

GALLUP WOULD LIKE YOUR OPINION

002-1
Feb/90

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 # _____

CARD # COL. 01-02
SERIAL # COL. 03-06
ASSIGN # COL. 07-10
RESP # COL. 11-12

STUDY + WEEK
COL. 20-23

RESPONDENT # _____

SECTION I - ASK EVERYONE 02

1a. On the whole, do you think the movies are a good influence or a bad influence on young people?

SA
GOOD INFLUENCE----- 1-7
BAD INFLUENCE----- 2 → ASK Q.1b
DON'T KNOW----- X
NS-✓

IF BAD INFLUENCE, ASK:

1b. Why do you feel this way? DO NOT READ LIST. ACCEPT ONE RESPONSE ONLY

SA
YOUNG PEOPLE TEND TO IMITATE THE BEHAVIOR THEY SEE ON THE SCREEN----- 1-8
THERE ARE TOO MANY CRIME, OR VIOLENT PICTURES----- 2
SOME ARE GOOD, BUT TOO MANY OF THEM ARE BAD; YOUNG PEOPLE DON'T SELECT THEM 3
THERE ARE TOO MANY SEXY PICTURES----- 4
CENSORSHIP SHOULD BE STRENGTHENED----- 5
THEY KEEP YOUNGSTERS FROM STUDYING---- 6
OTHER (SPECIFY)_____ 7
DON'T KNOW----- X
NS-✓

ASK EVERYONE:

2. Do you think the economic situation in Canada during the next 6 months will get better or will get worse?

SA
BETTER----- 1-10
STAY THE SAME----- 2
WORSE----- 3
DON'T KNOW----- X
NS-✓

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

SA
LIBERAL----- 1-11
PROG. CONS.----- 2
N.D.P.----- 3
REFORM PARTY----- 4
OTHER PARTY (WRITE IN)
DO NOT HANDTAB 5
UNDECIDED/NONE----- 6
REFUSED-NS----- 7
NOT ELIGIBLE----- 8