

# GALLUP WOULD LIKE YOUR OPINION

905-3  
may/89

VIEWER 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

TIME INTERVIEW STARTED: \_\_\_\_\_

ASSIGNMENT # Col 7-10

SERIAL NO - Col 3 To 6

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

Project No - Col 11-14  
WEIGHTS - Col 15-19

01

## SECTION I - ASK EVERYONE

1a. Some people have complained about having trouble filling out their income tax return. Did you fill out yours yourself, did you get somebody else to help you, or don't you have to fill out an income tax return?

- |                               |     |     |   |                 |
|-------------------------------|-----|-----|---|-----------------|
| DID IT MYSELF .....           | 1   | -20 | → | ASK Q.1b        |
| HAD HELP .....                | 2   | →   |   | ASK Q.1b & Q.1c |
| HAVE NOT FILLED ONE OUT ..... | 3   |     |   |                 |
|                               | DNS | -   |   |                 |

ASK ALL WHO HAVE COMPLETED TAX RETURN:

1b. Did you, or did you not find the tax return unnecessarily difficult?

- |                             |     |     |  |  |
|-----------------------------|-----|-----|--|--|
| YES, TOO DIFFICULT .....    | 1   | -21 |  |  |
| NO, WAS NOT DIFFICULT ..... | 2   |     |  |  |
| DON'T KNOW .....            | X   |     |  |  |
|                             | DNS | -   |  |  |

IF "HAD HELP", ASK:

1c. Which of the following types of help did you get - was it from a company that specializes in tax return completion, an accountant or bookkeeper, or a friend or family member?

- |                              |     |     |  |  |
|------------------------------|-----|-----|--|--|
| TAX SPECIALIST COMPANY ..... | 1   | -22 |  |  |
| ACCOUNTANT, BOOKKEEPER ..... | 2   |     |  |  |
| FRIEND, RELATIVE .....       | 3   |     |  |  |
|                              | DNS | -   |  |  |

ASK EVERYONE:

2. Which of the following Canadians have you heard or read something about?  
ROTATE STARTING WITH (J) ITEM.

- |                        | <u>Yes</u> | <u>No</u> |     |
|------------------------|------------|-----------|-----|
| a. (J) Lloyd Axworthy  | 1          | 2         | -23 |
| b. ( ) Jean Chretien   | 1          | 2         |     |
| c. ( ) Sheila Copps    | 1          | 2         |     |
| d. ( ) Joe Ghiz        | 1          | 2         | -26 |
| e. ( ) Paul Martin Jr. | 1          | 2         |     |
| f. ( ) David Peterson  | 1          | 2         |     |
| g. ( ) Brian Tobin     | 1          | 2         | -29 |

DNS = BLANK

CONTINUED ON BACK...

3a. In late April, Finance Minister Michael Wilson presented a new federal budget. Have you seen or heard anything about this budget?

YES .....	1	-30
NO .....	2	
	DNS	-

IF "YES", ASK:

3b. Do you think the budget measures announced will strengthen the Canadian economy or not?

YES .....	1	-31
NO .....	2	
DON'T KNOW .....	X	
	DNS	-

3c. Will the budget measures help or hurt your family's financial situation?

WILL HELP .....	1	-32
WILL HURT .....	2	
WILL MAKE NO DIFFERENCE .....	3	
	DNS	-

ASK EVERYONE:

4. Supposing you were given the opportunity of having a quiet dinner and discussion with any one prominent Canadian, which one do you think you would choose?

*SEE CODE LIST*

*CONS. 59/60*

5. Business corporations in Canada have increased spending on newspaper advertisements designed to swing public opinion behind a particular political party or cause. In general, do you favour or oppose corporations undertaking this type of activity?

FAVOUR .....	1	-33
OPPOSE .....	2	
DON'T KNOW .....	X	
	DNS	-

6a. Do you think that the government has been strict enough or not in checking on applicants for unemployment insurance benefits?

YES, STRICT ENOUGH .....	1	-34
NO, NOT STRICT ENOUGH .....	2	
DON'T KNOW .....	X	
	DNS	-

6b. Do you feel there is or is not a significant group of Canadians who use the unemployment insurance plan simply as a means of getting a "paid vacation" and who do not seriously look for work while the benefits last?

YES .....	1	-35
NO .....	2	
DON'T KNOW .....	X	
	DNS	-

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

LIBERAL .....	1	-36
PROG. CONS. ....	2	
N.D.P. ....	3	
OTHER PARTY (WRITE IN)		
_____	4	
UNDECIDED/NONE .....	5	
REFUSED .....	6	
NOT ELIGIBLE .....	7	

8a. Did you vote in the last federal election on November 21, 1988?

