

G.P # 339

96894

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 339

TOTAL CARD COUNT (NATIONAL)

	<u>Number</u>	
	715	100%
<u>Regional</u>		
Maritimes	65	9%
Quebec	200	28%
Ontario	258	36%
Manitoba	32	5%
Saskatchewan	53	7%
Alberta	36	5%
British Columbia	71	10%
<u>Community Size</u>		
Farm	60	8%
Rural non-farm	114	16%
1 - 10,000	83	12%
10,001 - 30,000	43	6%
30,001 - 100,000	47	7%
Over 100,000	368	51%
<u>Sex</u>		
Men	357	50%
Women	358	50%

(CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES)

2-46  
3-0  
THE GALLUP POLL

WOULD LIKE YOUR OPINION

SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

INTERVIEWER  
DON'T READ ALOUD  
WORDS IN CAPITAL  
LETTERS

789  
SET # 339  
JANUARY 1970

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)

1. What is the most urgent problem facing you and your family today?

.....CAN'T SAY ( )

2. Who's gaining most from rising prices? (HAND CARD A) farmers, labor, business, manufacturers, professional or white collar workers?

- FARMERS.....10.....1
- LABOR.....2
- BUSINESS.....3
- MANUFACTURERS.....4
- PROFESSIONAL.....5
- WHITE COLLAR WORKERS.....6
- OTHER (WRITE IN).....7
- CAN'T SAY.....8

3. It has been suggested that prices and wages (salaries) be frozen - that is kept at their present levels as long as there is threat of inflation. Do you think this is a good idea, or not a good idea?

- GOOD IDEA.....11.....1
- POOR IDEA.....2
- CAN'T SAY.....3

4. There's a lot of discussion about the way morals and sex are changing in this country. Here is a question that is often asked in women's magazines - what is your view on this - do you think it is wrong for a man and woman to have sex relations before marriage or not?

- YES WRONG.....12.....1
- NOT WRONG.....2
- UNDECIDED.....3

5a. Do you watch both Canadian and U.S. television programmes in your home?

- YES, BOTH.....13.....
- CANADIAN ONLY.....1
- NO TV.....2

5b. IF "YES-BOTH" ASK b. and c.

b. Some people think that, on the whole, Canadian programmes are better; others think that, on the whole, U.S. programmes are better. What is your opinion?

- CANADIAN TV BETTER.....3
- U.S. TV BETTER.....4
- ABOUT THE SAME.....5
- UNDECIDED.....6

5c. Do you think Canadian culture, or way of life, is, or is not, being influenced too much by American TV?

- YES INFLUENCED TOO MUCH.....7
- NO IS NOT.....8
- UNDECIDED.....9

6. Let us think about some of the services provided by our governments, and paid for by people like you in a number of ways. Do you think you do, or do not get good value for:

	GOOD VALUE	NOT GOOD VALUE	CAN'T SAY
The police?.....14	1	2	13
Medicare?.....	4	5	6
Garbage collection?.....	7	8	9
Baby Bonus?.....15	0	X	Y
Age Pensions?.....	1	2	3
employment insurance?.....	4	5	6

7a. Have you yourself ever happened to try marijuana?

- YES.....1.....16
- NO.....2

b. If a friend or acquaintance offered you a marijuana cigarette, would you try it or not?

- YES.....1.....17
- NO.....2
- UNDECIDED.....3

c. Do you think that the use of Marijuana should be legalized or not?

- YES.....1.....18
- NO.....2
- UNDECIDED.....3

8a. Do you happen to have heard or read anything about the tax reforms described by Mr. Edgar Benson, Minister of Finance?

- YES.....
- NO.....1

IF "YES"

b. On the whole would you say that you approve or disapprove of his ideas?

- APPROVE.....2.....19
- DISAPPROVE.....3
- CAN'T SAY.....4

IF "APPROVE" OR "DISAPPROVE"

c. Can you tell me why you feel that way?

.....CAN'T SAY ( )

9. Would you approve or oppose a law which would permit a woman to go to a doctor to end pregnancy at any time during the first three months?

- FAVOR.....1.....20
- OPPOSE.....2
- NO OPINION.....3

10a. Have you heard or read anything about the dangers of pollution - that is contamination of our air, rivers and lakes?

- YES.....
- NO.....1
- CAN'T SAY.....2

IF "YES"

b. How serious do you yourself think the dangers of pollution are - very serious, fairly serious, or not serious at all?

