

# GALLUP WOULD LIKE YOUR OPINION

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

006-1  
June/90

## SUGGESTED INTRODUCTION:

My name is ..... from the Gallup Poll and I'd like to talk to you about a few topics on national public opinion and on marketing.

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

ASSIGNMENT # \_\_\_\_\_

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

### SECTION I - ASK EVERYONE

02

1. In general, would you say that you are satisfied or dissatisfied with the direction in which this country is going?

SATISFIED----- 1-7  
DISSATISFIED----- 2

NO OPINION----- *NSV* X

2. Some businesses have shortened the work week from five to four days. Which would you, yourself prefer - a 40 hour week consisting of four 10-hour days or a 40 hour work week consisting of five 8-hour days?

FOUR 10-HOUR DAYS----- 1-8  
FIVE 8-HOUR DAYS----- 2

UNDECIDED----- *NSV* X

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

LIBERAL----- 1-9  
PROG. CONS.----- 2  
N.D.P.----- 3  
REFORM PARTY----- 4  
OTHER PARTY (WRITE IN)

\_\_\_\_\_  
UNDECIDED/NONE----- 5  
REFUSED-*NS*----- 6  
NOT ELIGIBLE----- 7  
8

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

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 MID/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 HIT. NS=4 3-66

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

Which of these was the last school that you attended? HAND CARD 'Q'  
 DO YOU GRADUATE FROM... (LEVEL OF SCHOOLING ATTENDED)?

	SOME	GRADUATED
PUBLIC/GRADE SCHOOL	1-48	2
SECONDARY SCHOOL---	3	4
UNIVERSITY-----	7	8

SA POST SECONDARY & NON UNIVERSITY  
 COMMUNITY COLLEGE--- 5 6  
 C.E.G.E.P.----- 5 6  
 OTHER (SPECIFY)  
 NO FORMAL SCHOOLING 5 6  
 REFUSED-NSC----- 0

What is your occupation? SPECIFIC JOB: STANDARD GAUPE OCCUPATION 69  
 TYPE OF COMPANY: COOP UNIT  
 CHECK IF: ( ) STUDENT ( ) HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY SPECIFIC JOB: STANDARD GAUPE OCCUPATION 70  
 TYPE OF COMPANY: COOP UNIT

How many people, including yourself, live 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=

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 REFUSED=99 75/76

RECORD IF: 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-NSC-----0

RECORD IF: SA FARM---1 RURAL, NON-FARM---2 URBAN---3-79

INTERVIEWED ENDED: \_\_\_\_\_  
 (PLEASE PRINT)  
 NAME OF RESPONDENT: \_\_\_\_\_ REGIONAL \_\_\_\_\_ LANGUAGE [1]-16  
 TELEPHONE: ( ) \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ PROV: \_\_\_\_\_  
 DATE OF INTERVIEW: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

Please attach that this is a true

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

YES----- [ ]  
 NO----- 1-10  
 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)  
 REFUSED/NS----- 7  
 DON'T KNOW/NONE----- X

ASK EVERYONE:

5. Do you think that Roman Catholic priests should be allowed to marry or not?

YES, SHOULD----- 1-11  
 NO, SHOULD NOT----- 2  
 UNDECIDED----- X

6. 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-12
( ) Honesty in government	1	2	3	4	X 13
( ) Free Trade-----	1	2	3	4	X 14
( ) Cost of housing-----	1	2	3	4	X-15
( ) Abortion-----	1	2	3	4	X 16
( ) The Meech Lake Accord	1	2	3	4	X 17
( ) Day care-----	1	2	3	4	X-18
( ) Federal deficit-----	1	2	3	4	X 19
( ) Unemployment-----	1	2	3	4	X 20
( ) Government taxation levels-----	1	2	3	4	X-21
( ) Illegal drug use-----	1	2	3	4	X 22
( ) Growth of the federal government-----	1	2	3	4	X 23
( ) Threat of nuclear war	1	2	3	4	X-24
( ) The threat of Quebec separation-----	1	2	3	4	X 25
( ) Rate of inflation---	1	2	3	4	X 26
( ) Senate reform-----	1	2	3	4	X-27

