

SERIAL #
ASSIGN # col 07-10.
Study + WK# col 20-23

GALLUP WOULD LIKE YOUR OPINION

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

005-1A
MAY/90

SUGGESTED INTRODUCTION:

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

YES----- 1-7
NO----- 2

2. Did you, yourself, happen to attend a church, synagogue or other place of worship in the last seven days?

YES----- 1-8
NO----- 2

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)
_____ 5
UNDECIDED/NONE----- 6
REFUSED----- 7
NOT ELIGIBLE----- 8

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)

ASK EVERYONE:

5. As far as you are concerned, would you approve or disapprove of (THIS PROVINCE) becoming a part of the United States of America?

APPROVE----- 1-11
DISAPPROVE----- 2
DON'T KNOW----- X

6. 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 1. CIRCLE ONE ONLY

JEAN CHRETIEN----- 1-12
SHEILA COPPS----- 2
PAUL MARTIN JR.----- 3
JOHN NUNZIATA----- 4
TOM WAPPEL----- 5
NONE----- 6
DON'T KNOW----- X

7. Are you in favor or opposed to the idea of setting up a free trade agreement among Canada, the United States and Mexico?

IN FAVOR----- 1-13
OPPOSED----- 2
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----- 1-14
FAIRLY FAMILIAR----- 2
KNOW LITTLE OR NOTHING-- 3
DON'T KNOW----- X

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

GOOD THING----- 1-15
NOT A GOOD THING----- 2
DON'T KNOW----- X

8c. Do you think there should be a national referendum on whether or not to adopt the Meech Lake Accord?

YES----- 1-16
NO----- 2
DON'T KNOW----- X

8d. Do you approve or disapprove of the inclusion of Quebec in the Constitution as a 'distinct society' within Canada?

APPROVE----- 1-17
DISAPPROVE----- 2
CAN'T SAY----- X

9. Do you think the Canadian Senate should use its powers to block the proposed legislation concerning the Goods and Services Tax, or not?

YES----- 1-18
NO----- 2
DON'T KNOW----- X

CONTINUED...

10a. Do you favor or oppose a sovereignty-association arrangement between Quebec and Canada?

IN FAVOR----- 1-19
OPPOSED----- 2

DON'T KNOW----- X

10b. If Quebec achieved sovereignty-association with Canada, should Quebec still be represented in the federal parliament?

YES----- 1-20
NO----- 2

DON'T KNOW----- X

10c. If Quebec achieved sovereignty-association, should it continue to receive financial payments from the federal government?

YES----- 1-21
NO----- 2

DON'T KNOW----- X

11a. Generally speaking, do you think of yourself as a Liberal, Progressive Conservative, or New Democratic Party supporter?

LIBERAL----- 1-22
P.C.----- 2] → SKIP TO Q.12
NEW DEMOCRAT----- 3]

NONE----- 4]
DON'T KNOW----- X] → ASK Q.11b

IF 'NONE' OR 'DON'T KNOW', ASK:

11b. Do you feel that you are closer to the Liberal, Progressive Conservative or New Democratic Party?

LIBERAL----- 1-23
P.C.----- 2
NEW DEMOCRAT----- 3

NONE----- 4
DON'T KNOW----- X

12a. Do you think that the publication of opinion polls should be banned during an election campaign, or not?

YES, SHOULD BE BANNED---- 1-24
NO, SHOULD NOT BE BANNED- 2

DON'T KNOW----- X

12b. Thinking of your own vote, in the past, do you think you have been influenced at all in your decision as to how to vote by the results of published opinion polls, or do you think the published polls have had no influence on you at all?

HAVE BEEN INFLUENCED----- 1-25
HAVE NOT BEEN----- 2

DON'T KNOW----- X
REFUSED TO SAY----- 3

12c. Do you think that the results of recent public opinion polls are an accurate picture of what Canadians are now thinking?

YES----- 1-26
NO----- 2

DON'T KNOW----- X

12d. Do you generally find the results of public opinion polls to be...READ LIST

Very interesting----- 1-27
 Somewhat interesting---- 2
 Not very interesting---- 3
 Not at all interesting--- 4
 DON'T KNOW----- X

12e. Do you think that public opinion polls are a good thing or a bad thing?

GOOD THING----- 1-28
 BAD THING----- 2
 DON'T KNOW----- X

13. I'm going to read a list of institutions in Canadian society. Would you tell me how much respect and confidence you, yourself, have in each one - a great deal, quite a lot, some or very little? HAND CARD 2

	<u>GREAT DEAL</u>	<u>QUITE A LOT</u>	<u>SOME</u>	<u>VERY LITTLE</u>	<u>NO OPINION</u>
a. Newspapers-----	1	2	3	4	X - 29
b. House of Commons-----	1	2	3	4	X - 30
c. Public opinion polling companies----	1	2	3	4	X - 31
d. Political parties----	1	2	3	4	X - 32
e. The Gallup Poll-----	1	2	3	4	X - 33

How can we 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?

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 NS=3
MARRIED-----2 LIVING AS MARRIED-----4

What was the language you first spoke in childhood and still understand?

SA ENGLISH-----1 OTHER (SPECIFY) NS=4
FRENCH-----2 DO NOT H.T. 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'

How many years did you graduate from... (LEVEL OF SCHOOLING ATTENDED)?

	SOME	GRADUATED
PUBLIC/GRADE SCHOOL	1-68	2
SECONDARY SCHOOL---	3	4
UNIVERSITY-----	7	8
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-/NS-----	0	

What is your occupation?

SPECIFIC JOB: STANDARD GALLUP OCCUPATION -69
TYPE OF COMPANY: CODELIST
CHECK IF: () STUDENT () HOUSEWIFE

What is the 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=5

How many would be under 10 years?

SA 0 1 2 3 4 OR MORE NS=5 -72

How many would be between 10 & 17 years?

SA 0 1 2 3 4 OR MORE NS=5 -73

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
NO-----4 NS=5

What was your year of birth?

YEAR: BELOW 1901=98 REFUSED=99 75/76

What is your sex?

SA MALE-----1 FEMALE-----2 -77

What is your family income? 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-/NS-----0

What is your residence type?

SA FARM----1 RURAL, NON-FARM----2 URBAN---3-79

Where was the interview conducted? (PLEASE PRINT)

REGIONAL -80 LANGUAGE 1 -16

What is the telephone number of the respondent? TELEPHONE: ()

What is the city and province? CITY: PROV:

What is the postal code? POSTAL CODE:

I hereby attest that this is a true and honest interview -- INTERVIEWER'S SIGNATURE: