

GALLUP WOULD LIKE YOUR OPINION

907-18
JULY/89

INTERVIEWER: DON'T READ ALOUD. WORDS IN CAPITAL LETTERS / CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES

July 5-8/89

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
PROJECT No - Col. 11-14
WEIGHTS - Col 15-19

TIME INTERVIEW STARTED: _____

ASSIGNMENT # Col 7-10

RESPONDENT # _____

SECTION I - ASK EVERYONE

NO STATEMENT = REFLECT (BLANK)

01

1. In general, would you say that you are satisfied or dissatisfied with the direction in which this country is going?

SATISFIED-----	1-20
DISSATISFIED-----	2
NO OPINION-----	X

2. Do you think that the future for the children of today will be exciting and full of opportunity, alright, dismal or frightening?

EXCITING & FULL OF OPPORTUNITY	1-21
ALRIGHT-----	2
DISMAL-----	3
FRIGHTENING-----	4
DON'T KNOW-----	X

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

INFLATION/HIGH PRICES-----	1-22
OTHER ECONOMIC PROBLEMS----	2
UNEMPLOYMENT-----	3
LABOUR UNIONS/STRIKES-----	4
NATIONAL UNITY/INTER-PROVINCIAL RELATIONS/MEECH LAKE ACCORD	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-----	X

CONTINUED ON BACK...

4. There are a number of issues that are currently being discussed in Canada. I'm going to read out a few and would like you to tell me whether you are very concerned, somewhat concerned, not very concerned, or not at all concerned about each issue. First, how concerned are you about...? READ LIST - ROTATE STARTING WITH (j)

		VERY CON- CERNED	SOME- WHAT CON- CERNED	NOT VERY CON- CERNED	NOT AT ALL CON- CERNED	DK
()	a. Environment	1	2	3	4	X-23
()	b. Honesty in government	1	2	3	4	X
()	c. Free Trade	1	2	3	4	X
()	d. Cost of housing	1	2	3	4	X-24
()	e. Abortion	1	2	3	4	X
()	f. The Meech Lake Accord	1	2	3	4	X
()	g. Day care	1	2	3	4	X-29
()	h. Federal deficit	1	2	3	4	X
()	i. Treatment of native Canadians	1	2	3	4	X
()	j. Government taxation levels	1	2	3	4	X-32
()	k. Illegal drug use	1	2	3	4	X
()	l. Growth of the federal government	1	2	3	4	X
()	m. Threat of nuclear war	1	2	3	4	X
(✓)	n. The threat of Quebec separation	1	2	3	4	X-34

5a. Some people think that this country is heading into a depression or recession within the next year or so. Others disagree and say we are not. What is your opinion?

ARE HEADING INTO DEPRESSION/
RECESSION----- 1 ³⁷ → ASK Q.5b
ARE NOT----- 2 → SKIP TO Q.6
DON'T KNOW----- X

IF 'ARE HEADING', ASK:

5b. In your opinion, will it be a serious depression such as occurred in the thirties, or more likely a less serious recession?

SERIOUS AS THIRTIES----- 1-38
LESS SERIOUS----- 2
DON'T KNOW----- X

ASK EVERYONE:

6. Do you think the Canadian way of life is, or is not, being influenced too much by the U.S.?

YES, TOO MUCH INFLUENCE----- 1-39
NO, NOT TOO MUCH----- 2
UNDECIDED----- X

CONTINUED...

7. I'm going to read to you descriptions of two types of government leaders. You can follow along on this card. **HAND CARD 1B & READ DESCRIPTIONS**
- a. One type of government leader is new to politics. Supporters of this type of leader say that being new to politics makes it easier to offer new ideas to the public. Critics say that leaders who are new to politics lack the experience to get the job done.
 - a. Another type of government leader has considerable experience in politics. Supporters of this type of leader say that this knowledge of government makes it easier to get the job done. Critics say experienced leaders offer no new ideas.

