

THE GALLUP POLL

INTERVIEWER
DON'T READ ALOUD
WORDS IN CAPITAL
LETTERS

021 1. 1200
2. 1200
3. 0171
4. 1200

WOULD LIKE YOUR OPINION

(CIRCLE APPROPRIATE NUMBERS
OR CHECK BOXES)

SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

G.P. 375
April 1975

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. If television coverage of sessions of the House
of Commons in Ottawa is allowed, how do you
think you would react? HAND CARD "F"

- I WOULD HAVE NO INTEREST IN WATCHING.....1
- I WOULD WATCH ONE OR TWO, BUT THEN
WOULD PROBABLY LOSE INTEREST.....2
- I WOULD WATCH ONLY THOSE I KNEW WOULD
BE OF PARTICULAR INTEREST TO ME.....3
- I WOULD TRY TO SEE AS MANY AS POSSIBLE.....4
- DON'T KNOW.....5

1b. Do you think that sessions of the House of
Commons should or should not be televised?

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

2a. Do you think that workers in occupations where
the public is seriously inconvenienced - such
as strikes by employees of the postal service,
airlines, railroads or the telephone service -
should or should not be permitted to strike?

- SHOULD BE PERMITTED.....1
- SHOULD NOT BE PERMITTED.....2
- UNDECIDED.....3

IF "SHOULD BE PERMITTED", ASK:

b. In the event of such strikes, how long a period
should elapse before the government takes
measures to stop it?

- LESS THAN 1 WEEK.....1
- ONE WEEK.....2
- TWO WEEKS.....3
- A MONTH.....4

LONGER(SPECIFY).....5

GOVERNMENT SHOULD NOT INTERFERE.....6
DON'T KNOW.....7

ASK EVERYONE:

3a. Have you personally, either in your work or
your home life, been affected by a strike -
say in the past three months?

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

IF "YES", ASK:

b. In what way?.....-15

c. Would you say you or your work were seriously
affected, quite affected or not too affected by
the strike?

- SERIOUSLY AFFECTED.....1
- QUITE AFFECTED.....2
- NOT TOO AFFECTED.....3

4a. How would you describe the current financial
condition of you and your family - excellent,
good, only fair or poor?

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

b. Would you say that you and your family are
better off or worse off financially today
than you were 12 months ago?

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

c. Looking ahead, do you think that 12 months
from now you and your family will be better
off financially or worse off?

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

5a. Generally speaking, do you think young children
- say those under 10 years of age - who are
exposed to a considerable amount of violence on
television today are more likely to become
overly aggressive adults than are those not
so exposed?

- YES, MORE LIKELY.....1
- NO, NOT MORE LIKELY.....2
- DON'T KNOW.....3

IF "YES", ASK:

b. Do you think it is the responsibility of the
parents to prevent or control such exposure,
or do you think the government should act to
control it?

- PARENTS RESPONSIBLE.....1
- GOVERNMENT SHOULD ACT.....2
- BOTH.....3
- DON'T KNOW.....4

6. Would you favor or oppose a government payment,
from taxes, of a wage or salary to housewives
who stay home to look after their home and
family?

- FAVOR.....1
- OPPOSE.....2
- DON'T KNOW.....3

7. Would you favor or oppose investment in Can-
adian business or industry from the Arab States,
if care is taken to ensure they hold only a
minority investment in any one company?

- FAVOR.....1
- OPPOSE.....2
- DON'T KNOW.....3

8a. 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.....1
- NOT HEADING FOR DEPRESSION.....2

QUALIFIED(SPECIFY).....3
DON'T KNOW.....4

IF "HEADING" OR "QUALIFIED", ASK:

b. In your opinion, will it be a serious depression
such as occurred in the thirties, or more likely
a less serious recession?

- DEPRESSION.....1
- RECESSION.....2
- DON'T KNOW.....3

9. Do you think the high or secondary schools in
this area are putting too much emphasis or not
enough emphasis on basic subjects such as
oral or written communication and basic
mathematics, or do you think the emphasis is
just about right?

- TOO MUCH EMPHASIS.....1
- NOT ENOUGH EMPHASIS.....2
- ABOUT RIGHT.....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 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? 66
 SINGLE.....1
 MARRIED.....2
 WID, DIV, SEP.....3

Mother tongue - What was the language you first spoke in childhood and still understand? 67
 ENGLISH.....1
 FRENCH.....2
 OTHER(WRITE IN) _____ 3

Now for a question on religion. What is your religious preference - Protestant, Roman Catholic or Jewish? 68
 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		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? 71
 1 2 3 4 5 6OR MORE

How many would be under 10 years? 72
 0 1 2 3 4OR MORE

How many would be between 10 & 17 years? 73
 0 1 2 3 4OR MORE

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

HAND CARD "R"
 Which letter 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: 79
 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)

SAMPLE CHARACTERISTICS

APRIL 1975

	<u>TOTAL</u>	
	<u>NUMBER</u>	<u>PERCENTAGE</u>
NATIONAL	1,031	100
 <u>REGION</u>		
Atlantic	90	9
Quebec	296	29
Ontario	362	35
Prairies	170	16
British Columbia	113	11
 <u>AGE</u>		
18 - 29 years	298	29
30 - 49 years	368	36
50 & over	352	34
Not Stated	13	1
 <u>COMMUNITY SIZE</u>		
Over 100,000	502	49
30 - 100,000	96	9
10 - 30,000	80	8
1 - 10,000	111	11
Rural	242	23
 <u>SEX</u>		
Male	520	50
Female	511	50

- MAIL
1. PERSONAL INCONVENIENCE
 2. BUSINESS INCONVENIENCE
 3. PERSONAL AND/OR BUSINESS INCONVENIENCE
 4. PERSONAL FINANCIAL LOSS/INCONVENIENCE
 5. BUSINESS FINANCIAL LOSS, INCONVENIENCE
 6. PERSONAL AND/OR BUSINESS FINANCIAL INCONVENIENCE
 7. OTHER MAIL
 8. OTHER NON-MAIL
 9. DID NOT STATE
 0. ON STRIKE/UNABLE TO GO TO WORK BECAUSE OF STRIKE

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

AGE: 98. DID NOT STATE
99. BORN IN 1980's
ALL OTHER NO'S. EXACT YEAR OF BIRTH

THE CANADIAN GALLUP POLL

THE DESIGN OF THE SAMPLE

The Canadian Gallup Poll maintains a national probability sample in all centres over 1,000 in 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 purpose 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 were selected randomly from this array. Within urban centres, a random block sampling procedure was used to select starting points for interviewers. The interviewer is provided with a map of the enumeration area, showing the location of the starting point. From each starting point, the interviewer is required to follow a specified route in the selection of households. The choice of urban 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.