

THE GALLUP POLL

VIEWER
READ ALOUD
QUESTIONS IN CAPITAL
LETTERS

WOULD LIKE YOUR OPINION

(CIRCLE APPROPRIATE NUMBERS
OR CHECK BOXES)

SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

G.P. #364
MARCH, 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, have you, yourself, smoked any cigarettes in the past week?

YES.....10-1
NO.....2

b. Do you have occasion to use alcoholic beverages such as liquor, wine or beer, or are you a total abstainer?

YES, USE ALCOHOL.....11-1
TOTAL ABSTAINER.....2

2a. Which of all the countries in the world would you be most interested in visiting? _____ 12

() DON'T KNOW

3. What do you think is the ideal number of children for a family to have?

CIRCLE APPROPRIATE NUMBER
12- 0 1 2 3 4 5+

DON'T KNOW.....X

4. What do you think is the most important problem facing this country today?

ECONOMIC, INFLATION,
HIGH PRICES.....14-1
UNEMPLOYMENT.....2
LABOR UNIONS, STRIKES.....3
ENERGY, OIL, GAS
SHORTAGE.....4
U.S. DOMINATION/CONTROL.....5
POLLUTION.....6
GOVERNMENT, TRUDEAU.....7

OTHER (WRITE-IN).....8
CAN'T SAY.....9

5a. Do you think political favouritism and corruption in Ottawa are increasing or decreasing? RECORD BELOW

b. And how about political favouritism and corruption at the provincial level (NAME PROVINCE). Do you think they are increasing or decreasing?

	FEDERAL OTTAWA	PROVINCIAL LEVEL
INCREASING.....	15-	15-
DECREASING.....	1	1
ABOUT THE SAME.....	2	2
DON'T KNOW.....	3	3
	4	4

6a. In your opinion is there or is there not an energy crisis in Canada?

YES.....17-1
NO.....2
DON'T KNOW.....3

IF "YES" ASK: IF "NO" GO TO Q.6c

b. Who or what do you think is the main cause of our energy problems? _____ 18

DON'T KNOW.....X

IF "NO" ASK:

c. How do you explain the recent concern expressed by many about our energy supply? _____ 19

DON'T KNOW.....X

7. Do you think the Canadian way of life is, or is not being influenced too much by the U.S.A.?

YES, INFLUENCED TOO MUCH.....20-1
NO, IS NOT.....2
UNDECIDED.....3

8a. Regardless of any political feeling you may have and thinking just of the individuals, which man do you think would make the best Prime Minister for Canada, Pierre Elliott Trudeau or Robert Stanfield?

TRUDEAU.....	21-
STANFIELD.....	1
OTHER (SPECIFY).....	2
	3
DON'T KNOW.....	4

IF CHOICE MADE

b. Would you tell me why? _____ 22

ASK EVERYONE

9a. Generally speaking, do you think that prices of the things you buy will be higher or lower, say in the next six months?

WILL BE HIGHER.....23-1
WILL BE LOWER.....2
ABOUT THE SAME.....3
DON'T KNOW.....4

b. Are the prices of the things you buy now higher or lower than they were six months ago?

HIGHER.....24-1
LOWER.....2
ABOUT THE SAME.....3
DON'T KNOW.....4

IF "HIGHER" ASK:

c. What price increase has concerned you most - that is what one type of goods or service?

FOOD.....25-1
CLOTHING.....2
HOUSING.....3
GASOLINE, OIL.....4

OTHER (SPECIFY).....5
DON'T KNOW.....6

10a. Do you think the federal government affects the way of life of the average Canadian to a greater extent or to a lesser extent than it did say 10 years ago? _____ 26-

GREATER EXTENT.....1
LESSER EXTENT.....2
ABOUT THE SAME.....3
DON'T KNOW.....4

IF "GREATER EXTENT" ASK

b. In what way or ways? _____ 27

() DON'T KNOW

ASK EVERYONE

c. Do you think the level of influence the federal government has today on the way of life of the average Canadian is too great, too little or just about right?

