

ARCHIVE NUMBER: CNCIP091-103-1

Survey Name: Canadian Gallup Omnibus Poll # 103-1

Survey Firm: The Canadian Gallup Poll Limited

Sponsor:

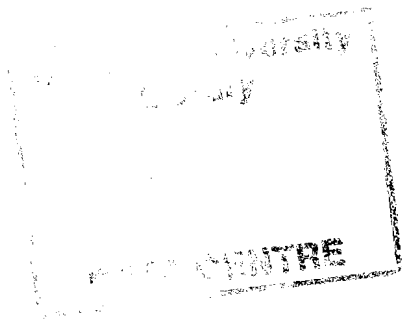
Interview Dates: March 6-9, 1991

Type of Sample: National Adult

Sample Size: 1,039

Weight Location: Card 1, Cols. 15-19.

COMMENTS:



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\* PLEASE NOTE THAT TAPE DATA PURCHASED FROM THE ROPER CENTER MAY \*

\* NOT BE REDISSEMINATED WITHOUT SPECIAL WRITTEN PERMISSION. THE \*

\* RESULTS OF ANY ANALYSES CONDUCTED ON THE DATA MAY, HOWEVER, BE \*

\* PUBLISHED WITH APPROPRIATE ACKNOWLEDGEMENTS. \*

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# GALLUP WOULD LIKE YOUR OPINION

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

103-1  
MAR/91

SUGGESTED INTRODUCTION:

*ONTARIO R-3*

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?

<del>ASSIGN # _____ (7-10)</del>	<del>START TIME _____ (18-21)</del>	<div style="border: 1px solid black; padding: 2px; display: inline-block;">01</div>
<del>RESPONDENT # _____ (11-12)</del>	<del>FINISH TIME _____ (22-25)</del>	
<del>EMPLOYEE ID# _____ (14-17)</del>	<del>DATE _____ (26-29)</del>	
<del>VERSION _____ (30-31)</del>		

## SECTION I- ASK EVERYONE

02

1. As the National Hockey League season is drawing to an end, which team do you believe will win the Stanley Cup?

- |                          |       |
|--------------------------|-------|
| BOSTON BRUINS-----       | 1 - 7 |
| CALGARY FLAMES-----      | 2     |
| EDMONTON OILERS-----     | 3     |
|                          |       |
| LOS ANGELES KINGS-----   | 4     |
| MONTREAL CANADIENS-----  | 5     |
| NEW YORK RANGERS-----    | 6     |
|                          |       |
| CHICAGO BLACK HAWKS----- | 7     |
| TORONTO MAPLE LEAFS----- | 8     |
| ST. LOUIS BLUES-----     | 9     |
| OTHER-----               | 0     |
|                          |       |
| DON'T KNOW-----          | X     |

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

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

*CARD # cols. 1-2*  
*SERIAL # cols. 3-6*  
*ASSIGN # cols. 7-10*  
*JOB + WK. # cols. 11-14*  
*WEIGHTS - cols. 15-19*

*DON'T KNOW - DK - X (-)*  
*NOT STATED - NS - V (8)*

CONTINUED ON BACK...

3a. Did you vote in the last federal election on November 21, 1988?

YES-----	[ ]
NO-----	1 - 9
TOO YOUNG-----	2

IF 'YES', ASK:

3b. 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/ <del>NS</del> -----	8
DON'T KNOW/NONE-----	X

ASK EVERYONE:

4. Do you approve or disapprove of the way Prime Minister Mulroney has handled Canada's involvement in the Persian Gulf War?

APPROVE-----	1 - 10
DISAPPROVE-----	2
DON'T KNOW-----	X

5. If the Liberal Party had Pierre Trudeau as its leader, which party's candidate do you think you would favor?

LIBERAL-----	1 - 11
PROG. CONS.-----	2
N.D.P.-----	3
REFORM PARTY-----	4
BLOC QUEBECOIS-----	5
OTHER PARTY (WRITE IN)	
-----	6
UNDECIDED/NONE-----	7
REFUSED/ <del>NS</del> -----	8
NOT ELIGIBLE-----	9

6. Regardless of any political feelings you may have, and thinking just of individuals, which person do you think would make the best Prime Minister for Canada - Brian Mulroney, Jean Chretien or Audrey McLaughlin?

BRIAN MULRONEY-----	1 - 12
JEAN CHRETIEN-----	2
AUDREY MCLAUGHLIN---	3
NONE OF THE ABOVE----	4
DON'T KNOW-----	X

NS - V

CONTINUED...

7a. On February 26, Finance Minister Michael Wilson presented a budget to parliament. Have you seen or heard anything about this budget?

YES----- 1-13  
NO----- 2

DK/NS V

IF 'YES', ASK:

7b. Do you think the budget measures announced will strengthen the Canadian economy or not?