- VERY SERIOUS.....3.....21
- FAIRLY SERIOUS.....4
- NOT SERIOUS AT ALL.....5
- CAN'T SAY.....6

c. On the whole would you say that pollution is a problem in your area?

- YES.....7.....21-3/6 one
- NO.....8
- CAN'T SAY.....9

11a. Generally speaking where do you feel you get the most reliable news coverage - from newspapers, radio or TV? (INTERVIEWER: REVERSE ORDER OF ASKING ON EACH ALTERNATE INTERVIEW)

- NEWSPAPERS.....1.....22
- RADIO.....2
- TV.....3
- CAN'T SAY.....4

b. Do you, yourself, think that sometimes news in Canada is apt to be presented in a biased way - that is influenced by the opinion of broadcasters or writers on the newspaper, radio or TV network?

- YES, SOMETIMES BIASED.....
- NO, NOT BIASED.....1
- CAN'T SAY.....2

IF "YES, SOMETIMES BIASED"

c. Where do you think this is most likely to happen - on TV, radio or in newspapers?

- TV.....3.....22
- RADIO.....4
- NEWSPAPERS.....5
- CAN'T SAY.....6

all 3

12. 12

12. As you may know, big cities here and in the U.S., because their population size and power, are wanting more political and economic rights - that is for one thing, a bigger share of the taxes. Do you approve of this idea, or disapprove?

24 APPROVE.....1  
DISAPPROVE.....2  
QUALIFIED (WRITE IN).....3  
CAN'T SAY.....4

14a. Do you think that today the feelings between English-speaking and French-speaking Canadians are better or worse than were say five years ago?

BETTER.....1  
WORSE.....2  
THE SAME.....3  
CAN'T SAY.....4

IF "BETTER" OR "WORSE"

b. In what way?  
.....  
..... CAN'T SAY ( )

13a.

13a. Do you think Canada is becoming more dependent on the United States, or less dependent than it was, say ten years ago?

25 MORE DEPENDENT.....1  
LESS DEPENDENT.....2  
NO DIFFERENCE.....3  
CAN'T SAY.....4

13b IF "MORE DEPENDENT" OR "LESS DEPENDENT"

b. In what 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?"

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

LIBERAL.....1  
PROG. CONS.....2  
N.D.P.....3  
CREDITISTE.....4  
SOCIAL CREDIT...5  
LABOR PROG.....6  
OTHER PARTY.....7  
(WRITE IN)  
UNDECIDED.....8  
REFUSED.....9  
NOT ELIGIBLE.....0

Did you vote in the last Federal election in June 1968?

31 YES.....  
NO.....1  
TOO YOUNG TO VOTE.....2

IF "YES" ASK:

Which party did the candidate for whom you voted represent?

LIBERAL.....30  
PROG. CONS.....40  
N.D.P.....50  
CREDITISTE.....60  
SOCIAL CREDIT...70  
LABOR PROG.....80  
OTHER PARTY.....90  
(WRITE IN)  
DON'T REMEMBER.....0  
REFUSED ..... X

Now for a question on religion. What is your religious preference - Protestant, Roman Catholic or Jewish?

32 PROTESTANT.....1  
JEWISH.....2  
ROMAN CATHOLIC.....3  
OTHER (SPECIFY).....4

What is your marital status?

33 SINGLE.....1  
MARRIED.....2  
WIDOW(ER), DIVORCED,  
SEPARATED.....3

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

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

What was the name of the last school you attended? How far did you go?

Public school (grades 1-8) ..... 1 2  
Secondary or high school (grades 9-13).. 3 35 4  
Technical school ..... 5 6  
University ..... 7 8  
No formal schooling ... 9  
Refused ..... 0

Any additional schooling (WRITE IN)

OCCUPATION OF HEAD OF FAMILY:

Specific job .....  
Type of Company ..... 36-1/2

SHOW CARD D

Would you mind telling me which age group you are in?  
21-29 YEARS.....1  
30-39 YEARS.....2  
40-49 YEARS.....3  
50 AND OVER.....4  
37

Are you (or is any member of your family) a member of a labor union?

38 YES.....1  
NO.....2

IF "YES"

How many are union members?.....

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: 39 MAN.....1  
WOMAN.....2

SOCIO-ECONOMIC GROUP:

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

INTERVIEWER CHECK IF:

41 FARM.....1  
RURAL NON FARM.....2  
URBAN.....3

TIME INTERVIEW ENDED: .....

