization (PLO) or not?

YES-----	1-37
NO-----	2
DON'T KNOW-----	X
	DNS —

8a. Are you aware of the controversy concerning Salman Rushdie's book The Satanic Verses?

YES-----	1-38	ASK Q.8b
NO-----	2	
DON'T KNOW-----	X	
	DNS —	

IF 'YES', ASK:

8b. Do you think this book should or should not be sold in Canada?

YES, SHOULD-----	1-39
NO, SHOULD NOT-----	2
DON'T CARE-----	3
DON'T KNOW-----	X

ASK EVERYONE:

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

LIBERAL-----	1-40
PROG. CONS.-----	2
N.D.P.-----	3
OTHER PARTY (WRITE IN)	
_____	4
UNDECIDED/NONE-----	5
REFUSED-----	6
NOT ELIGIBLE-----	7

10a. Did you vote in the last federal election on November 21, 1988?

YES-----	()
NO-----	1-41
TOO YOUNG-----	2

IF 'YES' ASK:

10b. 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-----	8

ASK EVERYONE:

12a. How important do you feel a national passenger train service is in Canada? HAND CARD 2

VERY IMPORTANT-----	1 -42
FAIRLY IMPORTANT-----	2
NEITHER IMPORTANT NOR UNIMPORTANT-----	3
NOT VERY IMPORTANT-----	4
NOT IMPORTANT AT ALL-----	5
DON'T KNOW-----	X

12b. Using the scale on this card, what would you like to see happen to passenger rail service in Canada? HAND CARD 3

SIGNIFICANTLY EXPANDED-----	1 -43
SLIGHTLY EXPANDED-----	2
MAINTAINED AT CURRENT LEVEL-----	3
SLIGHTLY REDUCED-----	4
SIGNIFICANTLY REDUCED-----	5
CANCELLED COMPLETELY-----	6
DON'T KNOW-----	X

DNS

CONTINUE

12c. In the past week or so, there has been some talk of the possibility of the federal government discontinuing VIA - the passenger rail service in Canada. Have you heard or read anything about this?

YES----- 1 ⁴⁴
 NO----- 2

12d. In your opinion, would discontinuing our passenger rail service - VIA - be a good thing or a bad thing for Canada as a whole?

GOOD THING----- 1 ⁴⁵
 BAD THING----- 2
 DON'T KNOW----- X

SECTION II - ASK EVERYONE

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

VERY GOOD----- 1 ⁴⁶
 GOOD----- 2
 NOT TOO GOOD----- 3
 BAD----- 4
 DON'T KNOW----- X

2. Do you think the economic situation in Canada during the next 6 months will get better or will get worse?

BETTER----- 1 ⁴⁷
 STAY THE SAME----- 2
 WORSE----- 3
 DON'T KNOW----- X

3. Considering the state of the economy and your personal financial situation, do you think now is a good time to make major purchases or is it a good time to save instead?

GOOD TIME TO MAKE MAJOR PURCHASES- 1 ⁴⁸
 GOOD TIME TO SAVE----- 2
 DON'T KNOW----- X
 DNS

4. How likely are you to purchase any of the following items in the next six months? HAND CARD 4 - READ LIST

	VERY LIKELY	LIKELY	NOT VERY LIKELY	NOT AT ALL LIKELY	DON'T KNOW
a. Entertainment equipment-----	1	2	3	4	X- 49
b. Financial investments-----	1	2	3	4	X
c. Holiday trip-----	1	2	3	4	X
d. Home-----	1	2	3	4	X- 52
e. Home furnishings-----	1	2	3	4	X
f. Major home appliances-----	1	2	3	4	X
g. New/used automobile-----	1	2	3	4	X- 55
h. Sports/leisure equipment-----	1	2	3	4	X- 56

5. I'm going to read a number of different types of companies operating in Canada. Would you tell me how much trust and confidence you, yourself, have in each one - a great deal, quite a lot, some or very little? HAND CARD 5

	<u>GREAT DEAL</u>	<u>QUITE A LOT</u>	<u>SOME</u>	<u>VERY LITTLE</u>	<u>DK/NO OPINION</u>
a. Airline companies-----	1	2	3	4	X ²⁰
b. Automobile manufacturers-----	1	2	3	4	X
c. Banks-----	1	2	3	4	X
d. Department stores-----	1	2	3	4	X ²³
e. Hospitals-----	1	2	3	4	X
f. Fast food companies-----	1	2	3	4	X
g. Mining companies-----	1	2	3	4	X ²⁶
h. Tobacco companies-----	1	2	3	4	X ²⁷

6. Overall, how satisfied are you with the cost of the following products and services? HAND CARD 6 - READ LIST & ROTATE STARTING WITH (✓)

	<u>VERY SATIS- FIED</u>	<u>SOME- WHAT SATIS- FIED</u>	<u>NOT VERY SATIS- FIED</u>	<u>NOT AT ALL SATIS- FIED</u>	<u>DK/NO OPINION</u>	<i>DNS BLA</i>
() a. Beer	1	2	3	4	X ²⁸	
() b. Air travel	1	2	3	4	X	
() c. Gasoline for cars	1	2	3	4	X	
(✓) d. Liquor	1	2	3	4	X ³¹	
() e. New homes	1	2	3	4	X	
() f. Long distance telephone rates	1	2	3	4	X ³³	

7. Generally speaking, do you tend to have more confidence in buying goods or services from a big company or from a small company?

A BIG COMPANY----- 1³⁴
 A SMALL COMPANY----- 2
 CAN'T SAY----- X

8. Just recently, announcements have been made about the separate mergers of two brewery companies, two airline companies, and of two oil companies. From what you have seen, heard or read about these mergers, do you think the general public will be better served or not as well served, by the merger of:

a. Molson's and Carling Brewers?

