

Sept 6-9/89

GALLUP WOULD LIKE YOUR OPINION

909-1A
SEPT/89

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

SUGGESTED INTRODUCTION

Come on in from the Gallup Organization and let me tell you about a few topics of national public opinion and of marketing.

CARD No - Col. 1, 2
SERIAL No - Col 3-6
PROJECT No - Col. 11-14
NEIGITS - Col 15-19

TIME INTERVIEW STARTED: _____

ASSIGNMENT # Col 7-10

RESPONDENT # _____

SECTION 1 - ASK EVERYONE [0]

1/ Do you favor or oppose the idea of having Ottawa-MTL, rather than just Ottawa, named as Canada's capital?

FAVOR..... 1-20
OPPOSE..... 2
DON'T KNOW..... X

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

GOOD THING..... 1-21
BAD THING..... 2
DON'T KNOW..... X

3/ Have you, yourself, smoked any cigarettes in the past week?

YES..... 1-22
NO..... 2
DK/DNS..... V

4/ Do you think the Province of Quebec should have a special status within confederation with more powers than other provinces, or do you think it should have the same powers as all the other provinces?

SPECIAL STATUS..... 1-23
SAME AS OTHER PROVINCES 2
DON'T KNOW..... X

5/ Do you think that nurses should be allowed to go on strike?

YES..... 1-24
NO..... 2
DON'T KNOW..... X

CONTINUED ON BACK...

6A

Regarding the upcoming federal New Democratic Party leadership convention, what person would you like to see as leader of NDP? RECORD BELOW UNDER VOLUNTEERED

(6B)

Here is a card listing some possible contenders. If you could vote on this, which one of these would you vote for? RECORD BELOW UNDER AIDED

~~Q6A~~
 Q6A = 25-26
 recorded
 so that
 BARRETT = 01
 DE JONG = 02
 REIS = 10
 ROBINSON = 11
 OTHER = 15-16
 D/K

	Q.6a VOLUNTEERED	Q.6b AIDED
DAVE BARRETT	1 - 25	
SIMON DE JONG	2	2 - 27
STEVEN LANGDON	3	3
STEPHEN LEWIS	4	
ALEXA McDONOUGH	5	
AUDREY McLAUGHLIN	6	
MOWAT McCURDY	7	
LORNE MYSTRON	8	
BOE RAE	9	
NELSON REIS	10 - 26	
SVENE ROBINSON	11	
ROY ROMANOW	2	3 - 28
JAN MADDELL	3	
BOE WHITE	4	
OTHER	5	
DON'T KNOW/NONE/CAN'T SAY/ONS	6	6

7A

In your opinion, do women in Canada get as good a break as men?

YES..... 1 - 19
 NO..... 2

7B

Do you think women could run most businesses as well as men or not?

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

7C

If a woman has the same ability as a man, does she have as good a chance to become the executive of a company, or not?

YES..... 1 - 31
 NO..... 2

8A

There are more married women - with families - in the working world than ever before. Do you think this has a harmful effect on family life or not?

YES, HARMFUL..... 1 - 32
 NOT HARMFUL..... 2

8B

If you were taking a new job and had your choice of a boss, would you prefer to work for a man or a woman?

PREFER MAN BOSS..... 1 - 33
 PREFER WOMAN BOSS..... 2
 NO DIFFERENCE..... 3

DON'T KNOW..... 4
 D/K

DNS
= V

Q8C#
TO Q8C5

8C1

8C1 I would now like to read you some statements. Would you please tell me whether you agree or disagree with each statement?

	AGREE	DIS-AGREE	DK
Most men you know think they are better than women-----	1	2	X -34
Men are willing to let women get ahead, but only if women still do all the housework at home-----	1	2	X
All things considered, there are more advantages in being a man in Canada today-----	1	2	X -36
At work, most men don't take women seriously-----	1	2	X
A woman who takes years out of her career for child care can never make up for it on the job-----	1	2	X -38

9A

9A How important is it that English language rights are adequately protected in the province of Quebec?

VERY IMPORTANT-----	1 -39
SOMEWHAT IMPORTANT-----	2
NOT VERY IMPORTANT-----	3
NOT AT ALL IMPORTANT-----	4
DON'T KNOW-----	X

9B

9B And how important is it that French language rights are adequately protected outside the province of Quebec?