NAME OF RESPONDENT .....

ADDRESS .....

TELEPHONE .....

42/25 blank

CITY ..... PROVINCE ..... 76/80 CF study  
DATE OF INTERVIEW ..... 9/6/64

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW

(INTERVIEWER'S SIGNATURE)

The question:

"WHAT IS THE MOST URGENT PROBLEM FACING YOU AND YOUR FAMILY TODAY?"

... Cost of living; lack of money; finance, inflation .....	45%
... Personal; marital .....	6
... Education .....	5
... Health .....	5
... Unemployment .....	4
... Housing .....	4
... Taxes .....	3
... Other .....	6
... Can't say .....	<u>27</u>
	105%*

(\* More than one problem mentioned)

(30)

Coming next: Are Canadians aware of and informed about the dangers of pollution?

FOR RELEASE: ~~WEDNESDAY, FEBRUARY 25, 1970.~~

Following are the answers:

Approve (34%)

... Changes mean help for small income man .....	22%
... Will make tax burden more equitable .....	17
... Getting at big business, big profits .....	13
... Have needed tax reform .....	13
... Like a capital gains tax .....	9
... Some good ideas, helps country .....	6
... Other .....	11
Can't say .....	<u>9</u>
	100%

Disapprove (38%)

... Too harsh on middle class earners, on property owners .....	23%
... Takes away small business incentive; unfair taxes; too hard on thrifty, on farmers.....	22
... Not fair for low incomes .....	13
... Impractical; over-taxation .....	11
... Not taxing right people .....	11
... Capital gains tax detrimental to Canada .....	11
... White Paper not clear; don't like it.....	6
... Bad inheritance tax .....	4
... Other .....	<u>4</u>
	105%*

\* More than one answer given.

(30)

Coming: Is there bias in Canadian news coverage?

For Release Saturday, March 28, 1970.

Question I3-b

Gallup Poll interviewers asked those who said more dependent or less dependent, "IN WHAT WAY?", with these reactions.

<u>More dependent:</u>	<u>50% Of The People</u>
... Financially; Americans buying up our industries and manufacturing; Canadians don't invest in Canada .....	57%
... Too much influenced by U.S. through television .....	10
... Through its very bigness, U.S. taking over Canada; we are selling our natural resources .....	8
... We need the U.S. to defend us; have eroded our own defences; U.S. opening up our frontiers; we borrow too much from U.S. ....	6
... Imbalance of trade; too many imports from U.S. ....	3
... Other .....	6
... Can't say .....	12
	<u>102%*</u>

<u>Less dependent:</u>	<u>22% Of The People</u>
... Trying to be less dependent; speaking out more; have more Canadian spirit .....	33%
... Less timorous about investing in things Canadian .....	20
... Canadians have more money; U.S. capital not so necessary to development of Canada .....	10
... Other .....	19
... Can't say .....	19
	<u>101*</u>

\*More than one reason mentioned.

(30)

Coming next: Are French-English relations better or worse?

~~FOR RELEASE SATURDAY, APRIL 4, 1970~~

French-English Relationships are worsening because:

(42% Of The Public)

Quebec wants to dominate the whole country by forcing bilingualism on everyone . . . . .	25%
Quebec is a constant irritation; prejudiced; always disagreeing; English "backlash" growing . . . . .	20
English Canada is tired of the conflict of separatism; resents it. . . . .	15
French-Canadians are too aggressive; riots and bombings getting worse . . . . .	12
Too much news and TV publicity exaggerates unrest . . . . .	6
Conflict over schools and education increasing . . . . .	4
Other reasons (including B. and B. Report; bad leadership in Quebec; bonus for French-Canadian Civil Servants) . . . . .	13
Can't say . . . . .	<u>9</u>
(Some gave more than one reason)	104%

French-English Relationships have improved because:

(24% Of The Public)

Prejudice is being overcome because of a better understanding between the races in many areas . . . . .	39%
The races are mixing more; facing problems in the open and trying to right them. . . . .	23
Bilingualism is increasing; more speak French . . . . .	13
Other reasons (including: Only a handful of separatists in Quebec; less in headline news now) . . . . .	17
Can't say . . . . .	<u>8</u>
	100%

Coming: To what degree do Canadians use Marijuana? How many would try it, if they were offered some? Should it be banned legally?

For release, Wednesday, April 8, 1970.

