

# GALLUP WOULD LIKE YOUR OPINION

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

012-1  
DEC/90

**SUGGESTED INTRODUCTION:**

Hello. My name is ..... from the Gallup Poll. The Gallup Poll is a survey on different topics concerning both national public opinion and marketing issues. I'd like to interview the youngest (male/female) who is 18 years of age or older and who is at home right now. Would that be yourself?

ASSIGN # _____	(7-10)	START TIME _____	(18-21)
RESPONDENT # _____	(11-12)	FINISH TIME _____	(22-25)
EMPLOYEE ID# _____	(14-17)	DATE _____	(26-29)
VERSION _____		(30-31)	

01

**SECTION I- ASK EVERYONE**

02

1a. In order to celebrate Christmas, do you plan to...**READ LIST**

- |  |                 |
|--|-----------------|
| Buy a real Christmas tree                  | 1 - 7           |
| Buy or set up an artificial Christmas tree | 2               |
| or   |                 |
| Have no Christmas tree                     | 3               |
| DON'T KNOW-----                            | X               |
|  | NS-V            |
| DON'T CELEBRATE CHRISTMAS--                | 4 → SKIP TO Q.2 |

1b. Because of the economic recession, have you changed how you plan to celebrate Christmas this year in any of the following ways? **READ LIST**

- |   |      |
|---|------|
| 1 Buy less expensive gifts---                       | 1-8  |
| 2 Buy fewer gifts-----                              | 2    |
| 3 Not buy any gifts-----                            | 3    |
| 4 Not send Christmas cards---                       | 4-11 |
| 5 RECESSION WON'T AFFECT CHRISTMAS CELEBRATION----- | 5-12 |
| 6 DON'T KNOW-----                                   | X-12 |
|   | V-12 |

**ASK EVERYONE:**

2. Do you favor or oppose the idea of the Maritime provinces - Nova Scotia, New Brunswick and Prince Edward Island - uniting to form one province?

- |                |      |
|----------------|------|
| FAVOR-----     | 1-14 |
| OPPOSE-----    | 2    |
| UNDECIDED----- | X    |
|                | NS-V |

ARD # Cols 1,2  
AL # Cols 3-6  
IGN # Cols. 7-10  
+WK # Cols. 11-14  
GHTS Cols. 15-19

IN Ascii File - DK appears as (—)  
NS appears as (S)

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

LIBERAL-----	1-15
PROG. CONS.-----	2
N.D.P.-----	3
REFORM PARTY-----	4
BLOC QUEBECOIS-----	5
OTHER PARTY (WRITE IN)	
_____	6
UNDECIDED/NONE-----	7
REFUSED-----	8
NOT ELIGIBLE-----	9

4a. Did you vote in the last federal election on November 21, 1988?

YES-----	[ ]
NO-----	1-16
TOO YOUNG-----	2

IF 'YES', ASK:

4b. Which party did the candidate for whom you voted represent?

LIBERAL-----	3
PROG. CONS.-----	4
N.D.P.-----	5
REFORM PARTY-----	6
OTHER PARTY (WRITE IN)	
_____	7
REFUSED-----	8
DON'T KNOW/NONE-----	X

ASK EVERYONE:

5a. In your opinion, is the government spending too much, too little or about the right amount on welfare?

TOO MUCH-----	1-17
TOO LITTLE-----	2
ABOUT RIGHT AMOUNT----	3
DON'T KNOW-----	X

5b. Do you think that most people who receive money from welfare could get along without it if they tried, or do you think most of them really need help?

GET ALONG WITHOUT-----	1-18
REALLY NEED HELP-----	2
HALF & HALF (VOLUNTEERED)	3
DON'T KNOW-----	X

6. If it was possible today to pass the Meech Lake Accord, would you favor or oppose passing it?

FAVOR-----	1-19
OPPOSE-----	2
DON'T KNOW-----	X

7. Do you favor or oppose the Canadian Armed Forces going to war against Iraq?

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

8. Do you favor or oppose having condom dispensing machines placed in high schools across the country?

FAVOR----- 1-21  
 OPPOSE----- 2  
 DON'T KNOW----- X

9a. Are you aware or not of the federal government's new Citizens' Forum on Canada's Future, headed by Keith Spicer?

YES, AWARE----- 1-22 → ASK Q.9b  
 NO, NOT AWARE----- 2 →  
 NO OPINION----- X → SKIP TO Q.10

IF 'YES, AWARE' (Q.9a), ASK:

9b. Do you think this Forum will come up with new ideas to help Canadian unity, or do you think it will just be a waste of time?