VERY IMPORTANT-----	1 -40
SOMEWHAT IMPORTANT-----	2
NOT VERY IMPORTANT-----	3
NOT AT ALL IMPORTANT-----	4
DON'T KNOW-----	X

9C

9C Do you think that this province should have two official languages - English and French - so that government services are provided in both languages?

YES, SHOULD-----	1 -41
NO, SHOULD NOT-----	2
DON'T KNOW-----	X

10A

10A Do you think children today are being better educated or worse than you were?

BETTER-----	1 -42
WORSE-----	2
THE SAME-----	3
CAN'T SAY-----	X

10B

10B On the whole would you say that, in your community, opinion of the teaching profession has gone up, gone down, or remained the same as compared to five years ago?

GONE UP-----	1 -43
GONE DOWN-----	2
NO CHANGE-----	3
DON'T KNOW-----	X

CONTINUED ON BACK...

12. Do you approve or disapprove of the way Brian Mulroney is handling his job as Prime Minister?

APPROVE..... 1-44
 DISAPPROVE..... 2
 NO OPINION..... X

13. Are you in favor of the free Trade agreement with the United States or not?

FAVOR..... 1-45
 OPPOSED..... 2
 DON'T KNOW..... X

14. Are you in favor of replacing the manufacturers sales tax with a new national goods and services sales tax, or not?

FAVOR..... 1-46
 OPPOSED..... 2
 DON'T KNOW..... X

14. How concerned are you with the following environmental issues? READ LIST.

	VERY CONCERNED	SOMEWHAT CONCERNED	NOT VERY CONCERNED	NOT AT ALL CONCERNED	DON'T KNOW	
Water quality	1	2	3	4	X	-47
Air quality	1	2	3	4	X	
Food quality	1	2	3	4	X	
Soil conservation	1	2	3	4	X	-50
Forest conservation	1	2	3	4	X	
Greenhouse effect	1	2	3	4	X	
Ozone layer depletion	1	2	3	4	X	-53

15. Do you believe our food is becoming unsafe because of the use of additives and pesticides?

YES..... 1-54
 NO..... 2
 DON'T KNOW..... X

16. Do you believe organically grown food is...READ STATEMENTS.

	YES	NO	DON'T KNOW	
Completely free of toxins or poisons?	1	2	X	-55
Healthier than regularly grown food?	1	2	X	-56
Worth the extra cost?	1	2	X	-57

BASIC DATA = Cpl. 162 - 179

CONTINUED...

17. How would you rate the trustworthiness of information about the environment and food safety from the following sources? READ LIST.

	VERY TRUST-WORTHY	SOMEWHAT TRUST-WORTHY	NOT VERY TRUST-WORTHY	NOT AT ALL TRUST-WORTHY	DON'T KNOW	
Government officials	1	2	3	4	X	-20
University scientists	1	2	3	4	X	
News media	1	2	3	4	X	
Greenpeace	1	2	3	4	X	-23
Pollution Probe	1	2	3	4	X	
Food manufacturers	1	2	3	4	X	
Grocery stores	1	2	3	4	X	-26

Ans = V

18. Which Major League baseball team do you prefer, the Montreal Expos or the Toronto Blue Jays?

MONTREAL EXPOS	1	-27
TORONTO BLUE JAYS	2	
NEITHER	3	
BOTH	4	
DON'T KNOW	X	

DN's V

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

LIBERAL	1	-28
PROG. CONS.	2	
N.D.P.	3	
OTHER PARTY (WRITE IN)	4	
UNDECIDED/NONE	5	
REFUSED	6	
NOT ELIGIBLE	7	

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

YES	()
NO	1
TOO YOUNG	2

IF "YES", ASK:

20b. 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

SECTION 11 - ASK EVERYONE

QQ1A

1a. Overall, how well would you say you like Brian Mulroney? READ LIST

- Like a lot..... 1 30
- Like a little..... 2
- Dislike a little..... 3
- Dislike a lot..... 4
- DON'T KNOW.....

DMS } → SKIP TO Q.2

QQ1B1

1b. What, if anything, do you like the most about Brian Mulroney? PROBE: Anything else?

- _____ 31
- _____ 32
- _____ 33
- _____ 34
- _____ 35
- _____ 36

QQ1B2. Answered Q35
QQ1B3 - ANYTHING ELSE

1c. And what, if anything, do you dislike the most about Brian Mulroney? PROBE: Anything else?

