

THE GALLUP POLL

INTERVIEWER *Col. 1-10*
 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. 370
 November, 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. In general, which do you think is better off financially today, the man who lives in the city or the man who lives on the farm?

MAN IN CITY.....10-1
 MAN ON FARM.....2
 NO OPINION.....3

2. We want to find out what the average Canadian eats in the course of a day. Would you tell me what you had for breakfast today? Lunch? Dinner? Did you have anything between meals?

INTERVIEWER: ASK ABOUT PREVIOUS 24 HOURS, & RECORD UNDER CATEGORIES BELOW

HAD CITRUS FRUIT.....11-1
 HAD GREEN VEGETABLE.....2
 HAD POTATOES.....3
 HAD MEAT, POULTRY, EGGS OR FISH.....4
 HAD CEREAL.....5
 HAD BREAD.....6
 HAD MILK--1 GLASS.....7
 HAD MILK--2 GLASSES.....8
 NONE OF ABOVE.....9

3. Speaking generally, do you think the Canadian Post Office is doing a good job, a fair job or a poor job?

GOOD.....12-1
 FAIR.....2
 POOR.....3
 NO OPINION.....4

4. Is there any area right around here - that is say within a mile - where you would be afraid to walk at night?

YES.....13-1
 NO.....2

5. As you probably know, the R.C.M.P. (Royal Canadian Mounted Police) this year admitted women to their force. In your opinion, will this prove beneficial or not to the work of the R.C.M.P.?

BENEFICIAL.....14-1
 NOT BENEFICIAL...2
 DON'T KNOW.....3

6a. Would you, or would you not be willing to sign a form donating any of your vital organs for transplants, in the event of your death?

YES.....15-1
 NO.....2
 DON'T KNOW.....3

IF "YES", ASK:

b. Which of your vital organs would you be willing to donate, in case of your death?

ALL.....16-1
 EYES.....2 OTHER.....5
 HEART.....3 (SPECIFY)
 KIDNEYS.....4 DON'T KNOW.....6

7. If immigrants are brought in, do you think only those who have definite jobs to go to should be allowed into Canada, or do you think they should be allowed to come here and hunt up their own jobs?

ALLOW IN ONLY THOSE WITH JOBS TO GO TO17-1
 HUNT OWN JOBS.....2

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

COMMENT: _____

8. Of the total income of your family, is something saved - laid aside regularly - each week or month?

YES.....18-1
 NO.....2
 CAN'T SAY.....3

9. Are you, or are you not planning to attend the 1976 Olympic Games to be held in Montreal?

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

10a. Would you say that the salaries paid to elected Federal Members of Parliament are too high, too low or about right? RECORD BELOW

b. How about Members of the Provincial Government? RECORD BELOW

c. And how about the Municipal Representatives? RECORD BELOW

	a. Federal	b. Provincial	c. Munic.
TOO HIGH.....	20-1	21-1	22-1
TOO LOW.....	2	2	2
ABOUT RIGHT.....	3	3	3
DON'T KNOW.....	4	4	4

11. So far as you are concerned, do you think that 1975 will be better or worse than 1974?

BETTER.....23-1
 WORSE.....2
 SAME.....3
 DON'T KNOW...4

12. Which of these do you think is likely to be true of 1975? INTERVIEWER: READ OUT EACH OF TWO ALTERNATIVES, REVERSING EACH PAIR WITH EVERY OTHER CONTACT.

a. A year of rising prices.....24-1
 or A year of falling prices.....2 D.K.....3

b. A year of full employment.....4
 or A year of rising unemployment...5 D.K.....6

c. A year of strikes & industrial dispute.....7
 or A year of industrial peace.....8 D.K.....9

d. A year when taxes will rise...0
 or A year when taxes will fall...X D.K.....V

e. A year of economic prosperity...1
 or A year of economic difficulty..2 D.K.....3

f. A peaceful year, more or less free of international disputes.....4
 or A troubled year with much international discord.....5 D.K.....6

g. A year when Russia will increase her power in the world.....7
 or A year when Russian power will decline.....8 D.K.....9

h. A year when America will increase her power in the world.....0
 or A year when American power will decline.....X D.K.....V

i. A year when China will increase her power in the world.....26-1
 or A year when China's power will decline.....2 D.K.....3

ASK IN ONTARIO ONLY: IF NOT IN ONTARIO SKIP TO Q.15

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

LIBERAL.....27-1
 CONSERVATIVE...2
 N.D.P.....3
 OTHER.....7
 (WRITE IN)
 UNDECIDED.....8
 REFUSED.....9
 NOT ELIGIBLE.....0

ONTREC

CONTINUED.....

14a. Did you vote in the last Ontario Provincial election held in October, 1971?

YES.....28-
 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.....7
 PROG. CONS.....2 (WRITE IN)
 N.D.P.....3 UNDECIDED.....8
 CREDITISTE.....4 REFUSED.....9
 SOCIAL CREDIT.....5 NOT ELIGIBLE...0
 LABOR PROG.....6

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

a 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.....66
 PROG. CONS.....4 (WRITE IN)
 N.D.P.....5 DON'T REMEMBER...0
 CREDITISTE.....6 REFUSED.....X
 SOCIAL CREDIT.....7
 LABOR PROG.....8

What is your marital status?