YES----- 1-14  
NO----- 2

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

ASK EVERYONE:

8. Under the present law, an individual must be 16 years or over, must complete a police acquisition form and obtain police permission before purchasing a gun. In your opinion, should this law be retained as it currently is, should it be made more restrictive, or should it be made less restrictive?

RETAINED AS IS----- 1-15  
MADE MORE RESTRICTIVE----- 2  
MADE LESS RESTRICTIVE----- 3

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

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

YES, AWARE----- 1-16 → ASK Q.9b

NO, NOT AWARE----- 2 → SKIP TO Q.10

NO OPINION----- X  
NS V

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 1-17  
WILL BE A WASTE OF TIME 2

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

ASK EVERYONE:

10. All in all, who do you think has been a better Prime Minister for the country, Brian Mulroney or Pierre Trudeau?

BRIAN MULRONEY----- 1-18  
PIERRE TRUDEAU----- 2

NEITHER----- 3  
DON'T KNOW----- X  
NS V

11a. Have you read or heard anything about the recent proposal to create a so-called "North American free trade zone" comprised of Canada, the United States, and Mexico?

YES, HAVE HEARD/READ----- 1-19  
NO, HAVE NOT HEARD/READ----- 2

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

11b. As you may know, Canada and the United States now share a free trade agreement which ensures that trade between the two countries largely is not subject to tariffs or import quotas. It has been suggested that a wider free trade zone could be established, consisting of Canada, the United States, and Mexico. In general, do you think a North American free trade zone consisting of these three countries would be mostly good for Canada, or mostly bad for Canada?

MOSTLY GOOD FOR CANADA----- 1-20  
MOSTLY BAD FOR CANADA----- 2

NEITHER GOOD NOR BAD  
(VOLUNTEERED)----- 3  
DON'T KNOW----- X

NS-✓

11c. Which of the three countries - Canada, the United States or Mexico - do you think would probably benefit most from a "North American free trade zone"?

CANADA----- 1-21  
UNITED STATES----- 2  
MEXICO----- 3

ALL OF THEM EQUALLY----- 4  
NONE OF THEM----- 5  
DON'T KNOW----- X

NS-✓

11d. Which, if any, of these three countries - Canada, United States or Mexico - do you think would be more likely to be hurt than helped by the establishment of a "North American free trade zone"? MULTIPLE RESPONSES ACCEPTED

CANADA----- 1-22  
UNITED STATES----- 2  
MEXICO----- 3-24

NONE OF THEM----- 4-25  
DON'T KNOW----- X-25

NS-✓-25

12a. At the end of the Persian Gulf War, should Saddam Hussein be tried as a war criminal or not?

YES----- 1-27  
NO----- 2

DON'T KNOW----- X

✓

12b. If Saddam Hussein is found guilty of war crimes, should he be sentenced to death or not?

YES----- 1-28  
NO----- 2

DON'T KNOW----- X

✓

12c. Should Iraq pay war damages to Kuwait or not?

YES----- 1-29  
NO----- 2

DON'T KNOW----- X

✓

CONTINUED...

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

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

LIBERAL-----	1-30
PROG. CONS.-----	2
N.D.P.-----	3
OTHER PARTY (WRITE IN)	
_____	4
UNDECIDED/NONE-----	5
REFUSED- <del>NS</del> -----	6
NOT ELIGIBLE-----	7

14a. Did you vote in the last provincial election on September 6th, 1990?

YES-----	[ ]
NO-----	1-91
TOO YOUNG-----	2

IF 'YES', ASK:

14b. Which party did the candidate for whom you voted represent?

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

CONTINUED ON BACK...

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

1. MEN: Are you the male head of the household?  
 WOMEN: Are you the female head of the household?  
 SA YES-----1 NO-----2 - 63  
 NS=3
- ASK EVERYONE:  
 2. Are you employed outside the home full-time, part-time or not at all?  
 SA FULL-TIME----- 1-64  
 PART-TIME----- 2  
 NOT AT ALL----- 3  
 NS=4
3. What is your marital status?  
 SA SINGLE----- 1-66  
 MARRIED----- 2  
 WID/DIV/SEP----- 3  
 LIVING AS MARRIED----- 4  
 NS=5
4. What was the language you first spoke in childhood and still understand?  
 SA ENGLISH----- 1-66  
 FRENCH----- 2  
 OTHER (SPECIFY) 3 NS=4  
Do NOT H.T.
5. What is your religious preference?  
 SA PROTESTANT----- 1-67  
 JEWISH----- 2  
 ROMAN CATHOLIC----- 3  
 OTHER (SPECIFY) 4 NO PREFERENCE/ NS=5  
Do NOT H.T.
6. Which of these was the last school that you attended? HAND CARD Q Did you graduate from...(LEVEL OF SCHOOLING ATTENDED)?  

