

INTERVIEWER
DON'T READ ALOUD
WORDS IN CAPITAL
LETTERS

THE GALLUP POLL
WOULD LIKE YOUR OPINION

(CIRCLE APPROPRIATE NUMBERS
OR CHECK BOXES)

SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

G.P. # 167
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. Will you be eligible to vote in the Federal
election to be held July 8th?
YES.....10-
NO.....1
DON'T KNOW.....2

INTERVIEWER: IF NOT ELIGIBLE SKIP TO
BASIC DATA
IF ELIGIBLE TO VOTE ASK ALL 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 WILL NOT 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

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 the 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 NUMBER BELOW AS A RECORD OF
WHAT RESPONDENT DID).
CHECKED BALLOT13-1
CHECKED ONLY AFTER 3b.....2
REMAINED UNDECIDED AFTER 3b...3
REFUSED.....4

4a. Did you vote in the last Federal election in
October, 1972?

YES.....14-
NO.....1
TOO YOUNG TO VOTE.....2

IF "YES" ASK:

b. Which party did the candidate for whom you
voted represent?
LIBERAL.....3 SOCIAL CREDIT.....6
PROG. CONS.....4 CREDITISTE.....7
N.D.P.....5 LAB. PROG.....8
OTHER (WRITE IN).....9
DON'T REMEMBER...0
REFUSED.....X

5. Which, if any, of these things did you do
during the 1974 election campaign?

HAND CARD "A"
WATCHED A POLITICAL T.V. BROADCAST
FOR: LIBERALS.....15-1
CONSERVATIVES.....2
N.D.P.3
READ ELECTION CAMPAIGN MATERIAL
DELIVERED TO YOUR HOME.....4
PERSONALLY ATTENDED A LOCAL
CAMPAIGN MEETING.....5
CANVASSED FOR A CANDIDATE.....6
PUT UP A PARTY CAMPAIGN POSTER
ON YOUR PREMISES.....7
NONE OF THESE.....8

6. Do you, or do you not think there is any
really important difference between:

	YES 16-	NO	DON'T KNOW
a. The Liberal & the Conservative parties?	1	2	3
b. The N.D.P. & the Liberal parties?	4	5	6
c. The Conservative & the N.D.P. parties?	7	8	9

7a. After the election, what do you think will
be the most important job the government
will have to deal with?

_____ -17
() CAN'T SAY

b. And what about the second most important
job?
_____ -18
() CAN'T SAY

8a. If your income were to increase a lot, which
of these would you do as a first choice?

HAND CARD "B" & RECORD BELOW

	FIRST CHOICE	SECOND CHOICE
BUY A HOME OR HAVE ONE BUILT.....	19- 1	20- 1
IMPROVE LIVING STANDARD.....	2	2
TAKE A HOLIDAY.....	3	3
KEEP MONEY AVAILABLE.....	4	4
INVEST IN STOCKS, SHARES....	5	5
INVEST IN PROPERTY.....	6	6
INVEST IN BUSINESS.....	7	7
SPEND LARGE AMOUNTS ON HOUSEHOLD EQUIPMENT.....	8	8
SOMETHING ELSE (SPECIFY)		
_____	9	9
DON'T KNOW.....	0	0

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

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

	Some	Graduated
Public school (grades 1 - 8).....1	72	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)		

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: 71 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)

71 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.

\$ _____

OCCUPATION OF HEAD OF FAMILY:

Specific job 74 _____
Type of Company _____

INTERVIEWER CHECK IF:

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

HAND CARD "D"

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

75 18 - 19 YEARS.....1
20 - 29 YEARS.....2
30 - 39 YEARS.....3
40 - 49 YEARS.....4
50 - 59 YEARS.....5
60 YRS. & OVER.....6

TIME INTERVIEW ENDED _____

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

YES...1
NO...2

NAME OF RESPONDENT _____

ADDRESS _____

TELEPHONE _____

Mother tongue - What was the language you first spoke in childhood and still understand? 71

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

OTHER (WRITE IN) _____ 3

Now for a question on religion. What is your religious preference - Protestant, Roman Catholic or Jewish? 72

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

OTHER (SPECIFY) _____ 4

CITY _____ PROVINCE _____

DATE OF INTERVIEW _____

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW

(INTERVIEWER'S SIGNATURE)

