

THE GALLUP POLL

INTERVIEWER  
DON'T READ ALOUD  
WORDS IN CAPITAL  
LETTERS

WOULD LIKE YOUR OPINION

(CIRCLE APPROPRIATE NUMBERS  
OR CHECK BOXES)

SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

G.P. 371  
Dec. 1974

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. First, are you employed outside the home full-time, part-time or not at all?

FULL-TIME.....10-1  
PART-TIME.....2  
NOT AT ALL.....3

IF EMPLOYED FULL OR PART-TIME, ASK:

b. If you were to get enough money to live as comfortably as you would like for the rest of your life, would you continue to work or would you stop working?

CONTINUE WORKING.....11-1  
STOP WORKING.....2  
DON'T KNOW.....3

2a. Which one of these reasons do you feel is the most important cause of rising food prices -- world-wide shortages, increased labor costs, or increased demand for profits by business and industry?

WORLD-WIDE SHORTAGES.....12-1  
INCREASED LABOR COSTS.....2  
INCREASED DEMAND FOR PROFITS BY BUSINESS AND INDUSTRY.....3  
DON'T KNOW.....4

b. What group or groups in Canada do you feel are suffering most from these high prices?

OLD/PENSIONERS.....13-1  
POOR, LOW INCOME, WELFARE.....2  
MIDDLE INCOME.....3  
LARGE FAMILIES.....4  
NON-UNION HOUSEHOLDS.....5  
OTHER(SPECIFY).....6  
DON'T KNOW.....7

c. Do you have quite a lot of confidence, some confidence, a little confidence or no confidence in the way the government in Ottawa is handling the problem of inflation?

LOT OF CONFIDENCE.....14-1  
SOME CONFIDENCE.....2  
LITTLE CONFIDENCE.....3  
NO CONFIDENCE.....4  
DON'T KNOW.....5

HAND CARD "A"

3a. Here is a list of people who are currently being suggested as the potential leader of the Conservative Party in Ottawa, when Mr. Stanfield steps down. Would you tell me which ones you have seen or heard anything about? RECORD BELOW

b. And which one of these would you, yourself, most likely support? RECORD BELOW

	HEARD OF	WOULD SUPPORT
HEWARD GRAFFTEY, M.P.....	15-1	16-1
ALLAN LAWRENCE, M.P.....	2	2
PETER LOUGHEED, M.P.P.....	3	3
FLORA MACDONALD, M.P.....	4	4
DARCY MCKEOUGH, M.P.P.....	5	5
CLAUDE WAGNER, M.P.....	6	6
OTHER(SPECIFY).....	7	7
DON'T KNOW, NONE.....	8	8

HAND CARD "B"

4a. And here is a list of people who are currently being suggested as the potential leader of the New Democratic Party in Ottawa, when Mr. Lewis steps down. Would you tell me which ones you have seen or heard anything about? RECORD BELOW

b. And which one of these would you, yourself, most likely support? RECORD BELOW

	HEARD OF	WOULD SUPPORT
D. VID BARRETT, M.P.P.....	17-1	18-1
ALLAN BLAKENEY, M.P.P.....	2	2
ED BROADBENT, M.P.....	3	3
LORNE NYSTROM, M.P.....	4	4
ED SCHREYER, M.P.P.....	5	5
MAX SALTSMAN, M.P.....	6	6
OTHER(SPECIFY).....	7	7
DON'T KNOW.....	8	8

5a. Have you, yourself, ever happened to try marijuana?

YES.....19-1  
NO.....2

b. Do you think the use of marijuana should be legalized or not?

YES.....4  
NO.....5  
DON'T KNOW.....6

c. Do you favor or oppose prison sentences for people convicted of selling marijuana?

FAVOR.....8  
OPPOSE.....9  
DON'T KNOW.....0

6. In your opinion, should prisoners convicted of a serious offence, such as armed robbery, be allowed out on week-end leaves or not?

SHOULD.....20-1  
SHOULD NOT.....2  
DON'T KNOW.....3

7. If you were taking a new job and had your choice of a boss, would you prefer to work under a man or a woman?

PREFER MAN BOSS.....21-1  
PREFER WOMAN BOSS.....2  
NO DIFFERENCE.....3  
NO OPINION.....4

8a. Should Canadian magazine publishers be given some form of protection or assistance by the government or not?

