

THE GALLUP POLL

WOULD LIKE YOUR OPINION

(CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES)

INTERVIEWER  
DON'T READ ALOUD  
WORDS IN CAPITAL  
LETTERS

SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

G.P. 363  
JANUARY, 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)**

1. Would you favour or oppose legislation which would significantly restrict and control further foreign investment in Canada?

FAVOUR.....10-1  
PARTIALLY FAVOUR.....2  
OPPOSE.....3  
DON'T KNOW.....4

COMMENT: \_\_\_\_\_  
\_\_\_\_\_

2. a. Some people feel that the government should set up land banks to control future land costs and development and to prevent land speculation. Others disagree. Do you think that the government should or should not set up land banks?

SHOULD.....11-1  
SHOULD NOT.....2  
DON'T KNOW.....3

IF "SHOULD"

b. Should it be done by the Federal, the Provincial or the Municipal governments?

FEDERAL.....12-1  
PROVINCIAL.....2  
MUNICIPAL.....3  
ALL THREE LEVELS.....4  
DON'T KNOW.....5

3. a. It has been suggested the federal government provide a fixed amount of money for the election campaigns of candidates for federal seats in the House of Commons, and that all private contributions from other sources be prohibited. Do you think this is a good idea or a poor idea?

GOOD IDEA.....13-1  
POOR IDEA.....2  
DON'T KNOW.....3

UNLESS "DON'T KNOW"

b. Why? \_\_\_\_\_ 14-  
\_\_\_\_\_  
\_\_\_\_\_

4. a. Have you seen or read anything about the Canadian fuel policy announced by Prime Minister Trudeau early in December?

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

IF "YES"

b. What was your impression of the policy overall, do you approve or disapprove of the directions being taken?

APPROVE.....17-1  
DISAPPROVE.....2  
DON'T KNOW.....3

5. I'm going to read off some of the things included in the policy, and I'd like you to tell me if you approve or disapprove of each:

	APPROVE	DIS-APPROVE	DON'T KNOW
a. The freeze on gas and oil prices is to extend until spring, 1974?	18-1	2	3
b. The formation of a national petroleum corporation?	19-1	2	3
c. The extension of the pipeline to Montreal?	20-1	2	3
d. The abolition of the traditional Ottawa Valley line?	21-1	2	3
e. Large federal capital expenditures for research & development of alternative energy sources?	22-1	2	3

6. Are you, or are you not confident that the multi-national oil companies here will act in Canada's interest?

CONFIDENT.....23-1  
NOT CONFIDENT.....2  
DON'T KNOW.....3

7. Would you favour or oppose a law which would permit the police, under close supervision and for limited periods of time, to use wiretapping and other electronic equipment, but would prohibit any other use of such equipment?

FAVOUR.....24-1  
OPPOSE.....2  
DON'T KNOW.....3

COMMENT: \_\_\_\_\_  
\_\_\_\_\_

8. a. Do you or do you not think that the larger urban areas of Canada have a fair number of seats in the federal House of Commons?

YES, FAIR NUMBER.....25-1  
NO, NOT FAIR.....2  
DON'T KNOW.....3

IF "NO, NOT FAIR NUMBER"

b. How important do you feel it is that a redistribution of seats in the House of Commons is done before the next election - very important, quite important or not important?

VERY IMPORTANT.....26-1  
QUITE IMPORTANT.....2  
NOT IMPORTANT.....3  
DON'T KNOW.....4

9. a. It has been suggested that the Liberal Government in Ottawa is complying with the NDP proposals simply to avoid an immediate election and not because of policy convictions. Do you think this is true, partly true, or untrue?

TRUE.....27-1  
PARTLY TRUE.....2  
UNTRUE.....3  
DON'T KNOW.....4

IF "TRUE" OR "PARTLY TRUE"

b. Do you think they are justified or not justified in doing this?

JUSTIFIED.....28-1  
NOT JUSTIFIED.....2  
DON'T KNOW.....3

10. What would you say is the greatest single problem facing the provincial government in... (NAME PROVINCIAL CAPITAL CITY) today?

29-  
30-

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11.a. Have you seen or read anything about the controversy between the Quebec Government and the James Bay Indians over their possible relocation?

YES.....31-1  
NO.....2  
DON'T KNOW.....3

IF "YES"

b. Do you think that the government should or should not be able to expropriate Indian lands and move these people to another area if such a move is felt to be in the interest of the country at large?

SHOULD.....32-1  
SHOULD NOT.....2  
DON'T KNOW.....3

12. Do you think the police should or should not be used to protect workers where a company continues to operate in spite of a legal strike?