WILL HELP CANADIAN UNITY 1-23  
 WILL BE A WASTE OF TIME 2  
 DON'T KNOW----- X

ASK EVERYONE:

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

- (✓) Brian Mulroney
- ( ) Jean Chretien
- ( ) Audrey McLaughlin

...ROTATE STARTING WITH (✓)

	Mulroney			Chretien			McLaughlin		
	Yes	No	DK	Yes	No	DK	Yes	No	DK
(✓) Cares about the average Canadian----- 24-	1	2	X	27- B1 1	2	X	30- C1 1	2	X
( ) Offers new ideas to the Canadian public----- 25-	1	2	X	32- 28- 1	2	X	32- 31- 1	2	X
3 ( ) Is honest and trustworthy--- 26-	1	2	X	33- 29- 1	2	X	33- 32- 1	2	X

11. What do you think is the most important problem facing this country today?  
 DO NOT READ LIST

INFLATION/HIGH PRICES----- 1-33  
 OTHER ECONOMIC PROBLEMS----- 2  
 UNEMPLOYMENT----- 3  
 LABOR UNIONS/STRIKES----- 4  
 NATIONAL UNITY/INTER-PROVINCIAL RELATIONS/MEECH LAKE----- 5  
 ENVIRONMENT/POLLUTION/CLEAN AIR----- 6  
 FREE TRADE: U.S. TRADE RELATIONS----- 7  
 HEALTH CARE----- 8  
 GOVERNMENT----- 9  
 GOODS & SERVICES TAX (GST)----- 0  
 WORLD PEACE/INTERNATIONAL PROBLEMS/PROSPECT OF WAR/  
 PERSIAN GULF CRISIS/IRAQ----- 1-34  
 OTHER (SPECIFY)

---

CAN'T SAY----- 2  
 X

NS-V

2. 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 (✓) HAND CARD 1

	VERY CON- CERNED	SOME- WHAT CON- CERNED	NOT VERY CON- CERNED	NOT AT ALL CON- CERNED	DK
) Environment-----	1	2	3	4	X-37
) Honesty in government-----	1	2	3	4	X
) Free Trade-----	1	2	3	4	X
✓) Cost of housing-----	1	2	3	4	X-40
) Abortion-----	1	2	3	4	X
) Canadian unity-----	1	2	3	4	X
) Day care-----	1	2	3	4	X-43
) Federal deficit-----	1	2	3	4	X
) Unemployment-----	1	2	3	4	X
) Government taxation levels-----	1	2	3	4	X-46
) Illegal drug use-----	1	2	3	4	X
) Growth of the federal government---	1	2	3	4	X
) Threat of nuclear war-----	1	2	3	4	X-49
) The threat of Quebec separation----	1	2	3	4	X
) Rate of inflation-----	1	2	3	4	X
) Senate reform-----	1	2	3	4	X-52
) Threat of war in Persian Gulf-----	1	2	3	4	X-53

NS-V

3. What do you think is more important - to create jobs or to protect the environment?

CREATE JOBS----- 1-54  
 PROTECT ENVIRONMENT----- 2  
 DON'T KNOW----- X

4a. Have you recently purchased any so-called "environmentally friendly" products - that is, products manufactured and packaged using methods which do not damage the environment?

YES----- 1-55  
 NO----- 2  
 DON'T KNOW----- X

4b. Do you think that companies making "environmentally friendly" products are genuinely concerned about the environment, or do you think these companies are making these products just for public relations purposes?

ARE GENUINELY CONCERNED 1-56  
 JUST FOR PUBLIC RELATIONS 2  
 DON'T KNOW----- X

5a. For each of the following companies that I read out please tell me whether or not you think that company is doing a good job or a bad job of protecting the environment? READ LIST STARTING WITH (✓)

	DOING A GOOD JOB	DOING A BAD JOB	DK
) Coca-Cola-----	1	2	X-57
) General Foods-----	1	2	X
) General Motors-----	1	2	X-59
) Imperial Oil-----	1	2	X
) McDonald's-----	1	2	X-61

NS-V



15b. In general, do you think that "environmentally friendly" products really are better for the environment, or not?

YES, REALLY BETTER----- 1-62  
 NO, NOT REALLY BETTER----- 2  
 DON'T KNOW----- X  
 NS-V

16a. Does your community have a blue box program for recycling?

YES----- 1-63 → ASK Q.16b  
 NO----- 2 → SKIP TO Q.17  
 DON'T KNOW----- X  
 NS-V

IF 'YES' AT Q.16a, ASK:

16b. Does your household have a blue box for recycling?