YES, SHOULD.....22-1  
NO, SHOULD NOT.....2  
DON'T KNOW.....3

IF "YES", ASK

b. What, if anything, do you think should or could be done?

-23

-24

9a. Do you feel that the problems of the under-developed countries of the world are their own responsibility or do you feel that the developed countries must share in this responsibility?

UNDERDEVELOPED LOOK AFTER SELVES.....25-1  
DEVELOPED MUST SHARE RESPONSIBILITY.....2  
DON'T KNOW.....3

b. As you probably know, there is an extreme shortage of food in many of the underdeveloped countries. Do you think Canada is doing more or less than its share to assist nations who are short of food?

DOING MORE.....26-1  
DOING LESS.....2  
ABOUT RIGHT.....3  
DON'T KNOW.....4

c. A suggestion has been made that we adopt a two-price system. That is charging high prices for food going to the developed countries and low prices or not charging for that going to underdeveloped countries. Would you approve or disapprove of this?

APPROVE.....27-1  
DISAPPROVE.....2  
DON'T KNOW.....3

d. Do you feel that Canada should or should not increase aid to underdeveloped countries to assist them to become more self-sufficient in the future?

SHOULD INCREASE.....28-1  
SHOULD NOT INCREASE.....2  
DON'T KNOW.....3

CONTINUED.....

ASK IN ONTARIO ONLY: IF NOT IN ONTARIO SKIP TO QUESTION 12.

10. If an Ontario Provincial election were held today, which party's candidate do you think you would favor?

LIBERAL.....<sup>29</sup>-1 OTHER \_\_\_\_\_ 7  
 CONSERVATIVE...2 (WRITE IN)  
 N.D.P.....3 UNDECIDED.....8  
 REFUSED.....9  
 NOT ELIGIBLE.....0

11a. Did you vote in the last Ontario Provincial election held in October, 1971?

YES.....<sup>30</sup>   
 NO.....1  
 TOO YOUNG TO VOTE.....2

IF "YES", ASK:

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

LIBERAL.....3 OTHER \_\_\_\_\_ 9  
 CONSERVATIVE.....4 (WRITE IN)  
 N.D.P.....5 DON'T REMEMBER.....0  
 REFUSED.....X

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 OTHER PARTY 64  
 PROG. CONS.....2 \_\_\_\_\_ 7  
 N.D.P.....3 (WRITE IN)  
 CREDITISTE.....4 UNDECIDED.....8  
 SOCIAL CREDIT.....5 REFUSED.....9  
 LABOR PROG.....6 NOT ELIGIBLE...0

Did you vote in the last Federal election on July 8th, 1974?

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

IF "YES", ASK:

Which party did the candidate for whom you voted represent?

LIBERAL.....3 OTHER PARTY 65  
 PROG. CONS.....4 \_\_\_\_\_ 9  
 N.D.P.....5 (WRITE IN)  
 CREDITISTE.....6 DON'T REMEMBER.0  
 SOCIAL CREDIT.....7 REFUSED.....X  
 LABOR PROG.....8

What is your marital status?

SINGLE.....66 1  
 MARRIED.....2  
 WID, DIV, SEP.....3

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

ENGLISH.....67 1  
 FRENCH.....2  
 OTHER(WRITE IN) \_\_\_\_\_ 3

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

PROTESTANT.....68 1  
 JEWISH.....2  
 ROMAN CATHOLIC.....3  
 OTHER(SPECIFY) \_\_\_\_\_ 4

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

	Some	Graduated
Public School (grades 1 - 8).....1		2 <u>69</u>
Secondary or high school (grades 9-13)....3	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 \_\_\_\_\_ 70  
 Type of Company \_\_\_\_\_

How many people, including yourself, are there in this household?

1 2 3 4 5 6 OR MORE 71

How many would be under 10 years?

0 1 2 3 4 OR MORE 72

How many would be between 10 & 17 years?

0 1 2 3 4 OR MORE 73

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

YES....1 74  
 NO.....2

What was the year of your birth?

