

THE GALLUP POLL

INTERVIEWER
DON'T READ ALOUD
WORDS IN CAPITAL
LETTERS

WOULD LIKE YOUR OPINION

(CIRCLE APPROPRIATE NUMBERS
OR CHECK BOXES)

SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

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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. Speaking generally, would you say that your
standard of living - the things you can buy
and do - is going up or going down or remaining
the same?

GOING UP.....10-1
GOING DOWN.....2
SAME.....3
DON'T KNOW.....4

2. Let us think about some of the services provided
by our Governments and paid for by you in a
number of ways. Do you think you do or do not
get good value for

	GOOD VALUE	NOT GOOD VALUE	DON'T KNOW
a Police services?.....	11-1	2	3
b Medicare?.....	4	5	6
c Garbage Collection?.....	7	8	9
d Canada Pension Plan?...	0	X	V

3a. The C.B.C. - Canadian Broadcasting Corporation -
produces many types of television programs. In
your opinion, which of these types of programs
does it produce best? HAND CARD "A" & RECORD
BELOW

	(a)BEST	(b)POOREST
1 COMEDY.....	12-1	13-1
2 CHILDREN'S PROGRAMS.....	2	2
3 DOCUMENTARIES.....	3	3
4 DRAMA.....	4	4
5 NEWS PROGRAMS.....	5	5
6 SPORTS.....	6	6
7 VARIETY SHOWS.....	7	7
8 NONE.....	8	8
9 CAN'T SAY.....	9	9

4. Some people say that there is a growing belief in
this province that it should secede (separate)
from Canada. Do you agree with this or not?

YES, ACREE.....14-1
NO, DO NOT.....2
CAN'T SAY.....3

5. Do you think taxes are too high or about right?

TOO HIGH.....15-1
ABOUT RIGHT.....2
CAN'T SAY.....3

6. Do you think that married women should take a job
outside the home, if...

	YES	NO	CAN'T SAY
(a) they have young children?	16-1	2	3
(b) they have no young children?	5	6	7

7. There has been considerable talk recently about
the provision of child care facilities for working
mothers. In your opinion, is this primarily the
responsibility of the mother and/or family, or
should the government share in this responsibility?

RESPONSIBILITY OF MOTHER/FAMILY.....17-1
GOVERNMENT SHOULD SHARE RESPONSIBILITY.....2
QUALIFIED(SPECIFY).....3
CAN'T SAY.....4

8a. Many consumers complain these days about shoddy
merchandise and poor quality service. Have you,
yourself, within the past month...

YES NO

(i) complained to someone in charge
about service received?.....18-1 2
(ii) returned merchandise that you
believed was unsatisfactory?..... 4 5

IF "YES" TO (i) OR (ii), ASK:

b. Were you satisfied, partly satisfied or dis-
satisfied with the handling of your complaint?

SATISFIED.....19-1
PARTLY SATISFIED...2
DISSATISFIED.....3

ASK EVERYONE:

c. Has there been a time or times in the past
month when you actually felt you should complain
about service or return merchandise but never got
around to doing anything?

YES.....20-1
NO.....2

9. What is the most important problem facing you and
your family today?

-21

CAN'T SAY.....9

10a. Have you heard or read anything about the dangers
of pollution - that is contamination of our air,
rivers and lakes?

YES.....22-1
NO.....2

IF "YES", ASK:

b. How serious do you, yourself, think the dangers
of pollution are -- very serious, fairly serious
or not at all serious?

VERY SERIOUS.....23-1
FAIRLY SERIOUS.....2
NOT AT ALL SERIOUS.....3
DON'T KNOW.....4

c. On the whole would you say that pollution is or
is not a problem in your area?

YES, IS A PROBLEM.....24-1
NO, IS NOT.....2
CAN'T SAY.....3

11. In your opinion, has the liberalization of drink-
ing laws over the past few years...

(a) created more or less
drunkenness? MORE.....25-1
LESS.....2
SAME.....3
DON'T KNOW...4

(b) created more or less
alcoholism? MORE.....26-1
LESS.....2
SAME.....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?

