

Col 1 = province
1*9

2-6 ser #

(CIRCLE APPROPRIATE NUMBERS
OR CHECK BOXES)

THE GALLUP POLL

NO REI.

WOULD LIKE YOUR OPINION

INTERVIEWER
DON'T READ ALOUD
WORDS IN CAPITAL
LETTERS

789
Set # 330
MAY 1968

SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

SUGGESTED INTRODUCTION: I'm taking a Gallup Poll. I'd like your opinion on a few leading topics of the day. TIME INTERVIEW BEGUN (HOUR)

1a. Will you be eligible to vote in the Federal election to be held June 25th?

YES 10
NO 1
DON'T KNOW 2

INTERVIEWER: IF NOT ELIGIBLE SKIP TO BASIC DATA

IF ELIGIBLE TO VOTE ASK ALL REMAINING QUESTIONS:

b. Are you interested in the coming election?

YES
NO 3

IF "YES" ASK:

c. About how much are you interested in it, would you say - very interested, moderately interested, or only interested a little?

VERY INTERESTED 4
MODERATELY INTERESTED 5
ONLY INTERESTED A LITTLE ... 6

2a. Do you think you yourself, will vote, or do you think you may not vote?

WILL VOTE 11
MAY NOT VOTE 1
UNDECIDED 2
DEFINITELY WON'T VOTE 3

IF "WILL VOTE" ASK:

b. How certain are you that you will vote -- absolutely certain, fairly certain, or not certain?

ABSOLUTELY CERTAIN 4
FAIRLY CERTAIN 5
NOT CERTAIN 6

PASTE BALLOT HERE

PC 12 - 1
Lib. - 2
NDP - 3
Soc-Cred 4 ← (including credit vote)
Lab. Prog 5
other 6
undecided 7
Refused 8

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

Here is a Gallup Poll Secret Ballot listing the parties running for office.

(TEAR OFF ATTACHED BALLOT AND HAND TO RESPONDENT)

Will you please MARK that Secret ballot for the Party you favor -- and then drop the folded ballot into this box?

(INTERVIEWER: IF RESPONDENT HANDS BACK BALLOT AND SAYS HE HASN'T MADE UP HIS MIND, OR REFUSES TO MARK IT, SAY:)

b. Will you please mark the ballot to show the way you are leaning at the present time?

(INTERVIEWER: IF RESPONDENT STILL CAN'T DECIDE, OR REFUSES TO MARK THE BALLOT PLEASE WRITE THAT ON THE BALLOT AND BE SURE TO DROP IT INTO THE BOX. CHECK APPROPRIATE NUMBERS BELOW AS A RECORD OF WHAT RESPONDENT DID.)

CHECKED BALLOT 13
CHECKED BALLOT ONLY AFTER 3b 2
REMAINED UNDECIDED AFTER 3b 3
REFUSED 4

4a. Did you vote in the last Federal election in November 1965?

YES 14
NO 1
TOO YOUNG TO VOTE 2

IF "YES" ASK:

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

PROG. CONS 3
LIBERAL 4
N.D.P. 5
OTHER PARTY 9
(WRITE IN)

SOCIAL CREDIT 6 ← (including credit vote)
LABOR PROG. 7
DON'T REMEMBER 8
REFUSED 0

5a. Did you happen to see MOST of the TV Political debate between Party leaders on Sunday, June 9th?

SAW MOST 15
SAW SOME 2
NO 3

b. UNLESS "NO"

Apart from your own political feelings, which ONE man would you say came out on top?

(INTERVIEWER: IF MORE THAN ONE NAMED CIRCLE BOTH) accepted only one
TRUDEAU 16
STANFIELD 2
DOUGLAS 3
CAQUETTE 4
NONE OF THEM 5
UNDECIDED 6

c. UNLESS "NONE" OR "UNDECIDED"

Why did you feel that way?

.....
..... CAN'T SAY ()

BASIC DATA: INTERVIEWER: Introduce this section as follows: "Now may I ask you a few questions so that I can be sure I am getting the right sample of people in this community?"