**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)

1. Quel est le problème le plus urgent auquel vous et votre famille devez faire face actuellement?  
.....  
..... NE PEUT DIRE ( )

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2. Qui bénéficie le plus de la hausse des prix?  
(PRÉSENTEZ LA CARTE A) Les fermiers, les ouvriers, les hommes d'affaires, les fabricants, les professionnels ou les employés de bureau?  

LES FERMIERS .....	1
LES OUVRIERS .....	2
LES HOMMES D'AFFAIRES...	3
LES FABRICANTS .....	4
LES PROFESSIONNELS.....	5
LES EMPLOYÉS DE BUREAU.6	
AUTRES (INSCRIVEZ) .....	7
NE PEUT DIRE .....	8

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3. On a suggéré de bloquer les prix et les salaires, c'est-à-dire de les maintenir à leurs niveaux actuels aussi longtemps qu'il y aura menace d'inflation. Pensez-vous que l'idée soit bonne ou non?  

BONNE IDÉE .....	1
MAUVAISE IDÉE.....	2
NE PEUT DIRE .....	3

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4. On parle beaucoup des changements qui affectent la morale et les mœurs dans notre pays. C'est une question qui est souvent posée aux lectrices des journaux féminins. Quelle est votre opinion à ce sujet? Pensez-vous que les relations sexuelles prémaritales soient mauvaises ou non?  

OUI MAUVAISES.....	1
NON MAUVAISES.....	2
INDECIS .....	3

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- 5a. Chez vous, regardez-vous les programmes de télévision canadiens et américains?  

OUI, LES DEUX .....	( )
CANADIENS SEULEMENT...	1
PAS DE T.V.....	2

SI LA RÉPONSE EST "OUI, LES DEUX", posez les questions b et c
- b. Certaines personnes pensent que, dans l'ensemble, les programmes canadiens sont meilleurs et d'autres pensent que, dans l'ensemble, les programmes américains sont meilleurs. Quelle est votre opinion?  

LA TV CANADIENNE EST MEILLEURE...	3
LA TV AMÉRICAINE EST MEILLEURE...	4
À PEU PRÈS IDENTIQUES .....	5
INDECIS.....	6
- c. Pensez-vous que la culture et le mode de vie canadiens soient ou non trop influencés par la télévision américaine?  

OUI, TROP INFLUENCÉS...	7
NON .....	8
INDECIS.....	9

6. Considérons quelques-uns des services assurés par nos gouvernements et payés, d'une façon ou d'une autre, par des gens comme vous. Estimez-vous que vous obtenez ou non un service satisfaisant dans les domaines suivants:

	SATIS- FAISANT	NON SATIS- FAISANT	NE PEUT DIRE
La police	1	2	3
Soins médicaux universels	4	5	6
Ramassage des ordures	7	8	9
Allocations familiales	0	X	Y
Pensions de vieillesse	1	2	3
Assurance chômage	4	5	6

- 7a. Vous est-il déjà arrivé d'essayer la marijuana?  

OUI.....	1
NON.....	2
- b. Si un ami ou une connaissance vous offrait une cigarette de marijuana, la fumeriez-vous ou non?  

OUI.....	1
NON.....	2
INDECIS.....	3
- c. Pensez-vous que l'usage de la marijuana devrait être légalisé ou non?  

OUI.....	1
NON.....	2
INDECIS.....	3

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- 8a. Avez-vous déjà entendu ou lu des commentaires sur la réforme fiscale décrite par M. Edgar Benson, Ministre des finances?  

OUI .....	( )
NON.....	1

SI "OUI"
- b. Dans l'ensemble, approuvez-vous ou désapprouvez-vous ses idées?  

APPROUVE.....	2
DÉSAPPROUVE.....	3
NE PEUT DIRE.....	4

SI "APPROUVE" OU "DÉSAPPROUVE"
- c. Pouvez-vous dire pourquoi vous pensez ainsi?  

.....

NE PEUT DIRE.....( )

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9. Approuveriez-vous ou désapprouveriez-vous une loi qui permettrait à une femme d'aller chez un médecin et d'interrompre une grossesse à n'importe quel moment des trois premiers mois?  

APPROUVERAIT.....	1
OPPOSERAIT.....	2
PAS D'OPINION.....	3

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- 10a. Avez-vous déjà entendu ou lu des commentaires concernant les dangers de la pollution, c'est-à-dire la contamination de l'air, des cours d'eau et des lacs?  