YEAR \_\_\_\_\_ 75 76

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: MAN.....77 1  
 WOMAN.....2

HAND CARD "R"

Which number on this card corresponds to your total annual family income from all sources, before tax deductions? 78

A. Under \$4,000...1 E. \$10,000-\$12,999..5  
 B. \$4,000-\$5,999..2 F. \$13,000-\$14,999..6  
 C. \$6,000-\$7,999..3 G. \$15,000-\$19,999..7  
 D. \$8,000-\$9,999..4 H. \$20,000 & OVER...8  
 REFUSED.....9

INTERVIEWER CHECK IF:

FARM.....79 1  
 RURAL NON-FARM.....2  
 URBAN.....3

TIME INTERVIEW ENDED \_\_\_\_\_

NAME OF RESPONDENT \_\_\_\_\_

ADDRESS \_\_\_\_\_

TELEPHONE \_\_\_\_\_

CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_

DATE OF INTERVIEW \_\_\_\_\_

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW

\_\_\_\_\_  
 (INTERVIEWER'S SIGNATURE)

L'ENQUÊTE GALLUP  
DÉSIRE VOTRE OPINION

ENQUÊTEUR  
NE LISEZ PAS À HAUTE  
VOIX LE TEXTE EN LETTRES  
MAJUSCULES

ENCERCLEZ LES NUMÉROS  
APPROPRIÉS OU MARQUEZ  
LES CASES

APPUYÉE PAR LES PRINCIPAUX JOURNAUX DU CANADA

G.P. 371  
Dec. 1974

PRÉSENTATION SUGGÉRÉE

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

L'INTERVIEW A  
COMMENCE A .....  
(HEURE)

1a. En premier lieu, travaillez-vous à l'extérieur soit à plein temps, à temps partiel ou pas du tout?

A plein temps ..... 10-1  
A temps partiel ..... 2  
Pas du tout ..... 3

SI A PLEIN TEMPS OU A TEMPS PARTIEL, DEMANDEZ:

b. Si vous deviez avoir assez d'argent pour vivre aussi confortablement que vous le désirez pour le reste de votre vie, continueriez-vous à travailler ou si vous cesseriez de travailler?

CONTINUERAI DE TRAVAILLER ..... 11-1  
ARRÊTERAI DE TRAVAILLER ..... 2  
NE SAIS PAS ..... 3

2a. Parmi les raisons suivantes, selon vous quelle est la cause la plus importante qui fait augmenter les prix de la nourriture -- les pénuries mondiales, l'augmentation des coûts de la main-d'oeuvre ou la demande grandissante de profits par le commerce ou l'industrie?

LES PÉNURIES MONDIALES ..... 12-1  
L'AUGMENTATION DES COÛTS DE LA MAIN-D'OEUVRE ..... 2  
LA DEMANDE GRANDISSANTE DE PROFITS PAR LE COMMERCE OU L'INDUSTRIE ..... 3  
NE SAIS PAS ..... 4

b. Selon vous, au Canada quel groupe ou groupes souffrent le plus de ces prix élevés?

LES PERSONNES ÂGÉES/LES PERSONNES A LEUR RETRAITE ..... 13-1  
LES PAUVRES, A FAIBLES REVENUS, SOUS LE BIEN-ÊTRE ..... 2  
A REVENUS MOYENS ..... 3  
LES FAMILLES NOMBREUSES ..... 4  
LES FAMILLES NON-SYNDIQUÉES ..... 5

AUTRE(SPECIFIEZ) ..... 6  
NE SAIS PAS ..... 7

c. Avez-vous très confiance, assez confiance, un peu confiance ou pas confiance du tout en la façon dont le gouvernement d'Ottawa traite le problème de l'inflation?

TRES CONFIANCE ..... 14-1  
ASSEZ CONFIANCE ..... 2  
UN PEU CONFIANCE ..... 3  
PAS CONFIANCE DU TOUT ..... 4  
NE SAIS PAS ..... 5

PASSEZ LA CARTE "A"

3a. Voici une liste de personnes qui sont actuellement proposées comme chef qualifié pour le Parti Conservateur à Ottawa, lorsque M. Stanfield se retirera. Pourriez-vous me nommer les personnes que vous avez vues ou dont vous avez entendu parler? ENREGISTREZ CI-DESSOUS.

b. Et lesquelles parmi celles-ci, seriez-vous personnellement plus susceptible d'appuyer? ENREGISTREZ CI-DESSOUS.

