

# GALLUP WOULD LIKE YOUR OPINION

910-1  
OCT/89

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

OCT 2-5/89

## 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.

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

ASSIGNMENT # 6nd 7-10

o NO - Cal 1-2  
nL No - Cal 3-6

RESPONDENT # \_\_\_\_\_  
PROJECT NO - Cal 11-14  
WEIGHTS - Cal 15-19

### SECTION 1 - ASK EVERYONE

1. First, a question about Halloween. In your opinion, is it as safe, safer or not as safe for children today to go out and trick or treat, as compared to ten years ago?

AS SAFE----- 1-20  
SAFER----- 2  
NOT AS SAFE----- 3  
  
DON'T KNOW----- X

2. Do you believe in real life that there is/are...<sup>DNS</sup> READ LIST. CIRCLE ONE ANSWER ON EACH LINE

DNS = V

	YES	NO	DK
a. Werewolves	1	2	X - 21
b. Witches with supernatural powers	1	2	X
c. Vampires	1	2	X - 23
d. A devil or anti-Christ	1	2	X
e. A Loch Ness monster	1	2	X - 25

3. Do you think Canada should continue to pay allegiance to the Queen, or do you think we should become a republic with an elected president?

SHOULD PAY ALLEGIANCE--- 1-26  
SHOULD BECOME A REPUBLIC 2  
  
CAN'T SAY----- X  
<sup>DNS</sup> Y

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

LIBERAL ..... 1-27  
PROG. CONS. .... 2  
N.D.P. .... 3  
  
OTHER PARTY (WRITE IN) \_\_\_\_\_ 4  
  
UNDECIDED/NONE ..... 5  
REFUSED ..... 6  
NOT ELIGIBLE ..... 7

CONTINUED ON BACK...

5a. Did you vote in the last federal election on November 21, 1988?

YES ..... ( )  
 NO ..... 1-28  
 TOO YOUNG ..... 2

IF "YES", ASK:

5b. 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  
 D.N.S./REF 8

ASK EVERYONE:

6a. Which, if any, region of Canada would you say has benefitted most from Confederation - the Atlantic Provinces, Quebec, Ontario or the West? RECORD BELOW

6b. And which, if any, region of Canada would you say has benefitted least from Confederation? RECORD BELOW

	Q.6a BENEFITTED MOST	Q.6b BENEFITTED LEAST
ATLANTIC PROVINCES	1-29	1-30
QUEBEC	2	2
ONTARIO	3	3
WESTERN PROVINCES	4	4
NONE, ALL EQUAL	5	5
DON'T KNOW	X D.N.S.	X V

7a. Now that many U.S. goods are allowed in here without tariff or custom charges and many Canadian goods are allowed in the U.S. free, do you think Canada is better off or worse off?

BETTER OFF----- 1-31  
 WORSE OFF----- 2  
 CAN'T SAY----- X  
 D.N.S. V

8. Do you feel that the Free Trade agreement is...READ LIST

	YES	NO	DK
a. leading to the creation of more jobs in Canada-----	1	2	X - 32
b. threatening Canada's cultural sovereignty-----	1	2	X
c. Personally benefitting you and your family-----	1	2	X
d. Making Canada too American-----	1	2	X - 35

9. In your opinion, have relations between English and French Canadians improved or worsened over the past year or so?

IMPROVED----- 1-36  
 WORSENE----- 2  
 NO CHANGE----- 3  
 DONT KNOW----- X  
 D.N.S. V

CONTINUED...

10. Do you approve or disapprove of the record of the Progressive Conservative government in Ottawa, since the election in November, 1985?

APPROVE----- 1-37  
DISAPPROVE----- 2

DON'T KNOW----- X  
DNS ✓

11. In your opinion, have relations between the federal and provincial governments improved or worsened since the 1982 federal election?

IMPROVED----- 1-38  
WORSENER----- 2  
NO CHANGE----- 3

DON'T KNOW----- X DNS = ✓

12a. The following people are seeking to succeed Ed Broadbent as leader of the New Democratic Party. Who among the following would you favor as next leader of the NDP? (HAND CARD)

SIMON DE JONG----- 1-39  
STEVEN LANGSDON----- 2  
AUDREY McLAUGHLIN----- 3  
HOWARD McCORMY----- 4  
IAN WADDELL----- 5

OTHER----- 6  
DON'T KNOW/NONE/CAN'T SAY----- X  
DNS ✓

12b. Do you think Ed Broadbent's resignation as leader of the federal NDP will help or hurt that party?

