

INTERVIEWER
DON, 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. 373
Feb. 1975

1. In general, do you approve or disapprove of labor unions?

APPROVE.....10-1
DISAPPROVE.....2
CAN'T SAY.....3

2. At the present time, do you think the laws regulating labor unions are too strict or not strict enough?

TOO STRICT.....11-1
NOT STRICT ENOUGH.....2
ABOUT RIGHT.....3
CAN'T SAY.....4

3. Do you think parents do a good job or a bad job of preparing children for their future?

GOOD JOB.....12-1
BAD JOB.....2
FAIR JOB.....3
UNDECIDED.....4

4. And, do you think the schools do a good job or a bad job in preparing children for their future?

GOOD JOB.....13-1
BAD JOB.....2
FAIR JOB.....3
UNDECIDED.....4

5. There's a lot of discussion about the way morals and sex are changing in this country. What is your opinion on this -- do you think it is wrong for a man and woman to have sex relations before marriage or not?

YES, WRONG.....14-1
NO, NOT WRONG.....2
UNDECIDED.....3

6. Do you approve, or disapprove of the government's record to date?

APPROVE.....15-1
DISAPPROVE.....2
CAN'T SAY.....3

7a. Would you say your opinion of Prime Minister Trudeau has gone up or down in the past three months? RECORD BELOW

b. Would you say that your opinion of Robert Stanfield, Leader of the Conservative Party, has gone up or down in the past three months? RECORD BELOW

	GONE UP	GONE DOWN	THE SAME	CAN'T SAY
a. TRUDEAU.....	1	2	3	4
b. STANFIELD.....	6	7	8	9

8. Generally speaking, do you think the farmers of this province are getting a square deal from the Canadian Government?

YES, SQUARE DEAL.....17-1
NO, NOT A SQUARE DEAL.....2
NO OPINION.....3

9. In general, do you think that women make better drivers than men, as good, or worse drivers?

BETTER.....18-1
AS GOOD.....2
WORSE.....3
NO OPINION.....4

10a. As you may know, Lent begins in mid-February. Do you usually give up something during the Lenten months - or don't you bother?

GIVE UP SOMETHING.....19-1
DON'T BOTHER.....2
DON'T BELIEVE IN LENT.....3

IF "GIVE UP SOMETHING"

b. Would you mind telling me what it is? -10

BASIC DATA: INTERVIEWER: Introduce this section as if questions so that I can be 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).....8
UNDECIDED.....9
REFUSED.....10
NOT ELIGIBLE.....11

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
PROG. CONS.....4
N.D.P.....5
CREDITISTE.....6
SOCIAL CREDIT.....7
LABOR PROG.....8
OTHER PARTY.....9
(WRITE IN).....10
DON'T REMEMBER...11
REFUSED.....12

What is your marital status?

SINGLE.....1
MARRIED.....2
WID, DIV, SEP.....3

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?

	Some	Graduated
Public School (grades 1 - 8).....1	2	3
Secondary or high school (grades 9-13)....3	4	5
Technical school.....5	6	7
University.....7	8	9
No formal schooling.....9		
Refused.....0		

Any additional schooling? (WRITE IN)

OCCUPATION OF HEAD OF FAMILY:

Specific job.....
Type of Company.....

How many people, including yourself, are there in this household? 11

How many would be under 10 years? 12

How many would be between 10 & 17 years? 13

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

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

What was the year of your birth? 71

YEAR

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

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? 7

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.....11
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)

1. En général, approuvez-vous ou désapprouvez-vous les syndicats ouvriers?

APPROUVE.....10-1
DESSAPPROUVE.....2
NE PEUX DIRE.....3

2. Pensez-vous qu'à l'heure actuelle les lois régissant les syndicats ouvriers sont trop sévères ou pas assez sévères?

TROP SEVERES.....11-1
PAS ASSEZ SEVERES.....2
SONT A PEU PRES JUSTES....3
INDECIS.....4

3. Pensez-vous que les parents s'accomplissent bien ou mal leur tâche de préparer leurs enfants à l'avenir?

BIEN.....12-1
MAL.....2
ASSEZ BIEN.....3
INDECIS.....4

4. Et pensez-vous que nos écoles s'accomplissent bien ou mal leur tâche de préparer les enfants à l'avenir?

BIEN.....13-1
MAL.....2
ASSEZ BIEN.....3
INDECIS.....4

5. Il est beaucoup question présentement de la façon dont la moralité et la vie sexuelle change dans ce pays. Quelle est votre opinion sur cette question -- croyez-vous qu'il est mauvais oui ou non pour un homme et une femme d'avoir des relations sexuelles avant le mariage?