- _____ 37
- _____ 38
- _____ 39
- _____ 40
- _____ 41
- _____ 42

QQ1C1
QQ1C2
QQ1C3

2a. Overall, how well would you say you like Jean Chretien? READ LIST

- Like a lot..... 1 48
- Like a little..... 2
- Dislike a little..... 3
- Dislike a lot..... 4
- DON'T KNOW.....

DMS } → SKIP TO NEXT SECTION

QQ2A1
B2
B3

2b. What, if anything, do you like the most about Jean Chretien? PROBE: Anything else?

- _____ 44
- _____ 45
- _____ 46
- _____ 47
- _____ 48
- _____ 49

2c. And what, if anything, do you dislike the most about Jean Chretien? PROBE: Anything else?

- _____ 50
- _____ 51
- _____ 52
- _____ 53
- _____ 54
- _____ 55

QQ2C1
2
3

2c. And what, if anything, do you dislike the most about Jean Chretien? PROBE: Anything else?

_____ 25
 _____ 26
 _____ 27
 _____ 28
 _____ 29
 _____ 30

SECTION III - ASK EVERYONE

Q#1

In this next section, I'd like to ask you a few questions about Japan and what you think about this country and its people.

1. To start, there are a variety of ways people can learn about Japan. Please look at this card and tell me the ones that apply to you. **MAND CARD 2. CIRCLE ALL ANSWERS. PROBE:** Any other ways?

- Through buying Japanese products such as cars and electric appliances or through eating at Japanese restaurants..... 1 - 7
- Through news items and special programs or articles on Japan in newspapers, magazines, radio and TV 2
- Through comments or publications by leading figures in the Canadian government, labor unions, business and educational institutions 3
- Through information provided by Japanese government 4 - 6
- Through information provided by Japanese firms 5
- Through Japanese friends and/or acquaintances 6
- Through school education..... 7 - 13
- Through books, movies and/or cultural events about Japan 8
- Through experience of working for a Japanese firm outside Japan..... 9
- Through a visit to Japan for sightseeing, business, etc..... 10 - 16
- Through living in Japan for study or business 11
- I KNOW NOTHING ABOUT JAPAN..... 12
- DON'T KNOW..... 13 - 19

70

Q#10

Q#11
 Q#12
 Q#13

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
 MARRIED-----2 LIVING AS MARRIED-----4

4. What was the language you first spoke in childhood and still understand? ENG. 10+-----1 OTHER (SPECIFY) _____ 3 -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 institution was the first school that you attended? (SEE CARD 10) PUBLIC/PRIVATE SCHOOL 1-65
 SECONDARY SCHOOL--- 2
 UNIVERSITY----- 3
 POST SECONDARY & NON UNIVERSITY COMMUNITY COLLEGE--- 4
 C.T.C./I.F.----- 5
 OTHER (SPECIFY) _____ 6
 NO FORMAL SCHOOLING 7
 REFUSED----- 8

7. What is your occupation? SPECIFIC JOB: _____ -68
 TYPE OF COMPANY: _____
 CHECK IF: () STUDENT () HOUSEWIFE

8. OCCUPATION OF HEAD OF FAMILY SPECIFIC JOB: _____ -69
 TYPE OF COMPANY: _____

9. How many children including yourself, live in this household? 0 1 2 3 4 5 6 OR MORE -70

10. How many would be under 10 years? 0 1 2 3 4 OR MORE -71

11. How many would be between 10 & 17 years? 0 1 2 3 4 OR MORE -72

12. Are you yourself a member of a labour union, or is your husband/wife a labour union member? YES, MYSELF-----1
 YES, MY SPOUSE-----2
 YES, BOTH-----3
 NO-----4

13. How long has your spouse been absent? YEAR _____ 73

14. RECEIVED: MAIL-----1 FIRM-----2 -74

15. WAGE CARD 15: Which number of this card corresponds to your total annual family income from all sources before tax deduction? UNDER \$10,000-----1 \$40,000-\$49,999-----2
 \$10,000-\$14,999-----2 \$50,000-\$59,999-----3
 \$15,000-\$19,999-----3 \$60,000-\$69,999-----4
 \$20,000-\$29,999-----4 \$70,000 & OVER-----5
 \$30,000-\$39,999-----5 REFUSED-----6

16. RECEIVED IF: FARM-----1 RURAL, NON FARM-----2 URBAN-----3 -75

TIME INTERVIEWEES ENDED: _____
 (PLEASE PRINT) REGIONAL: _____ LANGUAGE: 5 -76
 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: _____

*** VALIDATION CHECK WILL BE MADE ON ALL INTERVIEWERS' WDRS ***

"WHAT, IF ANYTHING, DO YOU LIKE THE MOST ABOUT BRIAN MULRONEY?"