GALLUP POLL #367
(July, 1974)

SAMPLE CHARACTERISTICS

	<u>TOTAL</u>	
	<u>Number</u>	<u>Percent</u>
NATIONAL	1382	100%
<u>REGION</u>		
Atlantic	139	10
Quebec	385	28
Ontario	472	34
Prairies	247	18
Br. Columbia	139	10
<u>AGE</u>		
18 - 29 years	366	27
30 - 39 years	295	21
40 - 49 years	268	19
50 - 59 years	191	14
60 years and over	259	19
Did not state	3	-
<u>COMMUNITY SIZE</u>		
Over 100,000	680	49
30 - 100,000	127	9
10 - 30,000	109	8
1 - 10,000	124	9
Rural farm, non-farm	342	25
<u>SEX</u>		
Male	691	50
Female	691	50

OURS
75
1382

1382

1382

1382

1382

Q. 7a & b. Problems for New Government to handle

V. Economic, inflation, high prices

X. Unemployment

0. Labour unrest, strikes , labour unions

1. Corporate profits, high profits of companies, restrict company profits

2. Housing

3. U.S. domination, U.S. control of Canadian industry, foreign takeover
of Canada

4. Government spending, restrict/control gov't spending

5. Federal- Provincial relations, Unity

6. Pensioners, old-age pensions need help, welfare (poor)

7. Other

8. Don't know, no 2nd problem given, no 1st problem given

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

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.

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

DÉSIRE VOTRE OPINION

ENCERCLEZ LES NUMÉROS
 APPROPRIÉS OU MARQUEZ
 LES CASES

APPUYÉE PAR LES PRINCIPAUX JOURNAUX DU CANADA

G.P.#367
 Juillet, 1974

~~NOTE: LE 24 MAI 1974, LE GALLUP TO IDENTIFY INDIGENTS ASSOCIATED WITH THE ...~~

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. Avez-vous droit de vote aux élections fédérales qui auront lieu le 8 juillet?
 OUI.....10-()
 NON.....1
 NE SAIS PAS.....2

INTERVIEWEUR: SI "NON ELEGIBLE A VOTER" PASSEZ AUX DONNES DE BASE.

SI "ELIGIBLE A VOTER DEMANDEZ 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?
 TRES INTERESSE.....4
 MODEREMENT INTERESSE.....5
 SEULEMENT UN PEU.....6

2a. Croyez-vous que vous voterez ou que vous ne voterez peut-être pas?
 VOTERAI.....11-()
 NE VOTERAI PEUT-ETRE PAS.....1
 INDECIS.....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
 A PEU PRES CERTAIN.....5
 INCERTAIN.....6

COLLEZ LE BULLETIN DE VOTE ICI

12 -

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

Voici un bulletin de vote secret de l'Enquête Gallup, donnant les partis qui sont en lice.
 (DETACHEZ LE BULLETIN ET REMETTEZ-LE AU REpondANT)

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

(INTERVIEWEUR: SI LE REpondANT PERMET LE BULLETIN ET DIT QU'IL N'A PAS ENCORE D'OPINION, OU REFUSE DE LE MARQUER, DITES CE QUI SUIT AFIN D'OBTENIR LE PARTI QUI L'ATTIRE LE PLUS:)

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

INTERVIEWEUR: SI LE REpondANT NE PEUT SE DECIDER ENCORE OU REFUSE DE MARQUER LE BULLETIN, DEMANDEZ-LUI D'ECRIRE CECI SUR LE BULLETIN ET ASSUREZ-VOUS DE LE PLACER DANS LA BOITE. S.V.P. ENCERCLEZ LE NUMERO APPROPRIE CI-DESSOUS AFIN QUE L'ON SACHE CE QUE LE REpondANT A FAIT.