? PAL.....1 OTHER PARTY 11
 ? . CONS.....2 7
 N.L.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 6
 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.....661
 MARRIED.....2
 WID, DIV, SEP.....3

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

ENGLISH.....771
 FRENCH.....2
 (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 <u>61</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 6OR MORE 71

How many would be under 10 years?

0 1 2 3 4OR MORE 72

How many would be between 10 & 17 years?

0 1 2 3 4OR 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

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

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

HAND CARD "R"

Which number on this card corresponds to your total annual family income from all sources, before tax deductions? 75

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.....771
 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)

L'ENQUÊTE GALLUP

DÉSIRE VOTRE OPINION

ENCERCLEZ LES NUMÉROS
APPROPRIÉS OU MARQUEZ
LES CASES

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

APPUYÉE PAR LES PRINCIPAUX JOURNAUX DU CANADA

G.P. 372
Jan. 1975

PRÉSENTATION SUGGÉRÉE

Je fais une enquête pour Gallup Poll et
j'aimerais connaître vos opinions con-
cernant quelques questions d'actualité.

L'INTERVIEW A
COMMENCE A
(HEURE)

1. Généralement parlant, diriez-vous que votre niveau
de vie - ce que vous pouvez acheter et faire -
s'élève, baisse ou reste le même?

S'ÉLEVE.....10-1
BAISSE.....2
LE MÊME.....3
NE SAIT PAS.....4

2. Considérons quelques-uns des services assurés par
nos gouvernements et payés, d'une façon ou d'une
autre, par des gens comme vous. Estimez-vous que
vous obtenez ou non un service satisfaisant dans
les domaines suivants:

	SATIS- FAISANT	NON SAT- ISFAISANT	NE PEUT DIRE
La police.....	11-1	2	3
Soins médicaux universels..	4	5	6
Ramassage des ordures.....	7	8	9
Régime des Pensions du Canada	0	X	V

3a. Radio Canada produit plusieurs sortes de program-
mes pour la télévision. Selon vous, laquelle de
ces sortes de programmes produit-il le mieux?
REMETTEZ LA CARTE "A" ET MARQUEZ CI-DESSOUS

b. Et laquelle, diriez-vous, Radio Canada Produit-il
le pire? MARQUEZ CI-DESSOUS

	(a)MIEUX	(b)PIRE
COMÉDIES.....	12-1	13-1
PROGRAMMES POUR ENFANTS.....	2	2
DOCUMENTAIRES.....	3	3
DRAMES.....	4	4
ACTUALITÉS.....	5	5
SPORTS.....	6	6
VARIÉTÉS.....	7	7
AUCUNES.....	8	8
NE PEUT DIRE.....	9	9

4. Beaucoup de gens croient que l'idée de la sépara-
tion de cette province du reste du Canada prend
de plus en plus d'ampleur. Êtes-vous ou non
d'accord avec cette affirmation?

OUI.....14-1
NON.....2
NE PEUT DIRE...3

5. Croyez-vous que les impôts sont trop élevés ou
assez raisonnables?

TROP ÉLEVÉS.....15-1
ASSEZ RAISONNABLES.....2
NE PEUT DIRE.....3

6. Croyez-vous que les femmes mariées devraient
prendre un emploi à l'extérieur si...

	OUI	NON	NE PEUT DIRE
(a) Elles ont de jeunes enfants?.....	16-1	2	3
(b) Elles n'ont pas de jeunes enfants?.....	5	6	7

7. On discute beaucoup maintenant l'assurance de ser-
vices de garde d'enfants pour les mères qui
travaillent. À votre avis, est-ce principalement
la responsabilité de la mère et/ou de la
famille, ou le gouvernement devrait-il partager
la responsabilité?

RESPONSABILITÉ DE MÈRE/FAMILLE.....17-1
GOUVERNEMENT DEVRAIT PARTAGER RESPONSABILITÉ...2
QUALIFIER(SPECIFIEZ).....3
NE PEUT DIRE.....4

8a. Beaucoup de consommateurs se plaignent aujourd'
hui de marchandise de pacotille et de mauvais
service. Vous-même, avez-vous au cours du
dernier mois...

