

GALLUP WOULD LIKE YOUR OPINION

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 # Col 7-10

CARD NO - Col. 1, 2

SERIAL No - Col. 3-6

RESPONDENT # _____

PROJECT NO - Col. 11-14

WEIGHTS - Col 15-19

SECTION I - ASK EVERYONE

01

1a. Have you heard or read anything about the dangers of pollution - that is, contamination of our air, rivers and lakes?

YES----- 1 ⁻²⁰ → ASK Q.1b

NO----- 2 → GO TO Q.2

DNS 3

IF 'YES', ASK:

1b. How serious do you, yourself, think the dangers of pollution are - very serious, fairly serious or not at all serious?

VERY SERIOUS----- 1-21

FAIRLY SERIOUS----- 2

NOT AT ALL SERIOUS----- 3

CAN'T SAY----- X

1c. On the whole, would you say that pollution is a problem in your area?

YES----- 1-22

NO----- 2

DON'T KNOW----- X

ASK EVERYONE:

2a. Which province in Canada do you think has the friendliest people? RECORD BELOW - CIRCLE ONE ONLY

2b. And which province in Canada do you think has the greatest future? RECORD BELOW - CIRCLE ONE ONLY

	Q.2a FRIENDLIEST PEOPLE	Q.2b GREATEST FUTURE
NEWFOUNDLAND-----	01 - 23-24	01 - 25-26
P.E.I.-----	02	02
NOVA SCOTIA-----	03	03
NEW BRUNSWICK-----	04	04
QUEBEC-----	05	05
ONTARIO-----	06	06
MANITOBA-----	07	07
SASKATCHEWAN-----	08	08
ALBERTA-----	09	09
BRITISH COLUMBIA-----	10	10
NORTHWEST TERRITORIES-----	11	11
YUKON-----	12	12
	DNS -	-

3a. In 1987, Canada's First Ministers reached an agreement - the Meech Lake Accord - to bring the Province of Quebec into the Constitutional Accord.

Some people feel they are well versed on this topic, while others know little or nothing about it. Where do you stand - would you say you are quite familiar, fairly familiar, or do you know little or nothing about this Accord?

QUITE FAMILIAR----- 1-27
 FAIRLY FAMILIAR----- 2
 KNOW LITTLE OR NOTHING-- 3

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

3b. Do you approve or disapprove of the inclusion of Quebec in the Constitution as a 'distinct society' within Canada?

APPROVE----- 1-28
 DISAPPROVE----- 2

 CAN'T SAY----- X
 DNS -

3c. Overall, do you think the Meech Lake Accord will be a good thing or not a good thing for Canada?

GOOD THING----- 1-29
 NOT A GOOD THING----- 2

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

4. Consider for a moment the income levels of the following workers. Do you believe the following people are, in general, paid too little, paid too much, or paid just the right amount? READ LIST - STARTING WITH (✓)

	PAID TOO LITTLE	PAID TOO MUCH	THE RIGHT AMOUNT	DK	
() a. Doctors-----	1	2	3	X	- 30
() b. School teachers-----	1	2	3	X	
() c. Sales clerks-----	1	2	3	X	
() d. Lawyers-----	1	2	3	X	- 33
() e. Nurses-----	1	2	3	X	
() f. Professional hockey players	1	2	3	X	
(✓) g. Bus drivers-----	1	2	3	X	- 36
() h. Dentists-----	1	2	3	X	
() i. Police Officers-----	1	2	3	X	- 38

DNS = B.L.A.

5. Who do you think would do a better job at resolving problems between Quebec and the rest of Canada, Brian Mulroney or Jean Chretien, if he was Prime Minister?

BRIAN MULRONEY----- 1-39
 JEAN CHRETIEN----- 2
 NEITHER----- 3

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

6. Do you think that possession of small amounts of marijuana should be a criminal offense, should it be an offense subject only to a fine - similar to a traffic violation, or should it not be an offense at all?

CRIMINAL OFFENSE----- 1 - 40
SUBJECT TO FINE ONLY---- 2
NO OFFENSE AT ALL----- 3

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

HAND RESPONDENT MAP OF CANADA

7. Will you please tell me the number on this map which locates each of the following places? Just call off the numbers please.