TOO GREAT.....28-1
TOO LITTLE.....2
ABOUT RIGHT.....3
DON'T KNOW.....4

11. On the whole, would you say that, in your community, opinion of the teaching profession has gone up, gone down, or remained the same as compared to five years ago?

GONE UP.....29-1
GONE DOWN.....2
NO CHANGE.....3
DON'T KNOW.....4

COMMENT: _____

12a. Do you think that discipline in the public schools in this area is too strict or not strict enough? RECORD BELOW

b. And how about discipline in the secondary schools in this area, do you think it is too strict or not strict enough?

	PUBLIC SCHOOLS	SECONDARY SCHOOLS
TOO STRICT.....	1	1
NOT STRICT ENOUGH.....	2	2
ABOUT RIGHT.....	3	3
CAN'T SAY.....	4	4

13. Would you say that relations between Canada and the U.S., on the whole, are excellent, good, just fair or poor?

EXCELLENT.....33-1
 GOOD.....2
 JUST FAIR.....3
 POOR.....4
 DON'T KNOW.....5

14. When a person has an incurable disease that causes great suffering, do you, or do you not think that competent doctors should be allowed by law to end the patient's life through mercy killing, if the patient has made a formal request in writing?

YES, SHOULD.....34-1
 NO, SHOULD NOT.....2

QUALIFIED (SPECIFY).....3
 UNDECIDED.....4

15a. Do you approve or disapprove of the way Pierre Trudeau is handling his job as Prime Minister?
 RECORD BELOW

b. Do you approve or disapprove of the way Robert Stanfield is handling his job as Leader of the Opposition?
 RECORD BELOW

c. And do you approve or disapprove of the way David Lewis is handling his job as leader of the N.D.P.?

	a.	b.	c.
	TRUDEAU	STANFIELD	LEWIS
APPROVE.....	1	1	1
DISAPPROVE.....	2	2	2
NO OPINION.....	3	3	3

16. In general, do you think the courts in this area deal too harshly or not harshly enough with criminals?

TOO HARSHLY.....38-1
 NOT HARSHLY ENOUGH.....2
 ABOUT RIGHT.....3
 DON'T KNOW.....4

17a. Do you think workers should or should not have the right to strike?

YES, SHOULD.....39-1
 NO, SHOULD NOT.....2
 UNDECIDED.....3

b. What about strikes in occupations where the public is seriously inconvenienced, such as strikes by employees of the postal service, airlines, railroads or the telephone service. Do you think they should or should not be permitted to strike?

YES, SHOULD.....40-1
 NO, SHOULD NOT.....2
 UNDECIDED.....3

18a. The last time you got into a car, did you use a seat belt?

YES.....41-1
 NO.....2
 CAN'T RECALL.....3

b. Would you favor or oppose a law that would fine a person \$25.00 if he did not wear a seat belt when riding in an automobile?

FAVOR.....42-1
 OPPOSE.....2
 UNDECIDED.....3

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
 ROG. 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

69

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	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: 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:

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

TIME INTERVIEW ENDED _____

NAME OF RESPONDENT _____

ADDRESS _____

TELEPHONE _____

Did you vote in the last Federal election on 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
 ROG. CONS.....4
 N.D.P.....5
 CREDITISTE.....6
 SOCIAL CREDIT.....7
 LABOR PROG.....8
 OTHER PARTY.....9
 DON'T REMEMBER.....0
 REFUSED.....X

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

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

How would you answer a question on religion. What is your religious preference - Protestant, Roman Catholic or Jewish?