	OUI	NON
(i) plaint à quelqu'un en autorité au sujet de service reçu?.....	18-1	2
(ii) rendu de la marchandise que vous croyiez non satisfaisante.....	4	5

SI "OUI" A (i) OU (ii), DEMANDEZ:

b. Étiez-vous satisfait, partiellement satisfait ou
non satisfait de la manière dont on traitait
votre plainte?

SATISFAIT.....19-1
PARTIELLEMENT SATISFAIT.....2
NON SATISFAIT.....3

DEMANDEZ A TOUS:

c. Y'avait-il, au cours du dernier mois, une
fois ou des fois quand vous croyiez vraiment
que vous deviez plaindre d'un service ou
rendre de la marchandise, mais vous n'êtes pas
arrivé à le faire?

OUI.....20-1
NON.....2

9. Quel est le problème le plus important auquel vous
et votre famille devez faire face actuellement?

-21

NE PEUT DIRE....9

10a. Avez vous déjà entendu ou lu des commentaires
concernant les dangers de la pollution, c'est-
à-dire la contamination de l'air, des cours
d'eau et des lacs?

OUI.....22-1
NON.....2

SI "OUI" DEMANDEZ:

b. Jusqu'à quel point, selon vous, les dangers de
la pollution sont-ils sérieux? Très sérieux,
assez sérieux ou insignifiants?

TRES SERIEUX.....23-1
ASSEZ SERIEUX.....2
INSIGNIFIANTS.....3
NE PEUT DIRE.....4

c. Dans l'ensemble, diriez-vous que la pollution
constitue un problème dans votre région?

OUI.....24-1
NON.....2
NE PEUT DIRE.....3

11. À votre avis, la libéralisation pendant les
dernières années des lois réglant la
consommation de boissons a-t-elle...

(a) créé plus ou moins d'ivrognerie? PLUS.....25-1
MOINS.....2
LE MÊME.....3
NE SAIS PAS..4

(b) créé plus ou moins d'alcoolisme? PLUS.....26-1
MOINS.....2
LE MÊME.....3
NE SAIS PAS..4

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:

une élection Fédérale était tenue aujourd'hui, à quel parti appartiendrait le candidat de votre choix?

LIBERAL.....1 AUTRE PARTI
 CONSERVATEUR....2 _____ 7
 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 _____ 9
 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 6 OU PLUS

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

0 1 2 3 4 OU PLUS

Combien sont âgées de 10 & 17 ans?

0 1 2 3 4 OU 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 numéro 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

(SIGNATURE DE L'INTERVIEWEUR)

Q.9 MOST IMPORTANT PROBLEM FACING YOU & FAMILY TODAY?
(NOTE: Double response is acceptable)

col 21

- V Cost of living, lack of money, finance, inflation
- X Personal, marital
- 0 Children, problems with children (DO NOT DOUBLE CODE WITH 2)
- 1 Education
- 2 Health
- 3 Unemployment
- 4 Housing
- 5 Taxes
- 6 Other Problems (LIST ANY THAT SEEM INTERESTING)
- 7 Can't say
- 8 None, have no problems
- 9 Can't Say

SAMPLE CHARACTERISTICS

JANUARY, 1975

	<u>TOTAL</u>	
	<u>NUMBER</u>	<u>PERCENTAGE</u>
<u>NATIONAL</u>	1,054	100
 <u>REGION</u>		
Atlantic	95	9
Quebec	297	28
Ontario	380	36
Prairies	169	16
British Columbia	113	11
 <u>AGE</u>		
18 - 29 years	290	28
30 - 49 years	415	39
50 & over	336	32
Not Stated	13	1
 <u>COMMUNITY SIZE</u>		
Over 100,000	487	46
30 - 100,000	101	10
10 - 30,000	95	9
1 - 10,000	119	11
Rural	252	24
 <u>SEX</u>		
Male	545	52
Female	509	48

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.

CODE LISTS

- Province: 0 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 1880's
ALL OTHER NOS. EXACT YEAR OF BIRTH