SHOULD.....33-1  
SHOULD NOT.....2  
DON'T KNOW.....3

13. In your opinion, is it too easy or too hard for women to obtain a legal abortion today?

TOO EASY.....34-1  
TOO HARD.....2  
ABOUT RIGHT.....3  
CAN'T SAY.....4

COMMENT: \_\_\_\_\_

14.a. Some people think that this country is heading into a depression within the next year or so. Others disagree and say we are not. What is your opinion?

HEADING FOR DEPRESSION.....35-1  
NOT HEADING FOR DEPRESSION.....2  
QUALIFIED.....3  
DON'T KNOW.....4

UNLESS "DON'T KNOW" \_\_\_\_\_

b. Why do you say that? \_\_\_\_\_

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15.a. Would you approve or disapprove legislation to ban all broadcast advertising aimed exclusively at children?

APPROVE.....37-1  
DISAPPROVE.....2  
DON'T KNOW.....3

IF "APPROVE"

b. Do you, personally, think this is a serious matter or is it a minor irritation?

SERIOUS MATTER.....38-1  
MINOR IRRITANT.....2

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16.a. In your opinion, should retail outlets in this area be allowed to sell goods or services on Sunday or not?

SHOULD.....39-1  
SHOULD NOT.....2  
DON'T KNOW.....3

IF "SHOULD NOT"

b. Is your objection to Sunday retailing primarily on religious grounds, a concern for the workers involved, or have you some other reason?

RELIGIOUS GROUNDS.....40-1  
CONCERNED FOR WORKERS.....2

OTHER (SPECIFY) \_\_\_\_\_ 3  
DON'T KNOW.....4

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

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Did you vote in the last Federal election October 30th, 1972?

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

IF "YES" ASK:

Which party did the candidate for whom you voted represent?

LIBERAL.....3  
PROG. CONS.....4  
N.D.P.....5  
CREDITISTE.....6  
SOCIAL CREDIT.....7  
LABOR PROG.....8

OTHER PARTY \_\_\_\_\_ 9  
DON'T REMEMBER.....0  
REFUSED.....X

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

ENGLISH.....1  
FRENCH.....2

OTHER (WRITE IN) \_\_\_\_\_ 3

---

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

PROTESTANT.....1  
JEWISH.....2  
ROMAN CATHOLIC.....3

OTHER (SPECIFY) \_\_\_\_\_ 4

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 4  
Technical school.....5 6  
University.....7 8  
No formal schooling.....9  
Refused.....0  
Any additional schooling \_\_\_\_\_ (Write in)

OCCUPATION OF HEAD OF FAMILY: 77  
Specific job \_\_\_\_\_  
Type of Company \_\_\_\_\_

HAND CARD "D"  
Would you mind telling me which age group you are in?

18 - 19 YEARS.....1  
20 - 29 YEARS.....2  
30 - 39 YEARS.....3  
40 - 49 YEARS.....4  
50 - 59 YEARS.....5  
60 YRS. & OVER.....6

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

YES...1  
NO...2

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

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

Which of these three categories comes closest to your families' total annual income from all sources, before taxes last year? (READ INCOME BRACKETS ALOUD)

UNDER \$6,000.....1  
\$6,000 - \$9,999.....2  
\$10,000 OR MORE.....3  
REFUSED.....4

(INTERVIEWER: IF "CAN'T SAY" OR "REFUSED" GIVE BEST ESTIMATE.)  
\$ \_\_\_\_\_

INTERVIEWER CHECK IF:

77 FARM.....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) \_\_\_\_\_

PRÉSENTATION  
SUGGÉRÉE

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

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

1. Seriez-vous pour ou contre un programme législatif visant à restreindre et contrôler de plus amples investissements étrangers au Canada?

POUR.....10-1  
PARTIELLEMENT POUR.....2  
CONTRE.....3  
NE SAIS PAS.....4

COMMENTAIRE: \_\_\_\_\_  
\_\_\_\_\_

2. a. Certaines gens sont d'avis que le gouvernement devrait établir des réserves de terrains pour contrôler à l'avenir le coût des terrains et de leur développement et pour empêcher la spéculation sur les terrains. D'autres ne sont pas d'accord. Etes-vous d'avis, oui ou non, que le gouvernement devrait établir des réserves de terrains?

DEVRAIT.....11-1  
NE DEVRAIT PAS.....2  
NE SAIS PAS.....3

SI "DEVRAIT"

b. A quel niveau du gouvernement est-ce que cela devrait se faire - au fédéral, au provincial ou au municipal?