YES----- 1-64  
 NO----- 2  
 DON'T KNOW----- X  
 NS-V

ASK EVERYONE:

17. In order to protect the environment, how helpful do you think the following would be? HAND CARD 2 & READ LIST STARTING WITH (✓)

	VERY HELP- FUL	SOME- WHAT HELP- FUL	NOT VERY HELP- FUL	NOT AT ALL HELP- FUL	DK	
(✓) Banning aerosol spray cans?	1	2	3	4	X-65	NS-V
( ) Banning styrofoam cups?	1	2	3	4	X	
( ) Banning disposable diapers?	1	2	3	4	X	
( ) Mandatory recycling of bottles?	1	2	3	4	X-68	NS-V
( ) Mandatory recycling of newspapers?	1	2	3	4	X	
( ) Mandatory recycling of cans?	1	2	3	4	X	
( ) Reduced packaging of products?	1	2	3	4	X-71	NS-V
( ) Closing nuclear power plants?	1	2	3	4	X	
( ) Increased regulation by the government?	1	2	3	4	X	
( ) Increasing fines for companies that pollute?	1	2	3	4	X-74	NS-V
( ) Mandatory jail terms for executives of companies that pollute?	1	2	3	4	X	
( ) Making donations to environmental groups?	1	2	3	4	X	
( ) Banning products from countries that neglect the environment?	1	2	3	4	X	NS-V
( ) Mandatory reduction in automobile emissions?	1	2	3	4	X-78	

18. Do you think "O Canada" should be sung before sports events, or not?

YES, SHOULD----- 1-79  
 NO, SHOULD NOT----- 2  
 DON'T KNOW----- X  
 NS-V

ASK RESPONDENTS IN ONTARIO ONLY, ALL OTHERS SKIP TO NEXT SECTION

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

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

03

20a. Did you vote in the last provincial election on September 6th, 1990?

- YES----- [ ]
- NO----- 1-8
- TOO YOUNG----- 2

IF 'YES', ASK:

20b. Which party did the candidate for whom you voted represent?

- LIBERAL----- 3
- PROG.CON.S.----- 4
- N.D.P.----- 5
- OTHER PARTY (WRITE IN) \_\_\_\_\_ 6
- REFUSED ~~NS~~----- 7
- DON'T KNOW/NONE----- X

ASK EVERYONE IN ONTARIO ONLY

21. Do you agree or disagree with the Ontario Government's decision to withdraw a \$55 million commitment to help build a new ballet-opera house in Toronto?

- AGREE WITH DECISION----- 1-9
- DISAGREE WITH DECISION----- 2
- DON'T KNOW----- X

NS-✓

22. Do you agree or disagree with the Ontario government's decision to fund free-standing abortion clinics?

- AGREE----- 1-10
- DISAGREE----- 2
- DON'T KNOW----- X

NS-✓

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

SA

MEN: Are you the male head of the household? YES-----1 NO-----2-65 NS=3  
WOMEN: Are you the female head of the household?

EVERYONE:

Are you employed outside the home full-time, part-time or not at all? SA FULL-TIME---1 PART-TIME---2 NOT AT ALL---3-64 NS=4

What is your marital status? SA SINGLE-----1 WID/DIV/SEP-----3-65  
MARRIED-----2 LIVING AS MARRIED-----4 NS=5

What was the language you first spoke in childhood and still understand? SA ENGLISH-----1 OTHER (SPECIFY)  
FRENCH-----2 DO NOT H.T. NS=4 3-66

What is your religious preference? SA PROTESTANT--1 OTHER (SPECIFY)  
JEWISH-----2 DO NOT H.T. 4-67  
ROMAN  
CATHOLIC-----3  
NO RELIGIOUS PREFERENCE-~~/NS~~-----5

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

From what school did you graduate from...(LEVEL OF SCHOOLING ATTENDED)?

POST SECONDARY & NON UNIVERSITY		
COMMUNITY COLLEGE---	5	6
C.E.G.E.P.-----	5	6
OTHER (SPECIFY)		
DO NOT H.T.	5	6
NO FORMAL SCHOOLING	9	
REFUSED- <del>/NS</del> -----	0	

SA

What is your occupation? SPECIFIC JOB: STANDARD GALLUP OCCUPATION-69  
TYPE OF COMPANY: CODELIST  
CHECK IF: ( ) STUDENT ( ) HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY SPECIFIC JOB: STANDARD GALLUP OCCUPATION-70  
TYPE OF COMPANY: CODELIST

How many people, including yourself, are there in this household? SA 1 2 3 4 5 6 OR MORE -71 NS=7

How many would be under 10 years? SA 0 1 2 3 4 OR MORE -72 NS=5

How many would be between 10 & 17 years? SA 0 1 2 3 4 OR MORE -73 NS=5

Are you, yourself a member of a labour union, or is your husband/wife a labour union member? SA YES, MYSELF-----1-74  
YES, MY SPOUSE-----2  
YES, BOTH-----3 NS=5  
NO-----4

What was your year of birth? YEAR: BELOW 1901=98 REF=99 75/76

SEX: SA MALE-----1 FEMALE-----2 -77

HAND CARD 'R': Which number on this card corresponds to your total annual family income from all sources before tax deductions? SA 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-~~/ALL~~-----0

TYPE OF AREA: SA FARM----1 RURAL, NON-FARM----2 URBAN---3-79

REGIONAL LANGUAGE 1-16

TELEPHONE: ( )

INTERVIEW ENDED: \_\_\_\_\_  
(PLEASE PRINT)  
NAME OF RESPONDENT: \_\_\_\_\_