OUI.....	( )
NON.....	1
NE PEUT DIRE.....	2

SI "OUI"
- b. Jusqu'à quel point, selon vous, les dangers de la pollution sont-ils sérieux? Très sérieux, assez sérieux ou insignifiants?  

TRÈS SÉRIEUX.....	3
ASSEZ SÉRIEUX.....	4
INSIGNIFIANTS.....	5
NE PEUT DIRE.....	6
- c. Dans l'ensemble, diriez-vous que la pollution constitue un problème dans votre région?  

OUI.....	7
NON.....	8
NE PEUT DIRE.....	9



11a. D'une façon générale, par quel média estimez-vous recevoir les nouvelles les plus sûres? Les journaux, la radio ou la télévision? (INTERVIEWER: VEUILLEZ INTERVERTIR L'ORDRE DES QUESTIONS À CHAQUE INTERVIEW)

- JOURNAUX.....1
- RADIO.....2
- TÉLÉVISION.....3
- NE PEUT DIRE.....4

b. Pensez-vous qu'au Canada les nouvelles sont parfois présentées de façon partielle, c'est-à-dire qu'elles reflètent l'opinion personnelle du journaliste ou de l'annonceur de radio ou de télévision?

- QUELQUEFOIS PARTIALES( )
- IMPARTIALES.....1
- NE PEUT DIRE.....2

SI "QUELQUEFOIS PARTIALES"

c. Où estimez-vous que cela a le plus tendance à se produire? A la télévision, à la radio ou dans les journaux?

- TÉLÉVISION.....3
- RADIO.....4
- JOURNAUX.....5
- NE PEUT DIRE.....6

12. Comme vous le savez peut-être, les grandes villes du Canada et des États-Unis, par suite de leur population et de leur importance, désirent obtenir plus de droits politiques et économiques, c'est-à-dire une plus grosse partie des impôts. Approuvez-vous ou désapprouvez-vous cette idée?

- APPROUVE.....1
- DÉSAPPROUVE.....2

- OPINION QUALIFIÉE (INSCRIVEZ).....3
- NE PEUT DIRE.....4

13a. Pensez-vous que le Canada est plus dépendant des États-Unis, ou moins, qu'il l'était il y a une dizaine d'années?

- PLUS DÉPENDANT.....1
- MOINS DÉPENDANT.....2
- PAS DE DIFFÉRENCE.....3
- NE PEUT DIRE.....4

SI "PLUS DÉPENDANT" OU "MOINS DÉPENDANT"

b. De quelle façon?

- .....
- ..... NE PEUT DIRE..( )

14a. Croyez-vous que les relations actuelles entre les Canadiens de langue anglaise et les Canadiens de langue française, sont meilleures ou pires qu'il y a cinq ans?

- MEILLEURES.....1
- PIRES.....2
- IDENTIQUES.....3
- NE PEUT DIRE.....4

SI "MEILLEURES" OU "PIRES"

b. De quelle façon?

- .....
- .....NE PEUT 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:"

ENQUÊTEUR: Si le répondant préfère ne pas répondre à cette question, assurez-le que vous ne cherchez pas à savoir son nom, mais que - au contraire - vous cherchez à obtenir ces renseignements dans l'unique but de déterminer la marche de l'opinion publique au Canada.

Si une élection du Fédéral était tenue aujourd'hui, à quel parti appartiendrait le candidat de votre choix:

- LIBÉRAL.....1      AUTRE PARTI
- CONSERVATEUR...2      .....7
- N.D.P.....3      (L'INSCRIRE)
- CRÉDITISTE.....4      INDÉCIS.....8
- CRÉDIT SOCIAL...5      REFUSE.....9
- OUVRIER PROGRESSISTE...6      NON ÉLIGIBLE.....0

Avez-vous voté aux élections fédérales d'June 1968?

- OUI.....
- NON.....1
- TROP JEUNE POUR VOTER...2

SI "OUI" DEMANDEZ:

Quel parti représentait le candidat pour lequel vous avez voté?

- LIBÉRAL.....3      AUTRE PARTI
- CONSERVATEUR...4      .....9
- N.D.P.....5      (L'INSCRIRE)
- CRÉDITISTE.....6      JE NE ME SOUVIENS PAS..0
- CRÉDIT SOCIAL...7      REFUSE.....X
- OUVRIER PROGRESSISTE...8

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

- PROTESTANTE .....1
- JUIVE .....2
- CATHOLIQUE ROMAINE .....3
- AUTRE (PRÉCISEZ) .....4

Quel est votre statut marital?