FEDERAL.....12-1  
PROVINCIAL.....2  
MUNICIPAL.....3  
AUX 3 NIVEAUX.....4  
NE SAIS PAS.....5

3. a. Il a été suggéré que le gouvernement fédéral devrait accorder un montant d'argent fixe pour la campagne électorale de chaque candidat aux sièges fédéraux de la Chambre des Communes et que toutes contributions privées provenant d'autres sources soient interdites. Pensez-vous que ce soit une bonne ou une mauvaise idée?

BONNE IDEE.....13-1  
MAUVAISE IDEE.....2  
NE SAIS PAS.....3

"BONNE" OU "MAUVAISE IDEE"

b. Pourquoi? \_\_\_\_\_ 14-  
\_\_\_\_\_

4. a. Est-ce que vous avez vu ou lu quelque chose au sujet de la politique canadienne sur le carburant annoncée par le Premier Ministre Trudeau dans les premiers jours de décembre?

OUI.....16-1  
NON.....2

SI " OUI "

b. Quelle était votre impression de cette politique en général, est-ce que vous approuvez ou n'approuvez pas les directions prises?

APPROUVE.....17-1  
N'APPROUVE PAS.....2  
NE SAIS PAS.....3

5. Je vais vous lire quelques-uns des détails de cette politique et je voudrais que vous me disiez pour chacun si vous approuvez ou n'approuvez pas:

	APPROUVE	N'APPROUVE PAS	NE SAIS PAS
a. Jusqu'à printemps l'extension des contrôles sur le prix de l'essence et de l'huile à chauffage.	18-1	2	3
b. L'établissement d'une Société pétrolière nationale?	19-1	2	3
c. L'extension de l'oléoduc jusqu'à Montréal	20-1	2	3
d. L'abolition de la frontière traditionnelle de la Vallée d'Ottawa.	21-1	2	3
e. De grandes dépenses de capitaux fédéraux sur la recherche et le développement de sources énergétiques alternatives	22-1	2	3

6. Avez-vous confiance, oui ou non, que les compagnies pétrolières multi-nationales qui sont situées ici agissent dans l'intérêt du Canada?

CONFIANCE.....23-1  
PAS CONFIANCE.....2  
NE SAIS PAS.....3

7. Seriez-vous pour ou contre une loi qui permettrait à la police d'employer, sous une stricte surveillance et pour des périodes de temps limitées, des dispositifs d'espionnage électroniques, mais qui interdirait tout autre emploi de tels appareils?

POUR.....24-1  
CONTRE.....2  
NE SAIS PAS.....3

COMMENTAIRE: \_\_\_\_\_  
\_\_\_\_\_

8. a. Pensez-vous que les grands centres urbains du Canada possèdent une répartition équitable des sièges de la Chambre des Communes au gouvernement fédéral?

OUI, EQUITABLE.....25-1  
NON, PAS EQUITABLE.....2  
NE SAIS PAS.....3

SI "PAS EQUITABLE"

b. Quelle importance est-ce que vous accordez à ce que les sièges soient redistribués à la Chambre des Communes avant les prochaines élections? - tres important, assez important ou pas important?

TRES IMPORTANT.....26-1  
ASSEZ IMPORTANT.....2  
PAS IMPORTANT.....3  
NE SAIS PAS.....4

9. a. Certains suggèrent que le gouvernement Libéral à Ottawa se plie aux propositions du N.P.D. simplement pour éviter des élections prochaines et non par conviction que leurs politiques soient bonnes. Pensez-vous que ceci soit vrai, partiellement vrai, ou pas vrai?

VRAI.....27-1  
PARTIELLEMENT VRAI.....2  
PAS VRAI.....3  
NE SAIS PAS.....4

SI "VRAI" OU "PARTIELLEMENT VRAI"

b. Pensez-vous que le Gouvernement Libéral ait, ou n'ait pas raison de faire ceci?

A RAISON.....28-1  
PAS RAISON.....2  
NE SAIS PAS.....3

10. Quel serait, d'après vous le plus grand problème auquel le gouvernement de (NOMMER CAPITALE DE LA PROVINCE) doit faire face aujourd'hui?

-29

-30

11. a. Avez-vous vu ou lu quelque chose sur la dispute entre le Gouvernement du Québec et les Indiens de la Baie James concernant la possibilité que les Indiens soient forcés de quitter leur territoire,

31-

OUI.....1  
NON.....2  
NE SAIS PAS.....3

SI "OUI"

b. Pensez-vous que le gouvernement devrait ou ne devrait pas avoir le droit d'exproprier les Indiens de leurs territoires et les déménager à une autre région si ce déménagement semble être dans l'intérêt du pays en général?