| <p>What was the name of the last school you attended? How far did you go?</p> <table border="1"> <thead> <tr> <th></th> <th>Some</th> <th>Graduated</th> </tr> </thead> <tbody> <tr> <td>Public school (grades 1-8)....</td> <td>1</td> <td>2</td> </tr> <tr> <td>Secondary or high school (grades 9-13)...</td> <td>3</td> <td>4</td> </tr> <tr> <td>Technical school.....</td> <td>5</td> <td>6</td> </tr> <tr> <td>University.....</td> <td>7</td> <td>8</td> </tr> <tr> <td>No formal schooling....</td> <td>9</td> <td></td> </tr> <tr> <td>Refused.....</td> <td>0</td> <td></td> </tr> </tbody> </table> <p>Any additional schooling (WRITE IN)</p> | | Some | Graduated | Public school (grades 1-8).... | 1 | 2 | Secondary or high school (grades 9-13)... | 3 | 4 | Technical school..... | 5 | 6 | University..... | 7 | 8 | No formal schooling.... | 9 | | Refused..... | 0 | | <p>INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:</p> <p>SEX: MAN.....27..... 1 WOMAN..... 2</p> <p>SOCIO-ECONOMIC GROUP: 28 A..... 1 B..... 2 C..... 3 D..... 4</p> |
|--|---|-----------|-----------|--------------------------------|---|---|---|---|---|-----------------------|---|---|--|---|---|-------------------------|---|--|--------------|---|--|--|
| | Some | Graduated | | | | | | | | | | | | | | | | | | | | |
| Public school (grades 1-8).... | 1 | 2 | | | | | | | | | | | | | | | | | | | | |
| Secondary or high school (grades 9-13)... | 3 | 4 | | | | | | | | | | | | | | | | | | | | |
| Technical school..... | 5 | 6 | | | | | | | | | | | | | | | | | | | | |
| University..... | 7 | 8 | | | | | | | | | | | | | | | | | | | | |
| No formal schooling.... | 9 | | | | | | | | | | | | | | | | | | | | | |
| Refused..... | 0 | | | | | | | | | | | | | | | | | | | | | |
| <p>OCCUPATION OF HEAD OF FAMILY: 24</p> <p>Specific job.....</p> <p>Type of Company.....</p> | <p>INTERVIEWER CHECK IF: 29</p> <p>FARM1 RURAL NON FARM2 URBAN.....3</p> | | | | | | | | | | | | | | | | | | | | | |
| <p>SHOW CARD D</p> <p>Would you mind telling me which age group you are in?</p> <table border="1"> <tbody> <tr> <td>21-29 YEARS</td> <td>25</td> <td>1</td> </tr> <tr> <td>30-39 YEARS</td> <td></td> <td>2</td> </tr> <tr> <td>40-49 YEARS</td> <td></td> <td>3</td> </tr> <tr> <td>50 AND OVER</td> <td></td> <td>4</td> </tr> </tbody> </table> | 21-29 YEARS | 25 | 1 | 30-39 YEARS | | 2 | 40-49 YEARS | | 3 | 50 AND OVER | | 4 | <p>TIME INTERVIEW ENDED:.....</p> <p>NAME OF RESPONDENT.....</p> <p>ADDRESS.....</p> <p>TELEPHONE.....</p> | | | | | | | | | |
| 21-29 YEARS | 25 | 1 | | | | | | | | | | | | | | | | | | | | |
| 30-39 YEARS | | 2 | | | | | | | | | | | | | | | | | | | | |
| 40-49 YEARS | | 3 | | | | | | | | | | | | | | | | | | | | |
| 50 AND OVER | | 4 | | | | | | | | | | | | | | | | | | | | |
| <p>Now for a question on religion. What is your religious preference - Protestant, Roman Catholic or Jewish?</p> <p>20</p> <p>PROTESTANT.....1 JEWISH.....2 ROMAN CATHOLIC.....3 OTHER (SPECIFY)4</p> | <p>Are you (or is any member of your family) a member of a labor union? 26</p> <p>YES..... 1 NO 2</p> <p>IF "YES": How many are union members?.....</p> | | | | | | | | | | | | | | | | | | | | | |
| <p>What is your marital status?</p> <p>21</p> <p>SINGLE..... 1 MARRIED..... 2 WIDOW(ER), DIVORCED, SEPARATED..... 3</p> | <p>CITY..... PROVINCE.....</p> <p>DATE OF INTERVIEW.....</p> | | | | | | | | | | | | | | | | | | | | | |

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

22

ENGLISH 1
FRENCH 2
OTHER (WRITE IN)..... 3

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW

.....
(INTERVIEWER'S SIGNATURE)

PRÉSENTATION
SUGGÉRÉE

Je fais une enquête pour Gallup Poll et j'aimerais connaître vos opinions concernant quelques questions d'actualité.

L'INTERVIEW A
COMMENCÉ À
(HEURE)

1a. Avez-vous droit de vote aux élections fédérales qui auront lieu le 25 juin?

- OUI ()
- NON 1
- IGNORE 2

INTERVIEWER: SI "NON DROIT DE VOTE", PASSEZ AUX RENSEIGNEMENTS GÉNÉRAUX.

SI "DROIT DE VOTE", POSEZ TOUTES LES AUTRES QUESTIONS.

b. Vous intéressez-vous aux prochaines élections?