NS-V

7. The following are some names suggested as possible successors to John Turner as Liberal Party leader. Which of the following would you favor as next leader of the Liberal Party? HAND CARD 2. CIRCLE ONE ONLY

JEAN CHRETIEN----- 1-28  
 SHEILA COPPS----- 2  
 PAUL MARTIN JR.----- 3  
 JOHN NUNZIATA----- 4  
 TOM OPEL----- 5  
 NONE----- 6  
 DON'T KNOW----- X

8a. In 1987, Canada's First Ministers reached an agreement - the Meech Lake Accord - to bring the Province of Quebec into the Constitutional Accord.

Some people feel they are well versed on this topic, while others know little or nothing about it. Where do you stand - would you say you are quite familiar, fairly familiar, or do you know little or nothing about this Accord?

QUITE FAMILIAR----- 1-29  
 FAIRLY FAMILIAR----- 2  
 KNOW LITTLE OR NOTHING-- 3

DON'T KNOW----- X  
 NS-V

8b. Overall, do you think the Meech Lake Accord will be a good thing or not a good thing for Canada?

GOOD THING----- 1-30  
 NOT A GOOD THING----- 2

DON'T KNOW----- X  
 NS-V

9. There has been quite a bit of talk recently about the possibility of the Province of Quebec separating from the rest of Canada, and becoming an independent country. Would you, yourself, be in favor of separation or opposed to it?

IN FAVOR----- 1-31  
 OPPOSED----- 2

QUALIFIED (SPECIFY)

----- 3  
 UNDECIDED----- X  
 NS-V

10. How satisfied are you with each of the following services offered in your community? HAND CARD 3. READ LIST STARTING WITH (✓)

	VERY SATISFIED	SOME-WHAT SATISFIED	SOME-WHAT DIS-SATISFIED	VERY DIS-SATISFIED	DK
(✓) Police services----	1	2	3	4	X-32
( ) Medical services---	1	2	3	4	X 33
( ) Garbage collection--	1	2	3	4	X 34
( ) Postal services----	1	2	3	4	X-35
( ) Elementary schools--	1	2	3	4	X 36
( ) Fire department----	1	2	3	4	X 37
( ) Libraries-----	1	2	3	4	X-38
( ) High schools-----	1	2	3	4	X 39
( ) Sidewalk/street repair	1	2	3	4	X 40
( ) Recreation programs	1	2	3	4	X-41

NS-V  
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11a. If the Meech Lake Accord is not approved, what should Quebec do? HAND CARD 4

BECOME AN INDEPENDENT COUNTRY----- 1-42

SEEK SOVEREIGNTY-ASSOCIATION WITH THE REST OF CANADA----- 2

REMAIN WITHIN CANADA AND SEEK A NEW CONSTITUTIONAL ARRANGEMENT----- 3

DON'T KNOW----- X  
 NS-V

11b. Do you approve or disapprove of Brian Mulroney's handling of the Meech Lake Accord issue?

APPROVE----- 1-43  
 DISAPPROVE----- 2  
 DON'T KNOW----- NS-X

11c. Which of the following statements do you most agree with? HAND CARD 5

QUEBEC HAS ASKED FOR TOO MUCH  
 IN THE MEECH LAKE ACCORD 1-44  
 ENGLISH CANADA HAS ASKED FOR TOO  
 MUCH IN THE MEECH LAKE ACCORD 2  
 NEITHER----- 3  
 BOTH----- 4  
 DON'T KNOW----- NS-X

12. In general, do you have a favorable or unfavorable impression of...READ LIST. ROTATE STARTING WITH (v)

	FAVOR- ABLE	UN- FAVOR- ABLE	DK
(v) Robert Bourassa-----	1	2	X-45
( ) Jean Chretien-----	1	2	X
( ) Gary Filmon-----	1	2	X
( ) Frank McKenna-----	1	2	X-48
( ) Brian Mulroney-----	1	2	X
( ) David Peterson-----	1	2	X
( ) Clyde Wells-----	1	2	X-51

NS-V