32-

DEVRAIT.....1  
NE DEVRAIT PAS.....2  
NE SAIS PAS.....3

12. Croyez-vous qu'on devrait ou ne devrait pas se servir de la police pour protéger les travailleurs quand une compagnie continue à fonctionner malgré une grève légale?

33-

DEVRAIT.....1  
NE DEVRAIT PAS.....2  
NE SAIS PAS.....3

13. A votre avis est-ce qu'il est trop facile ou trop difficile pour une femme d'obtenir légalement un avortement aujourd'hui?

34-

TROP FACILE.....1  
TROP DIFFICILE.....2  
A PEU PRES BIEN.....3  
NE PEUX PAS DIRE.....4

COMMENTAIRE: \_\_\_\_\_

14. a. Certaines gens pensent que le pays se dirige vers une dépression économique d'ici un an ou deux. D'autres ne sont pas d'accord. Quel est votre avis?

35-

EN VOIE DE DEPRESSION.....1  
PAS EN VOIE DE DEPRESSION.....2  
QUALIFIE.....3  
NE SAIS PAS.....4

SAUF POUR "NE SAIS PAS" DEMANDEZ:

b. Pourquoi dites-vous cela? \_\_\_\_\_

-36

15. a. Seriez-vous pour ou contre une législation pour interdire la diffusion de toute réclame commerciale s'adressant exclusivement aux enfants?

POUR.....37-1  
CONTRE.....2  
NE SAIS PAS.....3

SI "POUR" DEMANDEZ:

b. Personnellement, est-ce que vous croyez que ce soit une question grave ou est-ce que c'est simplement un agacement de peu d'importance?

QUESTION GRAVE.....38-1  
AGACEMENT PEU IMPORTANT.....2

16. a. A votre avis, est-ce qu'on devrait permettre aux marchands de détail de cette région de vendre de la marchandise ou d'offrir leurs services le dimanche?

OUI, ON DEVRAIT.....39-1  
NON, ON NE DEVRAIT PAS.....2  
NE SAIS PAS.....2

SI "ON NE DEVRAIT PAS"

b. Vos objections à l'ouverture des magasins le dimanche reposent-elles surtout sur des raisons de religion, sur un souci pour les employés des magasins ou auriez-vous quelque autre raison?

RAISONS DE RELIGION.....40-1  
SOUCI POUR EMPLOYES.....2  
AUTRE (INSCRIVEZ).....3  
NE SAIS PAS.....4

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 du Fédéral était tenue aujourd'hui à quel parti appartiendrait de votre choix:

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

Avez-vous voté aux élections Fédérales, 30ième d'Octobre, 1972?

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

SI "OUI" DEMANDEZ:

Quel parti représentait le candidat pour lequel vous avez voté?

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

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)

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

PROTESTANTE.....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	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		
Autre 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 18 - 19 ANS....1  
LA PERSONNE INTERROGÉE REFUSE 20 - 29 ANS....2  
DE DONNER SON 30 - 39 ANS....3  
AGE, ESSAYEZ DE 40 - 49 ANS....4  
LE DEVINER 50 - 59 ANS....5  
60 ANS & PLUS...6

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

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

ENQUÊTEUR: INSCRIVEZ

SELON VOS OBERVATIONS:

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

Laquelle de ces trois catégories est la plus près du revenu annuel total que votre famille a touché l'année dernière, provenant de toutes les sources et avant la déduction de l'impôt sur le revenu? (LISEZ LES CHIFFRES A HAUTE VOIX)

MOINS de \$6,000.....1  
DE \$6,000 à \$9,999.....2  
\$10,000 ou plus.....3  
REFUSE DE RÉPONDRE.....4

(A L'INTERVIEWER: SI ON REFUSE DE RÉPONDRE OU "NE PEUT DIRE" DONNEZ L'ESTIMATION LA PLUS JUSTE POSSIBLE)

\$ \_\_\_\_\_

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: \_\_\_\_\_

VILLE \_\_\_\_\_ PROVINCE \_\_\_\_\_ DATE DE L'INTERVIEW \_\_\_\_\_

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

DE CETTE INTERVIEW \_\_\_\_\_

(SIGNATURE DE L'ENQUÊTEUR)

GALLUP POLL #363  
(January, 1974)