	ENTENDU PARLER	APPUYERAI
HEWARD GRAFFTEY, M.P.	15-1	16-1
ALLAN LAWRENCE, M.P.	2	2
PETER LOUGHEED, M.P.P.	3	3
FLORA MACDONALD, M.P.	4	4
DARCY MCKEUGH, M.P.P.	5	5
CLAUDE WAGNER, M.P.	6	6
AUTRE (SPECIFIEZ)	7	7
NE SAIS PAS, AUCUN	8	8

PASSEZ LA CARTE "B"

4a. Et voici une liste de personnes qui sont actuellement proposées comme chef qualifié pour le Nouveau Parti Démocrate à Ottawa, lorsque M. Lewis se retirera. Pourriez-vous me nommer les personnes que vous avez vues ou dont vous avez entendu parler? ENREGISTREZ CI-DESSOUS.

b. Et lesquelles parmi celles-ci, seriez-vous personnellement plus susceptible d'appuyer? ENREGISTREZ CI-DESSOUS.

	ENTENDU PARLER	APPUYERAI
DAVID BARRETT, M.P.P.	17-1	18-1
ALLAN BLAKENEY, M.P.P.	2	2
ED BROADBENT, M.P.	3	3
LORNE NYSTROM, M.P.	4	4
ED SCHREYER, M.P.P.	5	5
MAX SALTSMAN, M.P.	6	6
AUTRE(SPECIFIEZ)	7	7
NE SAIS PAS	8	8

5a. Avez-vous, personnellement, eu l'occasion d'essayer la marijuana?

OUI ..... 19-1  
NON ..... 2

b. Croyez-vous que l'usage de la marijuana devrait être légalisée oui ou non?

OUI ..... 4  
NON ..... 5  
NE SAIS PAS .. 6

c. Etes-vous en faveur ou contre l'emprisonnement de personnes trouvées coupables de vendre de la marijuana?

EN FAVEUR ..... 8  
CONTRE ..... 9  
NE SAIS PAS ..... 0

6. Les prisonniers déclarés coupables d'un grave délit, tel que le vol à main armée, selon vous, devraient-ils avoir la permission de sortir les fins de semaine oui ou non?

DEVRAIENT ..... 20-1  
NE DEVRAIENT PAS ..... 2  
NE SAIS PAS ..... 3

7. Si vous deviez occuper un nouvel emploi et si vous pourriez choisir votre patron, préféreriez-vous travailler sous les ordres d'un homme ou d'une femme?

PREFERE UN HOMME ..... 21-1  
PREFERE UNE FEMME ..... 2  
AUCUNE DIFFERENCE ..... 3  
AUCUNE OPINION ..... 4

8a. Est-ce que les éditeurs de revues canadiennes devraient avoir une forme de protection ou d'assistance du gouvernement oui ou non?

OUI, DEVRAIENT ..... 22-1  
NON, NE DEVRAIENT PAS ..... 2  
NE SAIS PAS ..... 3

SI "OUI", DEMANDEZ

b. Selon vous, s'il y en a, qu'est-ce qui devrait ou pourrait être fait?

-23

-24

9a. Croyez-vous que les problèmes des pays sous-développés du monde sont leur propre responsabilité ou croyez-vous que les pays développés doivent partager cette responsabilité?

PAYS SOUS-DEVELOPPES VOIR A LEUR PROBLEMES ..... 25-1  
DEVELOPPES DEVRAIENT PARTAGER LA RESPONSABILITE... 2  
NE SAIS PAS ..... 3

b. Comme vous le savez peut-être, il y a une très grande pénurie de nourriture dans plusieurs des pays sous-développés. Croyez-vous que le Canada fait plus ou fait moins que sa part, afin d'assister les peuples qui manquent de nourriture.