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

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

ENGLISH.....17
 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?

	Some	Graduated
Public School (grades 1 - 8).....1		269
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 6OR MORE 71

How many would be under 10 years?

0 1 2 3 4OR MORE 62

How many would be between 10 & 17 years?

0 1 2 3 4OR MORE 15

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 16

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION: 77
 SEX: MAN.....77.1
 WOMAN.....2

HAND CARD "R".....78

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.....71.1
 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
COMMENCE A
(HEURE)

1. En général, selon vous, aujourd'hui, qui est financièrement mieux avantage, l'homme qui vit à la ville ou l'homme vivant sur la ferme?
- L'HOMME DE LA VILLE.....10-1
L'HOMME DE LA FERME.....2
AUCUNE OPINION.....3

2. Nous voulons trouver ce que le canadien moyen mange au cours d'une journée. Pourriez-vous me dire ce que vous avez mangé pour déjeuner aujourd'hui? Pour le dîner? Pour le souper? Avez-vous mangé quelque chose entre les repas?
- INTERVIEWEUR: DEMANDEZ CETTE QUESTION POUR LES DERNIÈRES 24 HEURES, ET ENREGISTREZ SEULEMENT POUR LES CATÉGORIES SUIVANTES.
- FRUITS AGRUMES (ORANGE, CITRON, ETC.).....11-1
LÉGUMES VERTS.....2
POMME DE TERRE.....3
VIANDE, VOLAILLE, OEUFS OU POISSON.....4
CÉRÉALES.....5
PAIN.....6
LAIT - - 1 VERRE.....7
LAIT - - 2 VERRES.....8
AUCUNE DE CES CATÉGORIES.....9

3. En général, croyez-vous que le Bureau des Postes du Canada accompli un bon travail, un travail passable ou un mauvais travail?
- BON.....12-1
PASSABLE.....2
MAUVAIS.....3
AUCUNE OPINION.....4

4. Y a-t-il un endroit tout près d'ici - disons à moins d'un mille - où vous auriez peur de marcher la nuit?
- OUI.....13-1
NON.....2

5. Comme vous le savez peut-être, le corps de la Gendarmerie Royale du Canada a, cette année, admis des femmes à ses services. Selon vous, est-ce que ceci sera avantageux ou non avantageux pour le travail de la Gendarmerie Royale?
- AVANTAGEUX.....14-1
NON AVANTAGEUX.....2
NE SAIS PAS.....3

- 6a. Seriez-vous ou ne seriez-vous pas d'accord à signer une formule qui donnerait de vos organes vitaux pour transplantation lors de votre décès?
- OUI.....15-1
NON.....2
NE SAIS PAS.....3

SI "OUI", DEMANDEZ:

- b. Lequel ou lesquels de vos organes vitaux seriez-vous d'accord à donner à votre décès?
- TOUS.....16-1
YEUX.....2
COEUR.....3
REINS.....4
AUTRE (SPECIFIEZ).....5
NE SAIS PAS.....6

7. Pour les immigrants qui sont admis au pays, croyez-vous que seuls ceux ayant un travail définitif qui les attend devraient être admis au Canada, ou si vous croyez qu'ils devraient être libres de venir ici et de chercher eux-mêmes du travail?
- ADMETTRE SEULEMENT CEUX QUI ONT DU TRAVAIL QUI LES ATTEND.....17-1
CEUX QUI ONT A CHERCHER DU TRAVAIL.....2
QUALIFIÉ (SPECIFIEZ).....3
INDÉCIS.....4
COMMENTAIRES:.....

8. Du revenu total de votre famille, économise-t-on ou met-on de côté une certaine somme chaque semaine ou chaque mois, régulièrement?

OUI.....18-1
NON.....2
NE PEUX DIRE...3

9. Avez-vous l'intention ou n'avez-vous pas l'intention d'assister aux jeux olympiques 1976 qui seront tenus à Montréal?

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

- 10a. Diriez-vous que les salaires payés aux membres élus du Parlement Fédéral sont trop élevés, trop bas ou satisfaisants? ENREGISTREZ CI-DESSOUS.

- b. Quelle est votre opinion des salaires des membres du Gouvernement Provincial? ENREGISTREZ CI-DESSOUS.