SAMPLE CHARACTERISTICS

	<u>TOTAL</u>	
	<u>Number</u>	<u>Percent</u>
NATIONAL	1,037	100%
<u>REGION</u>		
Atlantic	101	10
Quebec	282	27
Ontario	383	37
Prairies	173	17
Br. Columbia	98	10
<u>AGE</u>		
18 - 29 years	307	30
30 - 39 years	191	18
40 - 49 years	183	18
50 - 59 years	160	15
60 years and over	189	18
Did not state	7	1
<u>COMMUNITY SIZE</u>		
Over 100,000	523	50
30 - 100,000	92	9
10 - 30,000	69	7
1 - 10,000	92	9
Rural farm, non-farm	261	25
<u>SEX</u>		
Male	525	51
Female	512	49

## Q. 3. a. - Election funds

GOOD IDEA

- V. Equal chance, anyone can run, don't have to be wealthy, same/fair chance for all.
- X. Prevent/control/restrict fraud/favouritism, pay-backs to contributors, stop manipulation of M.P.'s by companies.
- 0. Control election spending, too much now spent on election
- 1. Better control (generally)
- 2. Qualified approval, if officially nominated by a recognized party
- 3. No reason given, did not state
- 4. Other reason for approving

POOR IDEA

- V. Individual responsibility, candidate should work for himself should not rely on government for help, not the people's responsibility not necessary, more serious if he's paying/working for support.
- X. Cost; too much taxation now, too costly
- 0. Less public involvement if gov't. paid, people would be less willing to work for candidate, people would lose interest.
- 1. Not workable, would lead to abuse, too hard to police costs
- 2. Necessary to have private contributions, they need all the support they can get.
- 3. No reason given, did not state
- 4. Other reason for disapproving

Oil/energy problem

. Cost of living, inflation, high prices, food prices

. Unemployment

. Education, education costs, teachers unrest, Bill 264

. Land problems, land shortage, land usage

4. Pollution control, recycling, clean up lakes, garbage disposal

4. Public mistrust, lack of faith in their policies, graft among government people, lack of accomplishment, gov't waste

5. Housing, lack of housing, housing prices

6. Social security, old age pensions, welfare misuse, care of elderly

7. Industrial growth, build up exports

8. Transportation problems

9. Federal-provincial relations

V. Indian problems, settling land claims of Indians

X. Other problems (Hand tab by province)

0. Can't say, don't know, can't think of any

1.

2. Urban, city problems, provincial-municipal relations, urban sprawl

3. Industrial strife, labour unrest

4.

## Q. 10 - Problem of Privilcial Governments

- V. Oil/energy problem
- X. Cost of living, inflation, high prices, food prices
- 0. Unemployment
- 1. Education, education costs, teachers unrest, Bill 264
- 2. Land problems, land shortage, land usage
- 3. Pollution control, recycling, clean up lakes, garbage disposal
- 4. Public mistrust, lack of faith in their policies, graft among government people, lack of accomplishment, gov't waste
- 5. Housing, lack of housing, housing prices
- 6. Social security, old age pensions, welfare misuse, care of elderly
- 7. Industrial growth, build up exports
- 8. Transportation problems
- 9. Federal-provincial relations
- V. Indian problems, settling land claims of Indians
- X. Other problems (Hand tab by province)
- 0. Can't say, don't know, can't think of any
- 1.
- 2. Urban, city problems, provincial-municipal relations, urban sprawl
- 3. Industrial strife, labour unrest
- 4.



Q. 14. b. - Depression

HEADING

- V. Inflation, rising costs, rising prices;
- X. Unemployment, high unemployment, many laid off
- 0. Energy problems, shortage of oil
- 1. Stock market decline
- 2. Credit buying, too much buying on credit
- 3. Lack of government action/policy
- 4. But not like 1929, more a recession
- 5.
- 6.
- 7. General, has to be, all signs point to it
- 8. Don't know, no reason given

NOT HEADING

- V. Stable demand food goods/services, people are buying, buoyant economy, business is booming
- X. Natural resources, we have the natural resources, a young country
- 0. Exports are high, buoyant export markets
- 1. No shortage of oil
- 2. Government can control it, gov't musn't let it come
- 3. Not like the 30's, more a recession
- 4. Not overpopulated, lots of work
- 5.
- 6.
- 7.
- 8. Don't know, no reason given

Q. 14 b. - Depression

QUALIFIED

- V. Recession only, not a depression but heading for something, may have to tighten belts
- X. Depends on government action, if properly handled
- 0. If inflation controlled there will be no depression, must control over-spending or there will be a depression.
- 1. Depends on U.S. economy, if there's one in U.S. we will have one too
- 2.
- 3.
- 4.
- 5.
- 6.
- 7. Depends generally, depends on what happens,
- 8. Don't know, no reason given.

CODE LISTS

GALLUP POLL #363  
(January, 1974)

- 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

## 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.