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) _____

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. #364
MARCH, 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. Premièrement, au cours de la semaine dernière avez-vous fumé des cigarettes?
OUI.....10-1
NON.....2
- b. Avez-vous l'occasion de faire l'usage de boissons alcooliques telles que liqueurs, vin ou bière, ou si vous vous en abstenez complètement?
OUI, PRENDS DE L'ALCOOL.....11-1
S'EN ABSTIENT COMPLETEMENT.....2
2. Parmi tous les pays du monde, lesquels seriez-vous le plus intéressé à visiter?
.....12
() NE SAIS PAS
3. Selon vous, quel nombre d'enfants formerait la famille idéale?
ENCERCLEZ LE NUMERO APPROPRIE
0 1 2 3 4 5+
NE SAIS PAS.....X
4. Selon vous, quel est le problème le plus important auquel le pays fait face aujourd'hui?
ECONOMIE, INFLATION, PRIX ELEVES.....14-1
LE CHOMAGE.....2
LES UNIONS OUVRIERES, GREVES.....3
LA CRISE DE L'ENERGIE
GAZOLINE, HUILE.....4
LA DOMINATION/CONTROLE AMERICAIN.....5
LA POLLUTION.....6
LE GOUVERNEMENT, TRUDEAU.....7
AUTRE (INSCRIVEZ).....8
NE PEUX DIRE.....9
- 5a. Croyez-vous que le favoritisme et la corruption politiques à Ottawa augmentent ou diminuent?
ENREGISTREZ CI-DESSOUS
- b. Concernant le favoritisme et la corruption politiques, au niveau provincial à (NOMME LA PROVINCE). Croyez-vous qu'ils augmentent ou diminuent?
GOUVERNEMENT FEDERAL NIVEAU PROVINCIAL
AUGMENTENT.....1.....1
DIMINUENT.....2.....2
A PEU PRES PAREILS.....3.....3
NE SAIS PAS.....4.....4
- 6a. Selon vous y a-t-il ou n'y a-t-il pas une crise de l'énergie au Canada?
OUI.....1
NON.....2
NE SAIS PAS.....3
(SI "NON" ALLEZ A LA Q.6c.)
- SI "OUI" DEMANDEZ:
b. Qui ou quelle est la cause principale de nos problèmes énergétiques?
.....
NE SAIS PAS.....X
- SI "NON" DEMANDEZ:
c. Comment expliquez-vous les récents soucis exprimés par plusieurs personnes sur le ravitaillement énergétique?
.....
NE SAIS PAS.....X
7. Croyez-vous que le mode de vie des Canadiens est, ou n'est pas, trop influencé par les Etats-Unis?
OUI, TROP INFLUENCE.....1
NON.....2
INDECIS.....3

- 8a. Sans tenir compte de vos opinions politiques personnelles et en ne pensant qu'aux individus qui d'après vous ferait le meilleur premier ministre du Canada - Pierre Elliott Trudeau ou Robert Stanfield?

TRUDEAU.....21-1
STANFIELD.....2
AUTRE (SPECIFIEZ).....3
NE SAIS PAS.....4

S'IL Y A UN CHOIX, DEMANDEZ:

- b. Pourriez-vous me dire pourquoi?22

DEMANDEZ A TOUS

- 9a. En général, dans les prochains 6 mois, croyez-vous que les prix des effets que vous achetez seront plus élevés ou moins élevés?
SERONT PLUS ELEVES.....23-1
SERONT MOINS ELEVES.....2
A PEU PRES LES MEMES.....3
NE SAIS PAS.....4
- b. Croyez-vous que les prix des effets que vous achetez il y a six mois étaient plus élevés ou moins élevés qu'ils le sont maintenant?
PLUS ELEVES.....24-1
MOINS ELEVES.....2
A PEU PRES LES MEMES.....3
NE SAIS PAS.....4
- SI "PLUS ELEVES" DEMANDEZ:
c. Sur quel genre de marchandises ou services l'augmentation des prix vous a le plus préoccupée?
NOURRITURE.....25-1
VETEMENT.....2
LOGEMENT.....3
GAZOLINE, HUILE.....4
AUTRE (SPECIFIEZ).....5
NE SAIS PAS.....6

- 10a. Croyez-vous que le gouvernement fédéral a affecté la façon de vivre du canadien moyen sur une plus grande étendue ou sur une plus petite étendue qu'il y a 10 ans?
PLUS GRANDE ETENDUE.....1
PLUS PETITE ETENDUE.....2
A PEU PRES LA MEME.....3
NE SAIS PAS.....4