YES .....	( )	
NO .....	1	-37
TOO YOUNG .....	2	

IF "YES", ASK:

8b. 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	
	DNS	-

ASK EVERYONE:

9. The following are some names suggested as possible successors to John Turner as Liberal Party leader. Which of the following would you favour as next leader of the Liberal Party? HAND CARD 1. CIRCLE ONE ONLY

LLOYD AXWORTHY .....	1	-38
JEAN CHRETIEN .....	2	
SHEILA COPPS .....	3	
JOE GHIZ .....	4	
PAUL MARTIN JR. ....	5	
DAVID PETERSON .....	6	
BRIAN TOBIN .....	7	
NONE .....	8	
DON'T KNOW .....	X	
	DNS	-

10. All in all, who do you think has been a better Prime Minister for the country, Brian Mulroney or Pierre Trudeau?

BRIAN MULRONEY .....	1	-39
PIERRE TRUDEAU .....	2	
NEITHER .....	3	
DON'T KNOW .....	X	
	DNS	-

11. Do you believe that the Liberal Party should alternate between having a leader of English descent and a leader of French descent or not?

YES ..... 1 -40  
 NO ..... 2  
 DON'T KNOW ..... X

12. Do you believe that...ROTATE STARTING WITH (✓).

- ( ) Brian Mulroney
- ( ) Jean Chretien
- ( ) Paul Martin Jr.

...ROTATE STARTING WITH (✓) ITEM

	Mulroney			Chretien			Martin			DNS = BL
	Yes	No	DK	Yes	No	DK	Yes	No	DK	
(✓) a. Cares about the average Canadian .....	1	2	X <sup>41</sup>	1	2	X <sup>47</sup>	1	2	X	-53
( ) b. Offers new ideas to the Canadian public .....	1	2	X	1	2	X	1	2	X	
( ) c. Is a strong and decisive leader .	1	2	X	1	2	X	1	2	X	
( ) d. Is a leader you would be proud to have as Prime Minister .....	1	2	X <sup>44</sup>	1	2	X <sup>50</sup>	1	2	X	56
( ) e. Has been in politics too long .....	1	2	X	1	2	X	1	2	X	
( ) f. Is honest and trustworthy .....	1	2	X <sup>46</sup>	1	2	X <sup>52</sup>	1	2	X	58

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

1. 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 \_\_\_\_\_ 4 -67  
 ROMAN \_\_\_\_\_  
 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
<b>POST SECONDARY &amp; NON UNIVERSITY</b>		
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\*\*\*

02

## Question 4 (C02159/160)

Supposing you were given the opportunity of having a quiet dinner and discussion with any one prominent Canadian, which one do you think you would choose? Please tell me in what way he/she is prominent?

- 01 PIERRE TRUDEAU / FORMER PRIME MINISTER: good leader, because of his intelligence and political background, for his career, lawyer, personal history, international citizen.
- 02 BRIAN MULRONEY / PRIME MINISTER: I like him.
- 03 ED BROADBENT / LEADER OF THE NDP: rising political force, T.V. interviewer.
- 04 DAVID PETERSON / PREMIER OF ONTARIO: overall political knowledge.
- 05 GRANT DEVINE / PREMIER OF SASKATCHEWAN: the leader of this province.
- 06 FRANK McKENNA / PREMIER OF NEW BRUNSWICK:
- 07 PAT CARNEY / MEMBER OF PARLIAMENT: mp who is concerned about us.
- 08 POLITICIANS: Michael Wilson, John Crosbie, Bill Van der Zand, David Ramsy, Joe Clark, Roy Romanow, Frank Branch, John Wise, Jean Cretien, George Hees, Bob Rae, Henri Bourassa, John Turner.
- 09 MADAME SAUVE / GOVERNOR GENERAL: first woman speaker of the house, politics.
- 10 MILA MULRONEY / PRIME MINISTER'S WIFE: she's different.
- 11 PIERRE BERTON / WRITER: nice to talk to he's knowledgeable, good conversationalist.
- 12 FARLEY MOWAT / WRITER: animals - ecology.
- 13 MARGARET ATWOOD / WRITER:
- 14 WRITERS: Barbara Amiel, Tom Harpur.
- 15 ARTISTS: Robert Bateman.
- 16 ATHLETES: Wayne Gretzky.
- 17 SINGERS: Anne Murray, Neil Young, Michelle Richard, Bryan Adams, Corey Hart.
- ACTORS: Michael Fox, Gordon Pinsent, Howie Mandel.
- 19 TALK SHOW HOSTS: Dr. Morton Shulman, Brian Linehan.
- 20 BUSINESSMEN: Andrew Sarios, Reichman, Frank Strorach, *John ...*
- 21 DOCTORS: Dr. Robert Saltra, Robert McClure, Henry Morgenthauer.
- 22 NONE / NO ONE:
- 23 OTHER: Lincoln Alexander, Margaret Trudeau, Steve Fonyo, Karen Kain.
- X DON'T KNOW:
- V NOT STATED:

Table with 10 columns and 180 rows of numerical data. Row 161 contains the text '162 blank'. The data is organized in a grid-like structure with varying values across the columns.

Group	Expected	Observed	Weight
Male 18-29	0.142612	142.75	0.100899
Female 18-29	0.139723	139.87	0.111868
Male 30-49	0.189220	189.41	0.206793
Female 30-49	0.186990	187.18	0.203796
Male 50-98	0.152670	152.82	0.190809
Female 50-98	0.176792	176.97	0.173826
Male 99-99	0.001998	2.00	0.001998
Female 99-99	0.009990	10.00	0.009990
Total	1001.00	1001.00	

*this is 9053.WGT*