- 01 HIS PERSONALITY / PERSONABLE - HE'LL TALK TO EVERYONE - HE'S NOT A SNOB, I LIKE HIS WAY WITH PEOPLE.
- 02 GOOD IMAGE AS STATESMAN / LEADER - HE DOESN'T EMBARRASS OUR COUNTRY, HE'S A STRONG LEADER, A WORLD STATESMAN
- 03 HONESTY / INTEGRITY - HE'S SOMEWHAT HONEST AND FRANK, STUCK TO HIS WORDS, TRIES TO BE SINCERE, CONFIDENCE IN HIS INTEGRITY, HE STICKS TO HIS BELIEFS AND IDEAS.
- 04 MEDIA IMAGE - HAS A GOOD IMAGE ON T.V. + INTERVIEWING
- 05 AGGRESSIVE / FOLLOWS THROUGH - HE GETS WHAT HE WANTS
- 06 HANDLING OF CABINET / GOV'T PERSONNEL - MADE GOOD CHOICE OF CABINET MINISTERS
- 07 HANDLING OF FREE TRADE AGREEMENT
- 08 HANDLING OF ECONOMY - IN HIS EFFORTS TO MAKE CANADA ECONOMIC SOUND
- 09 HANDLING OF ENVIRONMENT - THE WAY HE HANDLES ACID RAIN
- 10 HANDLING OF TAX REFORM
- 11 HANDLING OF FOREIGN POLICY
- 12 HANDLING OF NATIONAL DEBT

13 HANDLING OF RELATIONS WITH U.S. - DIALOGUE WITH THE U.S.A.

14 HANDLING OF "HIMSELF" - THE WAY HE HANDLES HIMSELF

15 HIS FAMILY - HAS A NICE FAMILY, NICHOLAS HIS SON

16 BEING A PROGRESSIVE CONSERVATIVE - HE'S A P.C.

17 DOING A GOOD JOB (GENERAL) - HE'S EFFICIENT

18 TRYING HARD / MAKING A GOOD EFFORT

19 HIS PHYSICAL APPEARANCE - WHY HE DRESSES

20 ~~TELEVISION~~ ~~209~~ ~~52614~~ ~~ABORTION~~
HIS STAND ON ABORTION

21 BEING BILINGUAL ~~4/11/17/5/6/2/14~~ ~~PERSONALITY~~ ~~PROJECTED IMAGE~~

22 CREATING JOBS ~~ADDRESSING THE PROBLEM~~ ~~HE CREATED JOBS~~ ~~ADDRESSING~~

23 MET QUEBÉCOIS

96 NOTHING / DISLIKES BRIAN MULRONEY - JUST DON'T LIKE HIM, NOT LIKEABLE, DID NOT ACCOMPLISH VERY MUCH.

97 OTHER [HANDTAB] - HIS CHIN, LOYALTY, STAND ON CAPITAL PUNISHMENT, BUSINESS BACKGROUND

98 * DON'T KNOW

99 ✓ NOT STATED / REFUSED / NO COMMENT

Q. 1c

909-11

"AND WHAT, IF ANYTHING, DO YOU DISLIKE THE MOST ABOUT BRIAN MULRONEY

- 01 'DISHONEST / INSINCERE'
- 02 'HANDLING OF PATRONAGE'
- 03 HANDLING OF FREE-TRADE
- 04 HANDLING OF RELATIONS WITH U.S - GIVES IN TO AMERICANS
- 05 IGNORES COMMON PEOPLE
- 06 HANDLING OF SALES TAX ISSUE
- 07 ARROGANT
- 08 PERSONALITY^{ATTITUDE} (UNSPECIFIED)
- 09 TREATMENT OF PENSIONERS / SENIORS
- 10 FAVOURS QUEBEC
- 11 TOO CONCERNED WITH HIS IMAGE - ALWAYS WANTS HIS PICTURE TAKEN
- 12 HANDLING OF SENATE REFORM - SHOULD HAVE FASTEN ON SENATE REFORM
- 13 INDECISIVE / NOT STRONG / POOR LEADER
- 14 ALLOWING CANADA TO LOSE ITS IDENTITY