Based on these two descriptions, which type of leader would appeal to you most as a candidate for Prime Minister - a leader new to politics or an experienced leader?

EXPERIENCED LEADER PREFERRED	1	.40
LEADER NEW TO POLITICS PREFERRED	2	
BOTH PREFERRED-----	3	
NEITHER PREFERRED-----	4	
DON'T KNOW-----	X	

8. Do you agree or disagree, with the idea that there is an epidemic of illegal drug use in Canada?

AGREE-----	1	.41
DISAGREE-----	2	
DON'T KNOW-----	X	

- 9a. Do you believe any one province or region is being given too much attention by Canada's national political parties?

YES-----	1	.42	→	ASK Q.9b
NO-----	2		→	SKIP TO Q.10
DON'T KNOW-----	X			

IF 'YES', ASK:

- 9b. Which region?

ATLANTIC REGION/NOVA SCOTIA/NEW BRUNSWICK/PEI/NEWFOUNDLAND---	1	.43
QUEBEC-----	2	
ONTARIO-----	3	
PRAIRIE REGION/MANITOBA/SASKATCHEWAN/ALBERTA-----	4	
BRITISH COLUMBIA-----	5	
YUKON/NORTHWEST TERRITORIES---	6	

ASK EVERYONE:

10. Some people say that the differences between the various parts of Canada are now so great that they will never be solved, and that Confederation will break up.

Do you agree with this, or do you think that these differences will be solved?

WILL NOT BREAK UP, DIFFERENCES WILL BE SOLVED-----	1	.44
WILL BREAK UP, DIFFERENCES WILL NOT BE SOLVED-----	2	
UNDECIDED-----	X	

CONTINUED ON BACK...

11. Just thinking about acid rain for a moment - would you favor or oppose restrictions being put on Canadian industry to cut back on acid rain that originates in Canada?

FAVOR-----	1-45
OPPOSE-----	2
DON'T KNOW-----	X

12. Do you think that the government is doing enough, too much or not enough to ensure a clean environment for future generations?

DOING ENOUGH-----	1-46
TOO MUCH-----	2
NOT ENOUGH-----	3
DON'T KNOW-----	X

13. Some people have suggested that the Province of Quebec will be separated from the rest of Canada in about five years. In your opinion, is this likely or unlikely?

LIKELY-----	1-47
UNLIKELY-----	2
UNDECIDED-----	X

14a. From what you have read, seen or heard, would you say the language rights of French-speaking Canadians outside Quebec are very well protected, fairly well protected or not at all well protected?

VERY WELL PROTECTED-----	1-48
FAIRLY WELL PROTECTED-----	2
NOT AT ALL WELL PROTECTED----	3
CAN'T SAY-----	X

14b. From what you have read, seen or heard, would you say the language rights of English-speaking Canadians inside Quebec are very well protected, fairly well protected or not at all well protected?

VERY WELL PROTECTED-----	1-49
FAIRLY WELL PROTECTED-----	2
NOT AT ALL WELL PROTECTED----	3
CAN'T SAY-----	X

15. In your opinion, what is the aim of the present Quebec government: is it to achieve independence for Quebec, or to get a better place for Quebec within Canada, or to achieve sovereignty for Quebec with an association with the rest of Canada? HAND CARD 2

ACHIEVE INDEPENDENCE FOR QUEBEC	1-50
GET A BETTER PLACE FOR QUEBEC WITHIN CANADA-----	2
ACHIEVE SOVEREIGNTY FOR QUEBEC WITH AN ASSOCIATION WITH THE REST OF CANADA-----	3
DON'T KNOW-----	X

CONTINUED...

16a. There has been quite a bit of talk recently about the possibility of the Province of Quebec separating from the rest of Canada, and becoming an independent country. Would you, yourself, be in favor of separation or opposed to it?