BETTER SERVED----- 1³⁵
 NOT AS WELL SERVED----- 2
 NO DIFFERENCE/DON'T KNOW----- X

b. Wardair and Canadian Airlines?

BETTER SERVED----- 1³⁶
 NOT AS WELL SERVED----- 2
 NO DIFFERENCE/DON'T KNOW----- X

c. Imperial Oil and Texaco Canada?

BETTER SERVED----- 1³⁷
 NOT AS WELL SERVED----- 2
 NO DIFFERENCE/DON'T KNOW----- X

9. Generally speaking, do you think that over the past couple of years there have been too many corporate takeovers in Canada, or do you think these corporate takeovers have been a good thing for the country?

TOO MANY TAKEOVERS----- 1-38
 TAKEOVERS A GOOD THING----- 2
 DON'T KNOW----- X

10. Recently, the federal government sold almost a 50% share of Air Canada to the general public. On the whole, in your opinion, should this portion of Air Canada have been sold to the private sector - that is the non-government sector, or not?

YES, SHOULD HAVE BEEN SOLD----- 1-39
 NO, SHOULD NOT HAVE BEEN SOLD----- 2
 DON'T KNOW----- X

11. There has been some talk recently about privatization of other companies that now operate under government supervision or control. I'm going to read off some of these, and I'd like you to tell me if you feel they should or should not be sold to the private sector and how strongly you feel about this? HAND CARD 7 - READ LIST & ROTATE STARTING WITH (✓)

		SHOULD BE SOLD-----				
		AGREE STRONGLY	AGREE SOMEWHAT	DIS-AGREE SOMEWHAT	DIS-AGREE STRONGLY	DNS = Blank DK
()	a. National & International airports-----	1	2	3	4	-40 X
()	b. Atomic Energy of Canada---	1	2	3	4	X
()	c. Canada Post-----	1	2	3	4	X
()	d. Canadian National Railways	1	2	3	4	-43 X
(✓)	e. VIA Rail-----	1	2	3	4	X
()	f. Hospitals-----	1	2	3	4	X
()	g. Provincial hydro companies	1	2	3	4	-46 X
()	h. Petro Canada-----	1	2	3	4	-47 X

12. On the whole, do you believe the business community in Canada is too powerful, is not powerful enough, or has just the right amount of power and influence in Canadian society?

TOO POWERFUL----- 1-48
 NOT ENOUGH POWER----- 2
 JUST ENOUGH POWER----- 3
 DON'T KNOW----- X
 DNS -

SECTION III - ASK EVERYONE

1. Just from what you have seen, heard or read, how serious a problem is hunger among Canadians today - would you say very serious, quite serious, not too serious or not really a serious problem at all?

VERY SERIOUS----- 1-49
 QUITE SERIOUS----- 2
 NOT TOO SERIOUS----- 3
 NOT AT ALL SERIOUS----- 4
 DON'T KNOW----- X

2. For each of the following groups that I read out, please tell me how much responsibility they should have for solving the hunger problem in Canada. HAND CARD 8

	<u>NO RESPONSIBILITY</u>	<u>LITTLE RESPONSIBILITY</u>	<u>SOME RESPONSIBILITY</u>	<u>A GREAT DEAL OF RESPONSIBILITY</u>	<u>DK</u>
a. Government-----	1	2	3	4 - 50	X
b. The general public-----	1	2	3	4	X
c. Social agencies such as food banks-----	1	2	3	4	X
d. Charities-----	1	2	3	4 - 53	X
e. Food companies-----	1	2	3	4	X
f. Private industries-----	1	2	3	4	X
g. The hungry people themselves	1	2	3	4 - 56	X

SECTION IV - ASK EVERYONE

NOT APPLICABLE IN THIS VERSION

CONTINUED

BASIC DATA SECTION - INTRODUCE THIS SECTION AS FOLLOWS: 'Now may I ask you a few questions so that we can classify our data?'

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:

2. 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

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

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

5. What is your religious preference? PROTESTANT--1 OTHER (SPECIFY)
 JEWISH-----2 _____
 ROMAN _____ 4 -67
 CATHOLIC----3
 NO RELIGIOUS PREFERENCE-----5

6. Which of these was the last school that you attended? HAND CARD 'Q'

	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	

Did you graduate from...(LEVEL OF SCHOOLING ATTENDED)?

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

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

9. How many people, including yourself, are there in this household? 1 2 3 4 5 6 OR MORE -71

10. How many would be under 10 years? 0 1 2 3 4 OR MORE -72

11. How many would be between 10 & 17 years? 0 1 2 3 4 OR MORE -73

12. 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
 YES, BOTH-----3
 NO-----4

13. What was your year of birth? YEAR: _____ 75/76

RECORD IF: MALE-----1 FEMALE-----2 -77

15. 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 \$40,000-\$49,999---6 -78
 \$10,000-\$14,999----2 \$50,000-\$59,999---7
 \$15,000-\$19,999----3 \$60,000-\$69,999---8
 \$20,000-\$29,999----4 \$70,000 & OVER----9
 \$30,000-\$39,999----5 REFUSED-----0

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

TIME INTERVIEWED ENDED: _____
 (PLEASE PRINT) REGIONAL [] -80 LANGUAGE [1] -16
 NAME OF RESPONDENT: _____ 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	0.142915	147.63	0.106486
Female 18-29	0.140082	144.70	0.104550
Male 30-49	0.189622	195.88	0.202323
Female 30-49	0.187464	193.65	0.209100
Male 50-98	0.152995	158.04	0.191675
Female 50-98	0.177241	183.09	0.176186
Male 99-99	0.000968	1.00	0.000968
Female 99-99	0.008712	9.00	0.008712
Total	1033.00	1033.00	

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