- OUI ()
- NON 3

SI "OUI", DEMANDEZ:

c. Jusqu'à quel point êtes-vous intéressé? Diriez-vous que vous êtes très intéressé, modérément intéressé ou seulement un peu intéressé?

- TRÈS INTÉRESSÉ 4
- MODÉRÉMENT INTÉRESSÉ 5
- SEULEMENT UN PEU 6

2a. Croyez-vous que vous voterez ou croyez-vous que vous ne voterez peut-être pas?

- VOTERAI ()
- NE VOTERAI PEUT-ÊTRE PAS1
- INDÉCIS 2
- CERTAINEMENT PAS 3

SI "VOTERAI", DEMANDEZ:

b. Jusqu'à quel point êtes-vous certain que vous irez voter? Absolument certain, à peu près certain, ou incertain?

- ABSOLUMENT CERTAIN 4
- À PEU PRÈS CERTAIN 5
- INCERTAIN 6

COLLEZ LE BULLETIN DE VOTE ICI

3a. Si une élection fédérale avait lieu aujourd'hui, à quel parti appartiendrait le candidat pour qui vous voteriez?

Voici un bulletin de vote secret de l'Enquête Gallup, donnant les partis qui sont en lice.

(DÉTACHEZ LE BULLETIN ET REMETTEZ-LE AU RÉPONDANT)

Auriez-vous l'obligeance de MARQUER sur le bulletin secret le parti que vous favorisez - et ensuite de le déposer dans cette boîte?

(INTERVIEWER: SI LE RÉPONDANT REMET LE BULLETIN ET DIT QU'IL N'A PAS ENCORE D'OPINION, OU REFUSE DE LE MARQUER, dites:)

b. Pourriez-vous marquer le bulletin pour indiquer quelle est votre tendance actuelle?

(INTERVIEWER: SI LE RÉPONDANT NE PEUT SE DÉCIDER ENCORE OU REFUSE DE MARQUER LE BULLETIN, DEMANDEZ-LUI D'ÉCRIRE CECI SUR LE BULLETIN ET ASSUREZ-VOUS DE LE PLACER DANS LA BOÎTE. MARQUEZ LE NUMÉRO APPROPRIÉ CI-DESSOUS POUR NOTER CE QUE LE RÉPONDANT A FAIT.)

- A MARQUÉ LE BULLETIN.....1
- A MARQUÉ LE BULLETIN SEULEMENT APRÈS 3b...2
- EST DEMEURÉ INDÉCIS APRÈS 3b.....3
- A REFUSÉ.....4

4a. Avez-vous voté aux dernières élections en novembre 1965?

- OUI..... ()
- NON.....1
- TROP JEUNE.....2

SI "OUI", DEMANDEZ:

b. A quel parti appartenait le candidat pour qui vous avez voté?

- PROG. CONS.3
- LIBÉRAL.....4
- N.P.D.5
- CRÉDIT SOCIAL.....6
- OUVRIER-PROG.7
- A OUBLIÉ.....8

AUTRE PARTI9
(INSCRIVEZ)

REFUSÉ..... 0

5a. Avez-vous eu l'occasion de voir LA PLUS GRANDE PARTIE du débat politique télévisé entre les chefs de partis, dimanche le 9 juin?

- LA PLUS GRANDE PARTIE 1
- UNE PARTIE 2
- PAS VU 3

b. EXCEPTÉ SI "PAS VU"

Sans égard à votre affiliation politique, LEQUEL parmi les chefs de partis, d'après vous, a le mieux réussi?

- (INTERVIEWER: SI PLUS D'UN SONT NOMMÉS, ENCERCLEZ LES DEUX)
- TRUDEAU 1
- STANFIELD 2
- DOUGLAS 3
- CAOJETTE 4
- AUCUN D'EUX 5
- INCERTAIN 6

c. EXCEPTÉ SI "AUCUN D'EUX" OU "INCERTAIN"

Pourquoi pensez-vous ainsi?

.....
..... NE PEUX DIRE ()

ENQUÊTEUR: Présentez cette section de la façon suivante: "Maintenant, puis-je vous poser, quelques questions pour être sûr que je m'adresse à une personne bien représentative de cette localité:

Langue maternelle - Quelle est la première langue que vous avez parlée dans votre enfance et qui vous est encore familière?

Anglaise 1
 Française..... 2
 Autre: 3
 (Ecrivez)

Quelle est la dernière école que vous avez fréquentée? Jusqu'à quelle année avez-vous poursuivi vos études?

| | En partie | Gradue |
|--------------------------------------|-----------|--------|
| Ecole primaire (1 - 7 année)..... | 1 | 2 |
| Ecole secondaire (8 - 12 année)..... | 3 | 4 |
| Cours universitaire..... | 3 | 4 |
| Cours classique..... | 4 | 8 |
| Ecole technique..... | 5 | 6 |
| Université..... | 7 | 8 |
| Aucune instruction scolaire.. | 9 | |
| Refuse..... | 0 | |
| Autres cours supplémentaires _____ | | |

OCCUPATION DU CHEF DE FAMILLE

Spécifiez le travail
 Genre de compagnie

MONTREZ LA CARTE D

Auriez-vous l'obligeance de me dire à quel groupe d'âges vous appartenez?