FAIT PLUS ..... 26-1  
FAIT MOINS ..... 2  
JUSTE ASSEZ ..... 3  
NE SAIS PAS ..... 4

c. Une suggestion a été formulée afin que nous adoptions un système à deux prix, c'est-à-dire charger des prix plus élevés pour la nourriture allant aux pays développés et des prix peu élevés ou aucune charge pour la nourriture allant aux pays sous-développés. Approuveriez-vous ou désapprouveriez-vous un tel système?

APPROUVE ..... 27-1  
DESAPPROUVE ..... 2  
NE SAIS PAS ..... 3

d. Croyez-vous que le Canada devrait ou ne devrait pas augmenter son aide aux pays sous-développés, afin de les assister à devenir plus autonome dans l'avenir?

DEVRAIT AUGMENTER ..... 28-1  
NE DEVRAIT PAS AUGMENTER... 2  
NE SAIS PAS ..... 3

CONTINUE.....

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:"

Si une élection Fédérale était tenue aujourd'hui, à quel parti appartiendrait le candidat de votre choix?

LIBERAL.....1 AUTRE PARTI 67 7  
 CONSERVATEUR....2  
 N.D.P.....3 (L'INSCRIRE)  
 CREDITISTE.....4 INDECIS.....8  
 CREDIT SOCIAL...5 REFUS.....9  
 OUVRIER NON ELIGIBLE.....0  
 PROGRESSISTE....6

Avez-vous voté aux dernières élections Fédérales du 8 Juillet, 1974?

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

SI "OUI" DEMANDEZ:

Quel parti représentait le candidat pour lequel vous avez voté?

LIBERAL.....3 AUTRE PARTI 65 9  
 CONSERVATEUR....4  
 N.D.P.....5 (L'INSCRIRE)  
 CREDITISTE.....6 JE NE ME SOUVIENS PAS.0  
 CREDIT SOCIAL...7 REFUSE.....X  
 OUVRIER  
 PROGRESSISTE....8

Quel est votre statut marital?

CELIBATAIRE.....66 1  
 MARIE.....2  
 VEUF, DIVORCE, SEPARÉ.....3

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

ANGLAISE.....67 1  
 FRANÇAISE.....2  
 AUTRE (ÉCRIVEZ).....3

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

PROTESTANTE.....68 1  
 JUIVE.....2  
 CATHOLIQUE ROMAINE.....3  
 AUTRE (PRÉCISEZ).....4

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 <u>69</u>
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		
Autre cours supplémentaires? (SPECIFIEZ)		

OCCUPATION DU CHEF DE FAMILLE:

Spécifiez le travail 70  
 Genre de compagnie

Tout en vous incluant, combien y a-t-il de personnes qui vivent dans cette maison?

1 2 3 4 5 6 OU PLUS 71

Parmi ces personnes combien y en a-t-il âgées de moins de 10 ans?

0 1 2 3 4 OU PLUS 72

Combien sont âgées de 10 & 17 ans?

0 1 2 3 4 OU PLUS 73

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

OUI.....1 74  
 NON.....2

Quelle était l'année de votre naissance?  
 ANNEE 75 76

INTERVIEWEUR: INSCRIVEZ SELON VOS OBSERVATIONS:  
 SEXE: HOMME.....77 1  
 FEMME.....2

PASSEZ LA CARTE "R"

Quel numéro sur cette carte représente le revenu total annuel de votre famille en incluant tout revenu, avant déductions de taxes? 78

A. Moins de \$4,000...1 E.\$10,000-\$12,999.5  
 B. \$4,000-\$5,999...2 F.\$13,000-\$14,999.6  
 C. \$6,000-\$7,999...3 G.\$15,000-\$19,999.7  
 D. \$8,000-\$9,999...4 H.\$20,000 ET PLUS.8  
 REFUSE.....9

INTERVIEWEUR INDIQUEZ SI: 79  
 FERME.....1  
 RURAL MAIS NON FERME.....2  
 URBAIN.....3

L'INTERVIEW A PRIS FIN A:

(HEURE)

NOM DU REpondant:

ADRESSE

TELEPHONE:

VILLE \_\_\_\_\_ PROVINCE \_\_\_\_\_

DATE DE L'INTERVIEW \_\_\_\_\_

J'ATTESTE CI-CONTRE LA VERACITE ET L'HONNETETE DE CETTE INTERVIEW

(SIGNATURE DE L'INTERVIEWEUR)