OUI, MAUVAIS.....14-1
NON, PAS MAUVAIS.....2
INDECIS.....3

6. Approuvez-vous ou désapprouvez-vous ce que le gouvernement a fait jusqu'à date?

APPROUVE.....15-1
DESSAPPROUVE.....2
NE PEUX DIRE.....3

7a. Diriez-vous que votre opinion sur le Premier Ministre Trudeau a augmenté ou diminué au cours des trois derniers mois? (INSCRIVEZ CI-DESSOUS)

b. Diriez-vous que votre opinion sur Robert Stanfield, chef du parti conservateur, a augmenté ou diminué au cours des trois derniers mois? (INSCRIVEZ CI-DESSOUS)

	MONTE	BAISSE	LA MEME	NE PEUX DIRE
a. TRUDEAU.....	16-1	2	3	4
b. STANFIELD...	6	7	8	9

8. Généralement parlant, croyez-vous que les fermiers de cette province reçoivent un traitement juste de la part du gouvernement canadien?

OUI, TRAITEMENT JUSTE.....17-1
NON, PAS UN TRAITEMENT JUSTE...2
AUCUNE OPINION.....3

9. En général, diriez-vous que les femmes font de meilleurs chauffeurs que les hommes, d'aussi bons chauffeurs, ou de plus mauvais chauffeurs?

MEILLEURS.....18-1
AUSSI BONS.....2
PLUS MAUVAIS.....3
AUCUNE OPINION.....4

10a. Comme vous le savez peut-être le carême commence à la mi-février. Ordinairement, renoncez-vous à quelque chose durant les mois du carême - ou si vous ne vous en préoccupez pas?

RENONCE A QUELQUE CHOSE.....19-1
NE M'EN PREOCCUPE PAS.....2
NE CROIS PAS AU CAREME.....3

SI "RENONCE A QUELQUE CHOSE": demandez:

b. Auriez-vous objection à me dire à quoi vous renoncez?

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

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
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
MARIE.....2
VEUF, DIVORCE, SEPARE.....3

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

ANGLAISE.....1
FRANCAISE.....2
AUTRE (Ecrivez).....3

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

PROTESTANTE.....1
JUIVE.....2
CATHOLIQUE ROMAINE.....3
AUTRE (PRECISEZ).....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
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
Genre de compagnie

Tout en vous incluant, combien y a-t-il de personnes qui vivent dans cette maison?

1 2 3 4 5 6OU PLUS

Parmi ces personnes combien y en a-t-il âgées de moins de 10 ans?

0 1 2 3 4OU PLUS

Combien sont âgées de 10 & 17 ans?

0 1 2 3 4OU PLUS

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

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

Quelle était l'année de votre naissance?

ANNEE

INTERVIEWEUR: INSCRIVEZ SELON VOS OBSERVATIONS:

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

PASSEZ LA CARTE "R"

Quel lettre sur cette carte représente le revenu total annuel de votre famille en incluant tout revenu, avant déductions de taxes?

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

L'INTERVIEW A PRIS FIN A:

(HEURE)

NOM DU REpondant:

ADRESSE :

TELEPHONE:

VILLE PROVINCE

DATE DE L'INTERVIEW

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

- V. Food, food denials, eat less
- X. Candy, sweets
- 0. Smoking
- 1. Drinking
- 2. Entertainment, parties, going out
- 3. Movies
- 4. Increased church-going, attend mass daily
- 5. More charitable, give to poor
- 6. Swearing
- 7.
- 8. Miscellaneous; keep hand tab of anything interesting or different
- 9. Won't say, no answer

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 YR. OF BIRTH

SAMPLE CHARACTERISTICS

FEBRUARY, 1975

	<u>TOTAL</u>	
	<u>NUMBER</u>	<u>PERCENTAGE</u>
NATIONAL	1,043	100
<u>REGION</u>		
Atlantic	100	10
Quebec	296	28
Ontario	371	36
Prairies	172	16
British Columbia	104	10
<u>AGE</u>		
18 - 29 years	334	32
30 - 49 years	373	36
50 & over	328	31
Not Stated	8	1
<u>COMMUNITY SIZE</u>		
Over 100,000	501	48
30 - 100,000	110	10
10 - 30,000	89	9
1 - 10,000	101	10
Rural	242	23
<u>SEX</u>		
Male	535	51
Female	508	49

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.