	SOME	GRAD.
PUBLIC/GRADE SCHOOL	1-68	2
SECONDARY SCHOOL	3	4
UNIVERSITY-----	7	8

  
 SA POST SECONDARY & NON UNIVERSITY SA  
 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----- X
7. What is your occupation?  
 SPECIFIC JOB: STANDARD GALLUP -69  
 TYPE OF COMPANY: OCCUPATION CODES  
 CHECK IF: ( ) STUDENT ( ) HOUSEWIFE
8. OCCUPATION OF HEAD OF FAMILY  
 SPECIFIC JOB: STANDARD GALLUP -70  
 TYPE OF COMPANY: OCCUPATION CODES
9. How many people, including yourself, are there in this household?  
 SA 1 2 3 4 5 6+ NS=7  
 -71
10. How many would be under 10 years?  
 SA 0 1 2 3 4+ NS=5  
 -72
11. How many would be between 10 & 17 years?  
 SA 0 1 2 3 4+ NS=5  
 -73
12. Are you, yourself a member of a labor union, or is your husband/wife a labor union member?  
 SA YES, MYSELF----- 1 -74  
 YES, MY SPOUSE----- 2  
 YES, BOTH----- 3  
 NO----- 4 NS=5
13. What was your year of birth?  
 YEAR: Below 1901=98 1901-99 76/76
14. SA RECORD IF: MALE---1 FEMALE---2 -77
15. HAND CARD 'R': Which number on this card corresponds to your total annual family income from all sources before tax deductions?  

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-\$79,999--9
\$30,000-\$39,999--	5	\$80,000 & OVER---0
REFUSED-/NS-----	X	
16. RECORD IF: FARM----- 1 -79  
 SA RURAL, NON-FARM 2  
 URBAN----- 3
- REGIONAL  -7 LANGUAGE  -10

(PLEASE PRINT)  
 NAME OF RESPONDENT: \_\_\_\_\_ TELEPHONE: ( ) \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_  
 PROVINCE: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

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

\*\*\*A VALIDATION CHECK WILL BE MADE ON ALL INTERVIEWERS' WORK\*\*\*

Jan 78

CODE LIST FOR BASIC DATA AND ASSIGNMENT NUMBER

REGION: (COL 07)

First digit of assignment #

- 0 - Newfoundland
- 1 - P. E. I.
- 2 - Nova Scotia
- 3 - New Brunswick
- 4 - Quebec
- 5 - Ontario
- 6 - Manitoba
- 7 - Saskatchewan
- 8 - Alberta
- 9 - British Columbia

COMMUNITY SIZE: (COL 08) Second digit of assignment #

- 1 - Over 500,000
- 2 - 100,000 - 500,000
- 3 - 30,000 - 100,000
- 4 - 10,000 - 30,000
- 5 - 1,000 - 10,000
- 6 - Under 1,000 (Rural non-farm, farm)

LOCATION: (COL 09) Third digit of assignment #

Indicates location within a community where more than one assignment is completed

LANGUAGE: (COL 10) Fourth digit of assignment #

- 1, 3, 5 or 7 - English questionnaire
- 2, 4, 6 or 8 - French questionnaire

OCCUPATION: (COL 69 - Occupation of Respondant & COL 70 - Occupation of Head of Household)

- 1 - Professional
- 2 - Business Executive, Owners/Managers
- 3 - Sales
- 4 - Clerical
- 5 - Skilled Labour
- 6 - Unskilled Labour
- 7 - Unemployed
- 8 - Housewife
- 9 - Student
- 0 - Other; Not in labour force; disabled; pension retired, including retired farmers and retired housewives
- Refused, Did not state

AGE (COL 75/76) Basic Data

- 01 to 97 - last two digits of actual year of birth (Exact year of birth)
- 98 - 1900 and prior
- 99 - Did not state



103-1 wgt.

DATE: 3/18/91

NATIONAL OMNIBUS - NEWSPAPERS - MAR. 6-9, 1991

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Table 702  
WEIGHT TEST

	TOTAL	MALE	FEMALE
TOTAL	1039	505	534
	100.0000	100.0000	100.0000
MALE 18-29	148	148	
	14.2633	29.3183	
MALE 30-49	197	197	
	18.9248	38.9000	
MALE 50+	159	159	
	15.2693	31.3861	
MALE NOT STATED	2	2	
	.1925	.3957	
FEMALE 18-29	146		146
	14.0363		27.3346
FEMALE 30-49	195		195
	18.7841		36.5805
FEMALE 50+	185		185
	17.7596		34.5854
FEMALE NOT STATED	8		8
	.7700		1.4995