- 15 LACK OF JOB CREATION
- 16 LACK OF CONTROL OVER CABINET / CAUCUS
- 17 HANDLING OF NATIONAL DEBT - SPENDS TOO MUCH OF OUR MONEY WASTEFUL THINGS - DEBT RACKS UP.
- 18 HIS VOICE / WAY HE THINKS
- 19 TOO CAPITALISTIC / AGAINST SOCIAL PROGRAMS
- 20 SPENDING TOO MUCH ON PERSONAL EXPENSES
- 21 EVERYTHING / DOING A BAD JOB (GENERAL)
- 22 NOT A TRUE CONSERVATIVE / MORE LIKE A LIBERAL
- 23 DOESN'T DO ENOUGH FOR QUEBEC
- 24 NO CHARISMA
- 25 DISLIKE HIS POLICIES / AGENDA (GENERAL)
- 26 TOO PARTISAN / TOO CONCOMED WITH HIS OWN PARTY
- 27 HANDLING OF ABORTION ISSUE

96 NOTHING / LIKES BRIAN MULRONEY

97 OTHER [HANDTAG]

X DON'T KNOW

V NOT STATED

Q.2 b

909-1A

"WHAT, IF ANYTHING, DO YOU LIKE ABOUT JEREMY CLYBURN?"

01 INTELLIGENCE

02 HONESTY / SINCERITY / INTEGRITY

03 PERSONABLE

04 CHARISMA

05 CONSIDERATE / CONCERNED

06 EXCELLENT LEADER / STATESMAN

07 AGGRESSIVE / HANDWORKING / A FIGHTER

08 ~~EM~~ PASSIONATE - CARES ABOUT THE COUNTRY + ITS PEOPLE

09 BETTER THAN JOHN TURNER

10 BETTER THAN TRUDEAU

11 BETTER THAN MULRONEY

12 BILINGUAL

13 POLITICALLY EXPERIENCED

14 OPINIONATED

15 ORATOR / SPEAKS WELL

16 SENSE OF HUMOUR

17 COMMON MAN IMAGE

18 HE'S FOREIGN

19 HE'S NOT A CONSERVATIVE

20 VISION OF THE COUNTRY - HE HAS
A VISION OF CANADA THAT I AGREE WITH.

20 HIS ^{AGENDA} POLICIES

Q.26

909-1A

96 NOTHING / DISLIKES JEAN CHRISTEN

97 OTHER (HANDWRITING)

X DON'T KNOW

V NOT STATED

"AND WHAT, IF ANYTHING, DO YOU DISLIKE THE MOST ABOUT JEAN CHARENTEN?"

- 01 HE'S FRENCH
- 02 TOO PRO-QUEBEC / PRO-FRENCH
- 03 DISHONEST / INSINCERE - UNTRUSTWORTHY
- 04 TOO OLD / BEEN AROUND TOO LONG
- 05 POOR COMMAND OF ENGLISH LANGUAGE
- 06 HE'S A LIBERAL
- 07 INCONSIDERATE
- 08 POOR LEADER / STATESMAN
- 09 ~~WAY~~ ^{SPEECH MANNERISM} HE TALKS - (SIDE OF HIS MOUTH)
- 10 HIS ATTITUDE TO LOSING LEADERSHIP TO TURNER
- 11 DOESN'T SEEM PERSONABLE / WARM
- 12 APPEARANCE
- 13 APPROXIMATE / CONCEPT
- 14 GENERAL DISLIKE OF JEAN CHARENTEN - EVERYTHING
- 15 TOO MUCH LIKE TRUDEAU / CANNOT OWN UP P.B.T.
- 16 INDIFFERENCE
- 17 TRAITOR TO QUEBEC, NOT GOOD FOR QUEBEC
- 96 NOTHING / LIKE JEAN CHARENTEN
- 97 OTHER [HANDTAG]
- X DON'T KNOW
- ✓ NOT STATED