SI "SUR UNE PLUS GRANDE ETENDUE" DEMANDEZ:

- b. De quelle façon?
.....
NE SAIS PAS.....X
- "DEMANDEZ A TOUS"
c. Croyez-vous que le niveau d'influence que possède le gouvernement fédéral aujourd'hui sur la façon de vivre du Canadien moyen est trop élevé, trop diminué ou tout simplement normal?
TROP GRAND.....1
TROP PETIT.....2
SIMPLEMENT NORMAL.....3
NE SAIS PAS.....4

11. Dans l'ensemble, comparativement à il y a cinq ans, diriez-vous que l'opinion dans votre communauté sur la profession enseignante a monté, descendu ou est demeurée la même?
MONTE.....1
DESCENDU.....2
AUCUN CHANGEMENT.....3
NE SAIS PAS.....4

COMMENTAIRE

- 12a. Croyez-vous que la discipline dans les écoles publiques de cette région est trop sévère ou pas assez sévère? ENREGISTREZ PLUS BAS
- b. Et concernant la discipline dans les écoles secondaires de cette région, croyez-vous qu'elle est trop sévère ou pas assez sévère?
ECOLES PUBLIQUES ECOLES SECONDAIRES
TROP SEVERE.....1.....1
PAS ASSEZ SEVERE.....2.....2
SIMPLEMENT NORMAL.....3.....3
NE PEUX DIRE.....4.....4

13. Dans l'ensemble, diriez-vous que les relations entre le Canada et les Etats-Unis, sont excellentes, bonnes, passables ou mauvaises?
- EXCELLENTE.....1
 - BONNES.....2
 - PASSABLES.....3
 - MAUVAISES.....4
 - NE SAIS PAS.....5

14. Quand une personne a une maladie incurable qui lui cause une grande souffrance, croyez-vous ou non que des médecins compétents devraient avoir le droit, en vertu de la loi, de mettre un terme à la vie du patient par l'euthanasie, si le patient en fait la demande formelle par écrit?
- OUI.....1
 - NON.....2
- QUALIFIE (INSCRIVEZ).....3
- NE PEUX DIRE.....4

- 15a. Approuvez-vous ou désapprouvez-vous la façon dont M. Pierre Trudeau remplit ses fonctions en tant que premier ministre?
ENREGISTREZ CI-DESSOUS
- b. Approuvez-vous ou désapprouvez-vous la façon dont Robert Stanfield remplit ses fonctions comme chef de l'opposition?
ENREGISTREZ CI-DESSOUS
- c. Et approuvez-vous ou désapprouvez-vous la façon dont David Lewis remplit ses fonctions comme chef du parti N.P.D.?
- | | | | |
|---------------------|---------------|-----------|-------|
| | a. | b. | c. |
| | TRUDEAU | STANFIELD | LEWIS |
| APPROUVE..... | 1.....1.....1 | | |
| DESAPPROUVE..... | 2.....2.....2 | | |
| AUCUNE OPINION..... | 3.....3.....3 | | |

16. En général, croyez-vous que les tribunaux de ce pays traitent les criminels trop sévèrement ou pas assez sévèrement?
- TROP SEVEREMENT.....1
 - PAS ASSEZ SEVEREMENT.....2
 - A PEU PRES CORRECT.....3
 - NE SAIS PAS.....4

- 17a. Croyez-vous que les travailleurs, devraient ou ne devraient pas avoir le droit de grève?
- OUI, DEVRAIENT.....1
 - NON, NE DEVRAIENT PAS.....2
 - INDECIS.....3
- b. Croyez-vous que les grèves dans les milieux de travail où le public peut être sérieusement incommodé telle que la grève des employés des services postaux, des lignes aériennes, des chemins de fer ou du service téléphonique, devraient être permises oui ou non?
- OUI, DEVRAIENT.....1
 - NON, NE DEVRAIENT PAS.....2
 - INDECIS.....3

- 18a. La dernière fois que vous avez pris place dans une automobile, vous êtes vous servi d'une ceinture de sécurité?
- OUI.....1
 - NON.....2
 - NE SE SOUVIENS PAS.....3
- b. Seriez-vous en faveur ou vous opposeriez-vous à une loi permettant de donner une amende de \$25.00 à une personne qui ne se servirait pas de ceinture de sécurité lorsqu'elle prendrait place dans une automobile?
- EN FAVEUR.....1
 - OPPOSE.....2
 - INDECIS.....3

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

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

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

SI "OUI" DEMANDEZ:

Quel parti représentait le candidat pour lequel vous avez voté?