(ENQUÊTEUR: SI 21 - 29 ANS..... 1
 LA PERSONNE IN- 30 - 39 ANS..... 2
 TERROGÉE REFUSE 40 - 49 ANS..... 3
 DE DONNER SON 50 ANS ET PLUS..... 4
 ÂGE, ESSAYEZ DE
 LE DEVINER)

Etes-vous, vous-même (ou quelqu'un de votre famille) membre d'une union ouvrière?

OUI..... 1
 NON..... 2

SI "OUI":

Combien de personnes sont membres d'une union dans votre famille?

VILLE.....PROVINCE.....DATE DE L'INTERVIEW.....

J'ATTESTE CI-CONTRE DE LA VÉRACITÉ ET DE L'HONNÉTÉTÉ

DE CETTE INTERVIEW.....
 (SIGNATURE DE L'ENQUÊTEUR)

ENQUÊTEUR: INSCRIVEZ

SELON VOS OBSERVATIONS:

SEXE: HOMME..... 1
 FEMME..... 2

SOCIO-ÉCONOMIQUE:

A..... 1
 B..... 2
 C..... 3
 D..... 4

INTERVIEWER INDIQUEZ SI:

FERME.....1
 RURAL MAIS NON FERME ...2
 URBAIN.....3

L'INTERVIEW A PRIS FIN À:

(HEURE)

NOM DE LA PERSONNE INTERVIEWÉE:

TÉLÉPHONE:

ADRESSE:

Maintenant une question sur la religion. Quelle religion préférez-vous - Protestante, Catholique Romaine ou Juive?

PROTESTANTE1
 JUIVE2
 CATHOLIQUE ROMAINE3
 AUTRE (PRÉCISEZ)4

Quel est votre statut marital?

Célibataire 1
 Marié (e) 2
 Veuf (veuve), divorcé (e), séparé (e)... 3

Reasons for thinking preference won "Great TV Debate" --- Trudeau,
Stanfield, Douglas, or Caouette.

Here are the reasons, in order of mention, for choosing one man over
the others.

Mr. Douglas (Chosen by 34%)

He was forthright; natural; sparkling; lively; persuasive.

He answered the questions directly; didn't beat around the bush; discussed
the issues, and had all the facts.

He was the best debater and had good ideas; he made sense.

He was the most experienced politician; a seasoned campaigner.

He had nothing to lose; no hope of forming a government; the others had to
be more cautious.

He spoke simply and for the working man; the common man.

Mr. Trudeau (Chosen by 21%)

He was intelligent; brilliant; candid; restrained; and made no promises.

He was relaxed; had the answers; and was in control of the situation
throughout.

He's young; his personality stood out; he spoke with confidence.

He was completely bilingual and stressed the unity of Canada.

Mr. Stanfield (Chosen by 8%)

He was sincere; earnest; confident, with good ideas.

He's an experienced man and dominated the show; he answered well.

He's a good type; just; stable; looked like a PM.

Mr. Caouette (Chosen by 6% - nearly all in Quebec)

He was more eloquent than the others; preached better; enlivened the
debate; did as well as the others.

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL #
TOTAL CARD COUNT (NATIONAL) Number
1654 100%

no PET = 0

Regional

| | | | | |
|--------------|------------------|------------|-----|----|
| <i>col 1</i> | Maritimes | <i>123</i> | 151 | 9 |
| | Quebec | <i>11</i> | 465 | 28 |
| | Ontario | <i>7</i> | 596 | 36 |
| | Manitoba | <i>6</i> | 94 | 6 |
| | Saskatchewan | <i>7</i> | 78 | 6 |
| | Alberta | <i>8</i> | 104 | 5 |
| | British Columbia | <i>9</i> | 166 | 10 |

*20
mt
duplicated*

Community Size

col 2

| | | | |
|------------------|----------|-----|----|
| Farm | <i>1</i> | 162 | 10 |
| Rural non-farm | <i>2</i> | 241 | 14 |
| 1 - 10,000 | <i>3</i> | 194 | 12 |
| 10,001 - 30,000 | <i>4</i> | 110 | 7 |
| 30,001 - 100,000 | <i>5</i> | 166 | 10 |
| Over 100,000 | <i>6</i> | 781 | 47 |

Sex

| | | |
|-------|-----|----|
| Men | 822 | 50 |
| Women | 832 | 50 |