HELP----- 1-40  
HURT----- 2  
NEITHER----- 3

DON'T KNOW----- X  
DNS ✓

COL. 41 - CONFIDENTIAL

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

YES----- 1-42  
NO----- 2  
DK/DNS/REF. X

15a. Each federal Liberal party leadership candidate is allowed to spend about 2 million dollars during the present leadership campaign. Do you believe this amount is too high, too low or about right?

TOO HIGH----- 1-43  
TOO LOW----- 2  
ABOUT RIGHT----- 3

DON'T KNOW----- X  
DNS ✓

CONTINUED ON BACK...

15b. The federal New Democratic Party is also choosing a new leader. The campaign spending limit for each NDP candidate is \$150,000. The Liberal figure of 2 million dollars is roughly the same as was allowed during the 1984 Liberal leadership race won by John Turner. Do you think the Liberals should lower, raise or maintain the present 2 million dollar spending limit for each candidate?

LOWER-----	1-44
RAISE-----	2
MAINTAIN PRESENT LIMIT---	3
DON'T KNOW-----	X
	DNS ✓

SECTION II - ASK EVERYONE

1. Of the total income of your family, is something saved - laid aside regularly - each week or month?

YES-----	1-45
NO-----	2
CAN'T SAY-----	X
	DNS ✓

2. 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
	DNS ✓

3. 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
	DNS ✓

4. 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 ✓

CONTINUED...

5. How likely are you to purchase any of the following items in the next six months? HAND CARD 2 - READ LIST

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

6. Do you think that taxes are too high or about right?

SA	TOO HIGH-----	1	-57
	ABOUT RIGHT-----	2	
	CAN'T SAY-----	X	NS-V

7. Do you generally agree, generally disagree or neither agree nor disagree that the Federal Finance Minister has achieved success in making the tax system fairer for the average Canadian?

SA	AGREE-----	1	-58
	DISAGREE-----	2	
	NEITHER AGREE NOR DISAGREE-----	3	
	DON'T KNOW-----	X	NS-V

8. How concerned would you say you are about the size of the federal government's deficit? Would you say you are...READ LIST

SA	Very concerned-----	1	-57
	Somewhat concerned-----	2	
	Not very concerned-----	3	
	Not at all concerned-----	4	
	DON'T KNOW-----	X	NS-V

9. How concerned would you say the federal government is about the size of its deficit? READ LIST

SA	Very concerned-----	1	-60
	Somewhat concerned-----	2	
	Not very concerned-----	3	
	Not at all concerned-----	4	
	DON'T KNOW-----	X	NS-V

10. In an effort to reduce its deficit - which one action should the federal government undertake - increase taxes or cut its spending?

SA	INCREASE TAXES-----	1	-61
	CUT SPENDING-----	2	
	DON'T KNOW-----	X	NS-V

11. Speaking of our future, which do you think will be the biggest threat to Canada in years to come - big business, big labor or big government?

SA	BIG BUSINESS-----	1	-62
	BIG LABOR-----	2	
	BIG GOVERNMENT-----	3	
	DON'T KNOW-----	X	NS-V

2

12. Generally speaking, and thinking of Canada as a whole, do you think that labor unions are a good thing or a bad thing?

SA GOOD THING----- 1 ~~1~~ - 20  
 BAD THING----- 2  
 DON'T KNOW----- X  
 NS-V

13. 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?

SA TOO POWERFUL----- 1 ~~1~~ - 21  
 NOT ENOUGH POWER----- 2  
 JUST ENOUGH POWER----- 3  
 DON'T KNOW----- X  
 NS-V

14. How would you rate the honesty and ethical standards of the people in these different fields - very high, high, average, low or very low? READ LIST - HAND CARD 3

	VERY HIGH	HIGH	AVER-AGE	LOW	VERY LOW	DK	NS=V
SA a. Advertising executives	1	2	3	4	5	X	-20
SA b. Building contractors	1	2	3	4	5	X	
SA c. Business executives	1	2	3	4	5	X	
SA d. Doctors	1	2	3	4	5	X	-25
SA e. Engineers	1	2	3	4	5	X	
SA f. Labor union leaders	1	2	3	4	5	X	
SA g. Lawyers	1	2	3	4	5	X	26
SA h. Journalists	1	2	3	4	5	X	
SA i. Members of Parliament	1	2	3	4	5	X	
SA j. Police officers	1	2	3	4	5	X	31
SA k. Psychiatrists	1	2	3	4	5	X	
SA l. University teachers	1	2	3	4	5	X	

15a. Do you or your husband/wife work outside the home full time or part time?

SA YES----- 1 ~~1~~ - 34  
 NO----- 2  
 DK/NS/REF-X

IF 'YES', ASK:

15b. If you or your husband/wife were out of work for any reason, and after any unemployment benefits ran out, about how long do you think you could get by without earnings?