	<u>WRITE IN #</u>	
a. Toronto-----	41/42	<i>SEE CODE LIST</i>
b. Victoria-----	43/44	
c. Calgary-----	45/46	
d. Ottawa-----	47/48	
e. Saint John-----	49/50	
f. Winnipeg-----	51/52	
g. Windsor-----	53/54	
h. Saskatoon-----	55/56	
i. St. John's-----	57/58	
j. Montreal-----	59/60	
k. Halifax-----	61/62	
l. Edmonton-----	20/21	02

8. Do you approve or disapprove of the way Michael Wilson is handling his job as Minister of Finance?

APPROVE----- 1 - 22
DISAPPROVE----- 2
NO OPINION----- X

02

9a. Have you seen anything dealing with sex on television, or in the movies, or in print in a magazine, that was objectionable?

YES, ON TELEVISION----- 1 - 23
YES, IN MOVIES----- 2
YES, IN A MAGAZINE----- 3 - 25
NO----- 4
CAN'T RECALL----- X - 27
DNS -

9b. Would you find pictures of nudes in magazines objectionable or not?

YES----- 1 - 28
NO----- 2
DNS -

9c. Would you find topless nightclub waitresses objectionable or not?

YES----- 1 - 29
NO----- 2
DNS -

10. Regardless of any political feelings you may have, and thinking just of individuals, which person do you think would make the best Prime Minister for Canada - Brian Mulroney, Jean Chretien or Audrey McLaughlin?

BRIAN MULRONEY----- 1 - 30
JEAN CHRETIEN----- 2
AUDREY MCLAUGHLIN----- 3
NONE OF THE ABOVE----- 4
DON'T KNOW----- X
DNS -

11. When a person has an incurable disease that causes great suffering, do you, or do you not think that competent doctors should be allowed by law to end the patient's life through mercy killing, if the patient has made a formal request in writing?

YES, SHOULD-----	1-31
NO, SHOULD NOT-----	2
QUALIFIED-----	3
UNDECIDED-----	X

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

LIBERAL	1-32
PROG. CONS.	2
N.D.P.	3
OTHER PARTY (WRITE IN)	
_____	4
UNDECIDED/NONE	5
REFUSED	6
NOT ELIGIBLE	7

13a. Did you vote in the last federal election on November 21, 1988?

YES	()
NO	1-33
TOO YOUNG	2

IF "YES", ASK:

13b. 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

Q12. Now party

Q13. L.P.A. 1988

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

1. **HEN:** 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 _____ 4 -67
 ROMAN
 CATHOLIC-----3
 NO RELIGIOUS PREFERENCE-----5

6. 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 -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	

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

Ques. 7 — MAP LOCATIONS
(Double digit code - single punch)

- 01 Victoria, B.C.
- 02 Vancouver, B.C.
- 03 Whitehorse, Yukon
- 04 Yellowknife, NWT
- 05 Calgary, Alta.
- 06 Edmonton
- 07 Saskatoon, Sask.
- 08 Regina, Sask
- 09 Winnipeg, Man.
- 10 Churchill, Man.
- 11 Thunder Bay, Ont.
- 12 Sault Ste. Marie, Ont.
- 13 Windsor, Ont.
- 14 Toronto, Ont.
- 15 Ottawa, Ont.
- 16 Montreal, P.Q.
- 17 Quebec City, P.Q.
- 18 Goose Bay, Labrador
- 19 St. John, N.B.
- 20 Charlottetown, PEI
- 21 Halifax
- 22 Cornerbrook, Nfld.
- 23 St. John's, Nfld.

1 'VICTORIA, B.C.' 2 'VANCOUVER, BC'
3'

-- DID NOT STATE

↓
97

97' DID NOT STATE'
99' BLANK - DNS'

Group		Expected		Observed		Weight
Male	18-29	0.142051	145.60	0.106341	109.00	1.335804
Female	18-29	0.141417	144.95	0.104390	107.00	1.354696
Male	30-49	0.188476	193.19	0.205854	211.00	0.915582
Female	30-49	0.189251	193.98	0.213659	219.00	0.885763
Male	50-98	0.152070	155.87	0.202927	208.00	0.749385
Female	50-98	0.178930	183.40	0.159024	163.00	1.125172
Male	99-99	0.003902	4.00	0.003902	4.00	1.000000
Female	99-99	0.003902	4.00	0.003902	4.00	1.000000
Total			1025.00		1025.00	

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