- c. Et maintenant, votre opinion sur les salaires des représentants municipaux? ENREGISTREZ CI-DESSOUS.

	a.	b.	c.
	Fédéral	Provincial	Municipal
TROP ÉLEVÉS...	20-1	21-1	22-1
TROP BAS.....	2	2	2
SATISFAISANTS...	3	3	3
NE SAIS PAS....	4	4	4

11. Jusqu'à maintenant, en ce qui vous concerne, croyez-vous que l'année 1975 sera meilleure ou plus mauvaise que 1974?

MEILLEURE.....23-1
PLUS MAUVAISE.....2
MÊME CHOSE.....3
NE SAIS PAS.....4

12. Pour chaque énoncé suivant, selon vous, lequel est susceptible d'être vrai pour 1975? INTERVIEWEUR: LISEZ CHACUN DES DEUX ALTERNATIVES, EN RENVERSANT CHAQUE PAIRE POUR LE REpondant SUIVANT:

- a. Une année où les prix seront à la hausse.....24-1
ou Une année où les prix seront à la baisse.....2 N.S.P....3
- b. Une année d'emplois en abondance...4
ou Une année où le chômage sera à la hausse.....5 N.S.P....6
- c. Une année de grèves et de débats industriels.....7
ou Une année de paix industriel.....8 N.S.P....9
- d. Une année où les taxes augmentent.....0
ou Une année où les taxes diminueront.....X N.S.P....V
- e. Une année économiquement prospère...1
ou Une année économiquement difficile...2 N.S.P....3
- f. Une année paisible, plus ou moins exempte de débats internationaux...4
ou Une année de troubles avec beaucoup de mésententes internationales.....5 N.S.P....6
- g. Une année où la Russie augmentera sa puissance dans le monde.....7
ou Une année où la puissance Russe diminuera.....8 N.S.P....9
- h. Une année où l'Amérique augmentera sa puissance dans le monde.....0
ou Une année où la puissance Américaine diminuera.....X N.S.P....V
- i. Une année où la Chine augmentera sa puissance dans le monde.....26-1
ou Une année où la puissance Chinoise diminuera.....2 N.S.P....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 Fédérale était tenue aujourd'hui, à quel parti appartiendrait le candidat de votre choix?

LIBERAL.....1 AUTRE PARTI 64
 CONSERVATEUR....2 _____
 N.D.P.....3 (L'INSCRIRE)
 CREDITISTE.....4 INDECIS.....8
 CREDIT SOCIAL...5 REFUS.....9
 OUVRIER _____
 PROGRESSISTE....6 NON ELIGIBLE.....0

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
 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.....1 66
 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.....1 67
 FRANÇAISE.....2
 AUTRE (ÉCRIVEZ).....3

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

PROTESTANTE.....1 68
 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

Êtes-vous, vous même (ou quelqu'un de votre famille) employé d'une entreprise agricole?

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

VILLE _____ PROVINCE _____

DATE DE L'INTERVIEW _____

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

Quelle était l'année de votre naissance?

ANNEE _____ 75

INTERVIEWEUR: INSCRIVEZ SELON VOS OBSERVATIONS: 77

SEXE: HOMME.....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:

FERME.....1 79
 RURAL MAIS NON FERME.....2
 URBAIN.....3

L'INTERVIEW A PRIS FIN A: _____ (HEURE)

NOM DU REpondant: _____

ADRESSE : _____

TELEPHONE: _____

(SIGNATURE DE L'INTERVIEWEUR)

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

NOVEMBER, 1974

	<u>NUMBER</u>	<u>TOTAL</u>	<u>PERCENTAGE</u>
NATIONAL	1,070	OURS.	100
<u>REGION</u>			
Atlantic	93	92	9
Quebec	310	311	29
Ontario	389	389	36
Prairies	172	172	16
British Columbia	106	106	10
<u>AGE</u>			
18 - 29 years	264	214	25
30 - 49 years	426	411	40
50 & Over	361	352	34
Not Stated	19	19	1
<u>COMMUNITY SIZE</u>			
Over 100,000	522	523	50
30 - 100,000	88	88	8
10 - 30,000	94	94	9
1 - 10,000	124	123	11
Rural	242	242	22
<u>SEX</u>			
Male	535	535	50
Female	535	535	50

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.

7.829-3-2371

Col 1- PROVINCE THE GALLUP POLL
 2- COMM. I'D LIKE YOUR OPINION
 3- CITY
 4- LANGUAGE
 SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

(CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES)

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

	HEARD OF	WOULD SUPPORT
HEWARD GRAFFTEY, M.P.	15-1	16-1
ALLAN LAWRENCE, M.P.	2	2
PETER LOUGHEED, M.P.	3	3
FLORA MACDONALD, M.P.	4	4
DARCY MCKEOUCH, M.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

	HEARD OF	WOULD SUPPORT
DAVID BARRETT, M.P.	17-1	18-1
ALLAN BLAKENY, M.P.	2	2
ED BROADBENT, M.P.	3	3
LORNE NYSTROM, M.P.	4	4
ED SCHREYER, M.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.....29-1 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.....30-
 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

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

PROTESTANT.....68 1
 JEWISH.....2
 ROMAN CATHOLIC.....3

(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)

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

Revised 1970

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

SAMPLE CHARACTERISTICS

DECEMBER, 1974

	<u>NUMBER</u>		<u>PERCENTAGE</u>
NATIONAL	1,000		100
<u>REGION</u>			
Atlantic	84	274	8
Quebec	297	274	30
Ontario	371	274	37
Prairies	164	274	16
British Columbia	84	274	9
<u>AGE</u>			
18 - 29 years	280	274	28
30 - 49 years	371	310	37
50 & Over	342	349	34
Not Stated	7	27	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