IN FAVOR-----	1	→	ASK Q.16b
OPPOSED-----	2	→	ASK Q.16c

QUALIFIED (SPECIFY)

UNDECIDED-----	3	→	GO TO Q.17
	X		

IF 'IN FAVOR', ASK:

16b. To what degree do you favor Quebec separating from the rest of Canada?
READ LIST

Somewhat in favor-----	1	-52
Strongly favor-----	2	
Very strongly favor-----	3	
DON'T KNOW-----	X	

IF 'OPPOSE', ASK:

16c. To what degree do you oppose Quebec separating from the rest of Canada?
READ LIST

Somewhat oppose-----	1	-53
Strongly oppose-----	2	
Very strongly oppose-----	3	
DON'T KNOW-----	X	

ASK EVERYONE:

17. Do you favor or oppose increased tax spending to provide government subsidized day care centres for pre-school children?

FAVOR-----	1	-54
OPPOSE-----	2	
DON'T KNOW-----	X	

18a. Generally speaking, do you think of yourself as a Liberal, Conservative, or New Democratic Party supporter?

LIBERAL-----	1	→	GO TO Q.19
CONSERVATIVE-----	2	→	
NEW DEMOCRATIC-----	3	→	
NONE-----	4	→	ASK Q.18b
DON'T KNOW-----	X		

IF 'NONE' OR 'DON'T KNOW' ASK:

18b. Do you feel that you are closer to the Liberal, Conservative or New Democratic Party?

LIBERAL-----	1	-55
CONSERVATIVE-----	2	
NEW DEMOCRATIC-----	3	
NONE-----	4	
DON'T KNOW-----	X	

CONTINUED ON BACK...

ASK EVERYONE:

19. Which one of the following qualities do you think is most important for a Prime Minister to possess? HAND CARD 3
 And which do you think is second in importance? Third? Fourth? Fifth?
 CONTINUE UNTIL ALL ARE RANKED FROM ONE TO FIVE

	MOST IMPOR- TANT	2ND MOST	3RD MOST	4TH MOST	5TH MOST
ABILITY TO GET THE JOB DONE	1-57	1-58	1-59	1-60	1-61
EXPERIENCE IN POLITICS	2	2	2	2	2
HONESTY & TRUSTWORTHINESS	3	3	3	3	3
NEW IDEAS	4	4	4	4	4
UNDERSTANDING OF THE AVERAGE CANADIAN	5	5	5	5	5
DON'T KNOW-----	X	X	X	X	X

20. From what you know about the Meech Lake Accord, do you believe that Quebec is requesting too much in order to agree to sign the Constitution, or do you think that Quebec's requests are reasonable?

REQUESTING TOO MUCH-----	1-62
REQUESTS REASONABLE-----	2
DON'T KNOW-----	X

02

21. Putting your own politics aside, what type of person do you think would make the best Prime Minister for Canada at this time - should that person be committed to expanding social welfare programs or reducing them?

EXPANDING SOCIAL WELFARE PROGRAMS	1-20
REDUCING SOCIAL WELFARE PROGRAMS	2
NEITHER/STAY THE SAME-----	3
DON'T KNOW-----	X

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

LIBERAL	1-21
PROG. CONS.	2
N.D.P.	3
OTHER PARTY (WRITE IN)	
_____	4
UNDECIDED/NONE	5
REFUSED	6
NOT ELIGIBLE	7

CONTINUED...

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23a. Did you vote in the last federal election on November 21, 1988?

YES	()
NO	1 12
TOO YOUNG	2

IF "YES", ASK:

23b. 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

24. If the Liberal Party had Jean Chretien as its leader, which party's candidate do you think you would favor?

LIBERAL	1-23
PROG. CONS.	2
N.D.P.	3
OTHER PARTY (WRITE IN)	
_____	4
UNDECIDED/NONE	5
REFUSED	6
NOT ELIGIBLE.....	7

CONTINUED ON BACK...