MAGAZINE PUBLISHERS

- V. Lower taxes, subsidize, government help, gov't support
- X. Impose duty/tax/reduce privileges of American/Foreign publications, stop supporting U.S. magazines, control flow of American magazines
- 0. Postal rate reductions, reduce postage
- 1. Assistance, help, more money, protection of Cdn/Copyright etc.
- 2. Re-classify Time as U.S. magazine, remove protection of Time
- 3. Re-classify Reader's Digest as U.S. magazine, remove protection of Reader's Digest
- 4. Promote Canada; buy Canadian
- 5.
- 6.
- 7. Other; advert. subsc.
- 8. Content; help, advice, more Canadian content, better reading material
- 9. Don't know, can't say, don't have the answer

## CODE LISTS

- Province:
1. Nova Scotia
  2. New Brunswick
  3. Newfoundland
  4. Quebec
  5. Ontario
  6. Manitoba
  7. Saskatchewan
  8. Alberta
  9. Br. Columbia

- Community  
Size:
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

- Occupation:
1. Professional
  2. Business Executive, owners, managers
  3. Salespeople
  4. Clerical workers
  5. Skilled labourer
  6. Unskilled labourer
  
  7. Farmer
  8. Housewives, widows
  9. Pensioned, retired
  0. Unemployed
  - X. Armed forces, student
  - V. Not stated

### Political Preference:

1. Liberal
2. Prog. Cons.
3. N.D.P.
4. Creditiste
5. Social Credit
6. Labor Prog.
7. Other (Specify)
8. Undecided
9. Refused
0. Not Eligible

SAMPLE CHARACTERISTICS

DECEMBER, 1974

	<u>NUMBER</u>		<u>PERCENTAGE</u>
NATIONAL	1,000		100
<u>REGION</u>			
Atlantic	84		8
Quebec	297		30
Ontario	371		37
Prairies	164		16
British Columbia	84		9
<u>AGE</u>			
18 - 29 years	280	300	28
30 - 49 years	371	370	37
50 & Over	342	323	34
Not Stated	7	7	1
<u>COMMUNITY SIZE</u>			
Over 100,000	487		49
30 - 100,000	89		9
10 - 30,000	73		7
1 - 10,000	102		10
Rural	249		25
<u>SEX</u>			
Male	494		49
Female	506		51

## THE DESIGN OF THE GALLUP POLL SAMPLE

The Canadian Gallup Poll maintains a national probability sample in all centres over 1,000 population. A quota sample is used in rural farm and rural non-farm centres. An independent sample of individuals is selected for each survey.

The sampling procedure is designed to produce an approximation of the adult civilian population, 18 years and older, living in Canada except for those persons in institutions such as prisons or hospitals, or those residing in Labrador, the Yukon or the Northwest Territories. Survey data can be applied to this population for the purposes of projecting percentages into numbers of people.

The sample design included stratification by six community size groups, based on the 1971 Census data: Cities of 500,000 population and over, those between 100,000 and 500,000, 30,000 to 100,000, 10,000 to 30,000, 1,000 to 10,000 and rural farm and rural non-farm areas.

Within each of these classifications a further stratification was done by four geographic regions: Atlantic, Quebec, Ontario and the Western Provinces. Within each regional stratum, the population was arrayed in geographic order by community size and within those classifications, by census enumeration areas. Enumeration areas, on the average, contain about 500 to 600 people.

A total of 105 enumeration areas was selected randomly from this array. Within urban centres, a random block sampling procedure was used to select starting points for interviewers. The interviewer is required to follow a specified route in the selection of households. The choice of respondents within urban households is automatically made through a listing of all adults, 18 years of age and over, and the application of a random pre-selection method.

The selection of rural farm and rural non-farm interviewing locations followed the sample design established for urban centres in terms of geographic dispersion and random selection of enumeration areas. Because of the low population density and wide dispersion of households, the random block sampling procedure was replaced by quota sampling based on sex and age.

The design of the Gallup Poll sample has been based on population statistics of the Census of Canada, 1971.