SA WEEK OR LESS----- 1 ~~1~~ - 35  
 2 WEEKS----- 2  
 OVER 2 WEEKS TO 4 WEEKS----- 3  
 OVER 1 TO 3 MONTHS----- 4  
 OVER 3 TO 6 MONTHS----- 5  
 OVER 6 TO 11 MONTHS----- 6  
 A YEAR----- 7  
 OVER A YEAR----- 8  
 INDEFINITELY----- 9  
 DON'T KNOW----- X  
 NS-1'

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

1. P/M: 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 MARRIED-----2 -65  
 MARRIED-----2 DIVORCED/SER.-----3 LIVING AS MARRIED-----4

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

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

6. What kind of school was the last school that you attended or HANG CARD TO? PUBLIC/GRADE SCHOOL 1-68  
 SECONDARY SCHOOL--- 3 4  
 UNIVERSITY----- 7 8  
 POST SECONDARY & NON UNIVERSITY  
 COMMUNITY COLLEGE--- 4 6  
 C.E.G.E.P.----- 5 5  
 OTHER (SPECIFY) \_\_\_\_\_ 6 6  
 NO FORMAL SCHOOLING 9 9  
 REFUSED----- 0 0

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

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

9. How many children under 18 years of age are there in the household? 1 2 3 4 5 6 OR MORE -71

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

11. How many would be between 10 & 17 years? ( ) 1 2 3 4 OR MORE -72

12. Are you, or is/are a member of a labour union, or is your husband/wife a labour union member? YES, M/S/ST-----1 -73  
 YES, M/S/ST/SP/ST-----2  
 YES, BOTH-----3  
 NO-----4

13. How many years of senior? YEARS \_\_\_\_\_ -74

14. RECORD IF: NO. (-----) TIME (-----) -75

15. HANG CARD TO: Which number of this card corresponds to your 1984 annual family income from all sources before tax credit? UNDER \$10,000-----1 \$40,000-\$49,999-----5 -76  
 \$10,000-\$14,999-----2 \$50,000-\$59,999-----6  
 \$15,000-\$19,999-----3 \$60,000-\$69,999-----7  
 \$20,000-\$24,999-----4 \$70,000-\$79,999-----8  
 \$25,000-\$29,999-----5 REFUSED-----9

16. RECORD IF: (FARM---) RURAL, NON FARM---2 URBAN---3 -76

TIME INTERVIEW ENDED: \_\_\_\_\_  
 (PLEASE PRINT) REGIONAL \_\_\_\_\_ LANGUAGE 3 -76  
 NAME OF RESPONDENT: \_\_\_\_\_ TELEPHONE: ( ) \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ PROV: \_\_\_\_\_  
 DATE OF INTERVIEW: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_  
 I EXPRESSLY AGREE 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	0.140665	146.99	0.112919	118.00	1.245719
Female 18-29	0.141172	147.52	0.120574	126.00	1.170833
Male 30-49	0.186636	195.04	0.199043	208.00	0.937669
Female 30-49	0.188923	197.42	0.222967	233.00	0.847316
Male 50-98	0.150586	157.36	0.178947	187.00	0.841511
Female 50-98	0.178620	186.66	0.152153	159.00	1.173949
Male 99-99	0.008612	9.00	0.008612	9.00	1.000000
Female 99-99	0.004785	5.00	0.004785	5.00	1.000000
Total		1045.00		1045.00	