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

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	Gradué
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:

(CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES)

THE GALLUP POLL

WOULD LIKE YOUR OPINION

SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

INTERVIEWER  
DON'T READ ALOUD  
WORDS IN CAPITAL  
LETTERS

SET # 339  
JANUARY 1970

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

1. What is the most urgent problem facing you and your family today?  
.....  
.....CAN'T SAY ( )

2. Who's gaining most from rising prices? (HAND CARD A) farmers, labor, business, manufacturers, professional or white collar workers?  
FARMERS.....10.....1  
LABOR.....2  
BUSINESS.....3  
MANUFACTURERS.....4  
PROFESSIONAL.....5  
WHITE COLLAR WORKERS.....6  
OTHER (WRITE IN).....7  
CAN'T SAY.....8

3. It has been suggested that prices and wages (salaries) be frozen - that is kept at their present levels as long as there is threat of inflation. Do you think this is a good idea, or not a good idea?  
GOOD IDEA.....11.....1  
POOR IDEA.....2  
CAN'T SAY.....3

4. There's a lot of discussion about the way morals and sex are changing in this country. Here is a question that is often asked in women's magazines - what is your view on this - do you think it is wrong for a man and woman to have sex relations before marriage or not?  
YES WRONG.....12.....1  
NOT WRONG.....2  
UNDECIDED.....3

5a. Do you watch both Canadian and U.S. television programmes in your home?  
YES, BOTH.....13.....  
CANADIAN ONLY.....1  
NO TV.....2

IF "YES-BOTH" ASK b. and c.

b. Some people think that, on the whole, Canadian programmes are better; others think that, on the whole, U.S. programmes are better. What is your opinion?  
CANADIAN TV BETTER.....3  
U.S. TV BETTER.....4  
ABOUT THE SAME.....5  
UNDECIDED.....6

c. Do you think Canadian culture, or way of life, is, or is not, being influenced too much by American TV?  
YES INFLUENCED TOO MUCH.....7  
NO IS NOT.....8  
UNDECIDED.....9

6. Let us think about some of the services provided by our governments, and paid for by people like you in a number of ways. Do you think you do, or do not get good value for:

	GOOD VALUE	NOT GOOD VALUE	CAN'T SAY
The police?.....14	1	2	3
Medicare?.....	4	5	6
Garbage collection?.....	7	8	9
Baby Bonus?.....15	0	X	Y
Old Age Pensions?.....	1	2	3
Unemployment insurance?....	4	5	6

7a. Have you yourself ever happened to try marijuana?  
YES.....16  
NO.....2

b. If a friend or acquaintance offered you a marijuana cigarette, would you try it or not?  
YES.....17  
NO.....2  
UNDECIDED.....3

c. Do you think that the use of Marijuana should be legalized or not?  
YES.....18  
NO.....2  
UNDECIDED.....3

8a. Do you happen to have heard or read anything about the tax reforms described by Mr. Edgar Benson, Minister of Finance?  
YES.....  
NO.....1

IF "YES"

b. On the whole would you say that you approve or disapprove of his ideas?  
APPROVE.....19  
DISAPPROVE.....2  
CAN'T SAY.....3

IF "APPROVE" OR "DISAPPROVE"

c. Can you tell me why you feel that way?  
.....  
.....CAN'T SAY ( )

9. Would you approve or oppose a law which would permit a woman to go to a doctor to end pregnancy at any time during the first three months?  
FAVOR.....20  
OPPOSE.....2  
NO OPINION.....3

10a. Have you heard or read anything about the dangers of pollution - that is contamination of our air, rivers and lakes?  
YES.....  
NO.....1  
CAN'T SAY.....2

IF "YES"

b. How serious do you yourself think the dangers of pollution are - very serious, fairly serious, or not serious at all?  
VERY SERIOUS.....21  
FAIRLY SERIOUS.....3  
NOT SERIOUS AT ALL.....4  
CAN'T SAY.....5

c. On the whole would you say that pollution is a problem in your area?  
YES.....7  
NO.....8  
CAN'T SAY.....9

11a. Generally speaking where do you feel you get the most reliable news coverage - from newspapers, radio or TV? (INTERVIEWER: REVERSE ORDER OF ASKING ON EACH ALTERNATE INTERVIEW)