A MARQUE LE BULLETIN A LA Q.3a.....13-...1
 A MARQUE LE BULLETIN SEULEMENT APRES 3b...2
 EST DENEURE INDECIS APRES LA Q.3b.....3
 A REFUSE.....4

4a. Avez-vous voté aux dernières élections fédérales en Octobre, 1972?
 OUI.....14-()
 NON.....1
 TROP JEUNE POUR VOTER.....2

SI "OUI" DEMANDEZ:

b. A quel parti appartenait le candidat pour qui vous avez voté?
 LIBERAL.....3 CREDIT SOCIAL.....6
 PROG. CONS.....4 CREDITISTE.....7
 N.D.P.....5 OUVRIER-PROG.....8
 AUTRE PARTI (INSCRIVEZ).....9
 NE SE SOUVIENS PAS.....0
 REFUSE.....X

5. Durant la campagne électorale de 1974, laquelle de ces différentes choses avez-vous faites:

PASSEZ LA CARTE "A"

REGARDE UNE EMISSION TELEVEISEE SUR LA POLITIQUE POUR:
 LIBERAUX.....15-...1
 CONSERVATEURS.....2
 N.D.P.....3

LU DE LA DOCUMENTATION SUR UNE CAMPAGNE ELECTORALE LIVREE A VOTRE DOMICILE?.....4
 A PERSONNELLEMENT ASSISTE A UNE ASSEMBLEE LOCALE SUR LA CAMPAGNE ELECTORALE?.....5
 SOLLICITE POUR UN CANDIDAT?.....6
 AFFICHE UNE ANNONCE A VOS LOCAUX POUR LA CAMPAGNE D'UN PARTI?.....7
 AUCUN DE CEUX-CI.....8

6. Croyez-vous, ou ne croyez-vous pas qu'il y a vraiment une différence importante entre:

	OUI	NON	NE SAIS PAS
a. Le parti libéral et le parti conservateur?	1	2	3
b. Le parti N.P.D. et le parti libéral?	4	5	6
c. Le parti conservateur et le parti N.P.D.?	7	8	9

7a. Après cette élection, quelle sera la plus importante tâche dont le gouvernement aura à traiter?
 17-

() NE PEUX DIRE

b. Et quelle serait la deuxième plus importante tâche?
 18-

() NE PEUX DIRE

8a. Si votre revenu augmenterait de beaucoup, laquelle de ces choses serait votre premier choix?
 PASSEZ LA CARTE "B" ET ENREGISTREZ CI-DESSOUS

b. Quel serait votre second choix?

	PREMIER CHOIX	DEUXIEME CHOIX
ACHETER UNE MAISON OU EN FAIRE CONSTRUIRE UNE.....	1	1
AMELIORER VOTRE MODE DE VIE.....	2	2
PRENDRE UNE VACANCE.....	3	3
GARDER L'ARGENT DISPONIBLE.....	4	4
INVESTIR DANS DES ACTIONS, PARTS.....	5	5
INVESTIR DANS L'IMMEUBLE.....	6	6
INVESTIR DANS LE COMMERCE..	7	7
DEPENSER UN GRAND MONTANT POUR L'EQUIPEMENT MENAGER..	8	8
QUELQUE CHOSE D'AUTRE (SPECIFIEZ).....	9	9
NE SAIS PAS.....	0	0

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).....	73-1	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 74

Genre de compagnie _____

MONTREZ LA CARTE "D"

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

ENQUÊTEUR: SI	75	18 - 19 ANS...	1
LA PERSONNE INTERROGÉE		20 - 29 ANS...	2
REGUSE		30 - 39 ANS...	3
DE DONNER SON		40 - 49 ANS...	4
AGE, ESSAYEZ DE		50 - 59 ANS...	5
LE DÉVINER		60 ANS & PLUS...	6

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

OUI.....	76-1
NON.....	2

Quelle langue - quelle est la première que vous avez parlée dans votre famille et qui vous est encore familière?

ANGLAISE.....	77-1
FRANÇAISE.....	2
AUTRE.....	3

(Écrivez)

Quelle est votre religion? Préférez-vous - Protestante, Catholique ou Juive?

PROTESTANTE.....	78-1
JUIVE.....	2
CATHOLIQUE ROMAINE.....	3

2) _____ 4

ENQUÊTEUR: INSCRIVEZ SELON VOS OBSERVATIONS:

SEXE: HOMME..... 79-
FEMME.....

Laquelle de ces trois catégories est la plus près du revenu annuel total que votre famille a touché l'année dernière, après déduction de toutes les sources et avant la déduction de l'impôt sur le revenu? (LISEZ LES CHIFFRES A HAUTE VOIX) 78-

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

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

\$ _____

INTERVIEWER INDIQUEZ SI:

FERME.....	79-
RURAL MAIS NON FERME.....	
URBAIN.....	

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)