9101



Mag	inal	of	9101.c:	card	1	of	2	3	4	5	6	7	8	9	10	11	12	BL
101		0	0	0	0	0	0	0	0	0	0	0	0	0	1045	0	0	0
102	1045	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
103	46	0	0	0	0	0	0	0	0	0	0	0	0	0	999	0	0	0
104	100	100	100	100	100	100	100	100	100	100	100	100	100	100	145	0	0	0
105	110	110	110	106	100	100	100	100	100	100	100	100	100	100	109	0	0	0
106	105	105	105	105	105	104	104	104	104	104	104	104	104	104	104	0	0	0
107	0	40	30	279	0	372	41	40	0	0	0	0	0	0	20	0	0	0
108	446	110	90	70	90	90	239	0	0	0	0	0	0	0	0	0	0	0
109	250	120	60	60	60	35	30	20	20	19	20	20	20	431	0	0	0	0
110	674	221	66	14	0	0	10	20	20	20	20	20	20	0	0	0	0	0
111	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
112	1045	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
113	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1045	0	0	0
114	1045	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
115	408	0	0	0	0	0	0	0	0	0	0	0	0	0	637	0	0	0
116	285	118	0	0	0	0	0	0	0	420	0	0	0	217	5	0	0	0
117	0	0	208	538	0	0	0	0	0	285	0	0	0	9	0	0	0	0
118	187	0	159	0	0	118	0	0	0	441	0	0	0	9	0	0	0	0
119	0	0	233	0	0	187	208	118	0	0	0	0	0	131	0	0	0	0
120	220	148	646	0	0	0	0	0	0	0	0	0	0	5	31	0	0	0
121	30	993	0	0	0	0	0	0	0	0	0	0	0	0	22	0	0	0
122	110	899	0	0	0	0	0	0	0	0	0	0	0	0	34	2	2	0
123	21	1002	0	0	0	0	0	0	0	0	0	0	0	0	19	3	3	0
124	307	703	0	0	0	0	0	0	0	0	0	0	0	0	33	2	2	0
125	137	817	0	0	0	0	0	0	0	0	0	0	0	0	88	3	3	0
126	546	356	0	0	0	0	0	0	0	0	0	0	0	0	141	2	2	0
127	336	209	164	44	249	32	11	0	0	0	0	0	0	0	0	0	0	0
128	167	10	275	335	148	20	56	34	0	0	0	0	0	0	0	0	0	0
129	63	247	397	93	33	33	0	0	0	0	0	0	0	0	206	1	1	0
130	408	94	50	221	31	0	0	0	0	0	0	0	0	0	227	14	0	0
131	341	446	0	0	0	0	0	0	0	0	0	0	0	0	257	1	1	0
132	237	645	0	0	0	0	0	0	0	0	0	0	0	0	159	4	4	0
133	456	476	0	0	0	0	0	0	0	0	0	0	0	0	109	4	4	0
134	205	721	0	0	0	0	0	0	0	0	0	0	0	0	113	6	6	0
135	499	457	0	0	0	0	0	0	0	0	0	0	0	0	83	6	6	0
136	139	599	231	0	0	0	0	0	0	0	0	0	0	0	72	4	4	0
137	213	669	0	0	0	0	0	0	0	0	0	0	0	0	162	1	1	0
138	120	535	283	0	0	0	0	0	0	0	0	0	0	0	107	0	0	0
139	10	47	110	13	35	114	0	0	0	0	0	0	0	0	703	2	2	0
140	210	491	157	0	0	0	0	0	0	0	0	0	0	0	185	2	2	0
141	<del>0</del>	<del>0</del>	<del>0</del>	<del>0</del>	<del>0</del>	<del>0</del>	<del>0</del>	<del>0</del>	<del>0</del>	<del>0</del>	<del>0</del>	<del>0</del>	<del>0</del>	<del>0</del>	12	0	0	0
142	397	645	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0
143	813	13	151	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0
144	798	23	153	0	0	0	0	0	0	0	0	0	0	0	65	1	1	0
145	624	375	0	0	0	0	0	0	0	0	0	0	0	0	46	0	0	0
146	141	602	199	5	0	0	0	0	0	0	0	0	0	0	45	0	0	0
147	192	306	477	0	0	0	0	0	0	0	0	0	0	0	69	0	0	0
148	233	716	0	0	0	0	0	0	0	0	0	0	0	0	90	1	1	0
149	64	143	287	54	1	0	0	0	0	0	0	0	0	0	9	1	1	0
150	105	246	219	462	0	0	0	0	0	0	0	0	0	0	13	0	0	0
151	159	222	198	455	0	0	0	0	0	0	0	0	0	0	11	0	0	0
152	30	33	111	361	0	0	0	0	0	0	0	0	0	0	3	2	2	0
153	72	215	219	530	0	0	0	0	0	0	0	0	0	0	9	0	0	0
154	43	82	252	655	0	0	0	0	0	0	0	0	0	0	7	1	1	0
155	55	108	218	660	0	0	0	0	0	0	0	0	0	0	4	0	0	0
156	94	184	177	583	0	0	0	0	0	0	0	0	0	0	7	0	0	0
157	826	186	0	0	0	0	0	0	0	0	0	0	0	0	31	2	2	0
158	113	759	99	0	0	0	0	0	0	0	0	0	0	0	69	0	0	0
159	424	412	107	72	0	0	0	0	0	0	0	0	0	0	30	0	0	0
160	251	357	244	148	0	0	0	0	0	0	0	0	0	0	45	0	0	0
161	31	975	0	0	0	0	0	0	0	0	0	0	0	0	39	0	0	0
162	191	206	522	0	0	0	0	0	0	0	0	0	0	0	26	0	0	0
163	935	108	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
164	132	110	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Do Not Use