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

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)

En posant une question sur la religion, quelle religion préférez-vous - Protestante, Catholique Romaine ou Juive?

- PROTESTANTE.....1
- JUIVE.....2
- CATHOLIQUE ROMAINE.....3
- AUTRE.....4

(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		
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'ages vous appartenez?

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

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

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

ENQUÊTEUR: INSCRIVEZ SELON VOS OBSERVATIONS:

SEXE: HOMME.....1

FEMME.....2

Laquelle de ces trois catégories est le 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 #364
(March, 1974)

SAMPLE CHARACTERISTICS

	<u>TOTAL</u>	
	<u>Number</u>	<u>Percent</u>
NATIONAL	1047	100%
<u>REGION</u>		
Atlantic	101	10
Quebec	288	27
Ontario	371	35
Prairies	185	18
British Columbia	102	10
<u>AGE</u>		
18 - 29 years	308	29.5
30 - 39 years	194	18.5
40 - 49 years	199	19
50 - 59 years	150	14
60 years and over	191	18
Did not state	5	1
<u>COMMUNITY SIZE</u>		
Over 100,000	501	49
30 - 100,000	98	9
10 - 30,000	82	8
1 - 10,000	103	10
Rural farm, non-farm	253	24
<u>SEX</u>		
Male	521	50
Female	526	50

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

G.P. #364

Ques. 3/2a

1. Australia
2. Italy
3. U.K., England, Scotland
4. Ireland
5. Switzerland
6. France
7. United States
8. Greece
9. Canada
0. Other
- X. Russia
- V. Don't know, none

G. P. #364

Ques. 6b

- V. Over-consumption, waste, over-use
- X. Arab embargo, oil-producing countries withholding supply
- 0. Oil company profit, forcing prices up
- 1. Government, politics, government interference
- 2. U.S. problems, U.S. shortage, associated with U.S.
- 3. Lack of planning, mismanagement
- 8. Other reason
- 9. Don't know

G.P. #364

Ques. 6c

- V. Over-concern, scare tactics, exaggerated
- X.. Oil companies, companies trying to raise price/profits
- 0. Shortage, need to conserve, avoid waste
- 1. Distribution problems, problem in east, no means of transportation
- 2. U.S. problem, U.S. shortage
- 3.
- 4. Arab nations withholding, problem with other oil-producing countries,
- 5. Government interference, playing politics
- 6. Exports too high, sending it to U.S.
- 7.
- 8. Other reason
- 9. Don't know

Ques. 8b

- V. Honest, sincere, truthful
- X. Intelligent, quick, alert,
- 0. Personality, warmth, speaks well
- 1. Better qualified, doing a good job,
- 2. Change, need a change, a new person
- 3. Resourceful, decisive,
- 4. Regional appeal, able to deal with Quebec
- 5. Broad appeal; unify country, not pro-French
- 6. Young, has young ideas,
- 7. Broad-minded, can see all sides, reasonable
- 8. General preference, best man, prefer him
- 9. Other reason
- Didnot say, no particular reason

Ques. 10b

- V. Social policies; medicare, welfare, unemployment, Canada Pension Plan
- X. Taxation, more/more extensive taxes, financial control
- 0. Socialism, growing socialism, stepping into private enterprise
- 1. Concern with future, more concerned with Canada's future
- 2. Control of economy, prices, products
- 3.
- 4. Concern for other farm group
- 5. Bilingual policy, protecting French language
- 6. Negative comments; too much interference, letting prices rise,
- 7. In every way, government involved in everything
- 8. Other
- 9. Don't know, can't say, no answer

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.