NEWSPAPERS.....22  
RADIO.....2  
TV.....3  
CAN'T SAY.....4

b. Do you, yourself, think that sometimes news in Canada is apt to be presented in a biased way - that is influenced by the opinion of broadcasters or writers on the newspaper, radio or TV network?  
YES, SOMETIMES BIASED.....  
NO, NOT BIASED.....1  
CAN'T SAY.....2

IF "YES, SOMETIMES BIASED"

c. Where do you think this is most likely to happen - on TV, radio or in newspapers?  
TV.....23  
RADIO.....one  
NEWSPAPERS.....cal  
CAN'T SAY.....6

12. As you may know, big cities here and in the U.S., because of their population size and power, are wanting more political and economic rights - that is for one thing, a bigger share of the taxes. Do you approve of this idea, or disapprove?

24  
 APPROVE.....1  
 DISAPPROVE.....2  
 QUALIFIED (WRITE IN).....3  
 CAN'T SAY.....4

14a. Do you think that today the feelings between English-speaking and French-speaking Canadians are better or worse than were say five years ago?

26  
 BETTER.....1  
 WORSE.....2  
 THE SAME.....3  
 CAN'T SAY.....4

13a. Do you think Canada is becoming more dependent on the United States, or less dependent than it was, say ten years ago?

25  
 MORE DEPENDENT.....1  
 LESS DEPENDENT.....2  
 NO DIFFERENCE.....3  
 CAN'T SAY.....4

IF "MORE DEPENDENT" OR "LESS DEPENDENT"

b. In what way?

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

IF "BETTER" OR "WORSE"

b. In what 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?"

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

LIBERAL.....1  
 PROG. CONS.....2 30  
 N.D.P.....3  
 CREDITISTE.....4  
 SOCIAL CREDIT...5  
 LABOR PROG.....6  
 OTHER PARTY (WRITE IN).....7  
 UNDECIDED.....8  
 REFUSED.....9  
 NOT ELIGIBLE.....0

Did you vote in the last Federal election in June 1968?

YES.....  
 NO.....1  
 TOO YOUNG TO VOTE.....2

IF "YES" ASK:

Which party did the candidate for whom you voted represent?

LIBERAL.....30  
 PROG. CONS.....40  
 N.D.P.....50  
 CREDITISTE.....6  
 SOCIAL CREDIT...7  
 LABOR PROG.....8  
 OTHER PARTY (WRITE IN).....9  
 DON'T REMEMBER.....0

REFUSED ..... X

Now for a question on religion. What is your religious preference - Protestant, Roman Catholic or Jewish?

32  
 PROTESTANT.....1  
 JEWISH .....2  
 ROMAN CATHOLIC.....3  
 OTHER (SPECIFY).....4

What is your marital status?

33  
 SINGLE.....1  
 MARRIED.....2  
 WIDOW(ER), DIVORCED, SEPARATED.....3

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

34  
 ENGLISH .....1  
 FRENCH.....2  
 OTHER (WRITE IN) .....3

What was the name of the last school you attended? How far did you go?

	Some	Graduated
Public school (grades 1-8) .....	1	2
Secondary or high school (grades 9-13) ..	3 35	4
Technical school .....	5	6
University .....	7	8
No formal schooling ...	9	
Refused .....	0	
Any additional schooling (WRITE IN)		

OCCUPATION OF HEAD OF FAMILY:

Specific job .....  
 Type of Company ..... 36-1/2

SHOW CARD D

Would you mind telling me which age group you are in?

37  
 21-29 YEARS.....1  
 30-39 YEARS.....2  
 40-49 YEARS.....3  
 50 AND OVER.....4

Are you (or is any member of your family) a member of a labor union?

38  
 YES.....1  
 NO.....2

IF "YES"

How many are union members?.....

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: 39  
 MAN.....1  
 WOMAN.....2

SOCIO-ECONOMIC GROUP:

40  
 A.....1  
 B.....2  
 C.....3  
 D.....4

INTERVIEWER CHECK IF:

41  
 FARM.....1  
 RURAL NON FARM.....2  
 URBAN.....3

TIME INTERVIEW ENDED: .....

NAME OF RESPONDENT .....

ADDRESS .....

TELEPHONE .....

42/25 blank

CITY ..... PROVINCE 7018  
 DATE OF INTERVIEW ..... 96

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW

.....  
 (INTERVIEWER'S SIGNATURE)