

COX 1. Plan

THE GALLUP POLL

INTERVIEWER
DON'T READ ALOUD
WORDS IN CAPITAL
LETTERS

2 - Comm. Size
3 - City
4 - LANGUAGE
WOULD LIKE YOUR OPINION
SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

(CIRCLE APPROPRIATE NUMBERS
OR CHECK BOXES)

G.P. 377
June, 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)

1. Now, thinking about U.S. capital invested in
Canada - do you think there is enough now or
would you like to see more U.S. capital
invested in this country?
11-
ENOUGH NOW.....1
LIKE TO SEE MORE.....2
DON'T KNOW.....3

2. Some experts are suggesting that Canada should
buy back a majority control - say 51% - of U.S.
companies in Canada, even though it might mean
a big reduction in our standard of living.
Would you approve of this or not?
12-
APPROVE.....1
DISAPPROVE.....2
QUALIFIED(SPECIFY).....3
UNDECIDED.....4

3a. Would you approve or disapprove if business
and government introduced a shorter work week
"to spread the work around" and help to
reduce unemployment?
13-
APPROVE.....1
DISAPPROVE.....2
UNDECIDED.....3

b. Would you be willing or not, to accept less
pay for a shorter work week?
14-
YES, WILLING.....1
NO, NOT WILLING.....2
UNDECIDED.....3

4a. If colored people came to live next door,
would you move your home?
15-
YES, WOULD DEFINITELY MOVE.....1
MIGHT DO SO.....2
NO, WOULD NOT MOVE.....3

b. Would you move if colored people came to live
in great numbers in your area?
16-
YES, DEFINITELY.....1
MIGHT DO SO.....2
NO, WOULD NOT.....3

5. In general, do you think the courts in this
area deal too harshly or not harshly enough
with criminals?
17-
TOO HARSHLY.....1
NOT HARSHLY ENOUGH.....2
ABOUT RIGHT.....3
DON'T KNOW.....4

6. In your opinion, should prisoners who already
have a criminal record be allowed out on
parole as at present?
18-
YES, SHOULD.....1
NO, SHOULD NOT.....2
CAN'T SAY.....3

7. On the average, about how much does your family
spend on food, including milk, each week?
19
\$ _____ () CAN'T SAY 20

8. At the end of Queen Elizabeth's reign, do you
think we should recognize Charles the Third
as our King, or become a republic with an
elected president?
21-
RECOGNIZE KING CHARLES.....1
BECOME A REPUBLIC.....2
UNDECIDED.....3

9. Do you think it would be a good idea, or a poor
idea to have a curfew in this community for
children under the age of 16 years?
22-
GOOD IDEA.....1
POOR IDEA.....2
CAN'T SAY.....3

10. Some people believe that the practise of birth
control is morally wrong. Others don't agree.
What are your views on this?
23-
MORALLY WRONG.....1
NOT MORALLY WRONG.....2
QUALIFIED(SPECIFY).....3
NO OPINION.....4

11. Just from what you see and hear, would you
say that the battle against inflation in this
country is beginning to show some successful
results, or not?
24-
YES, SOME SUCCESS.....1
NO SUCCESS.....2
QUALIFIED(SPECIFY).....3
CAN'T SAY.....4

HAND CARD "B" & ASK:

12a. If you could choose, which one of these periods
of history would you prefer to live in?
25-
ELIZABETHAN (SHAKESPEARE, RALEIGH).....1
TIME OF CHRIST.....2
MIDDLE AGES (AGE OF CHIVALRY).....3
THE PRESENT.....4
THE GAY NINETIES.....5
100 YEARS FROM NOW.....6
EARLY 19th CENTURY (NAPOLEON, NELSON,
WELLINGTON).....7
OTHER(SPECIFY).....8
NO OPINION.....9

UNLESS "NO OPINION", ASK:

b. Why do you pick this period?
_____ } not coded

13a. If it were your job to plan an immigration
policy for Canada at this time, would you
be inclined to increase immigration, decrease
immigration or keep the number of immigrants
at about the current level?
27-
INCREASE.....1
DECREASE.....2
SAME LEVEL.....3
DON'T KNOW.....4

UNLESS "DON'T KNOW", ASK:

b. Why? _____ 28
_____ 29

ASK EVERYONE:

13c. Would you, or would you not, be inclined to
restrict or oppose immigration from any
particular country or countries?
30-
YES.....1
NO.....2
DON'T KNOW.....3

IF "YES", ASK:

d. What country or countries? _____ 31

Continued

HAND RESPONDENT CARD "A" & ASK:

14. Here is an interesting experiment. You notice that the boxes on this card go from the highest position of plus 5 - or a country you like and respect very much - all the way down to the lowest position of minus 5 - or a country you dislike very much. How far up the scale or how far down the scale would you rate:

	+5	+4	+3	+2	+1	-1	-2	-3	-4	-5	D.K.	
Great Britain?	33	0	9	8	7	6	5	4	3	2	1	V
United States?	34	0	9	8	7	6	5	4	3	2	1	V
Russia?	35	0	9	8	7	6	5	4	3	2	1	V
Mainland China?	36	0	9	8	7	6	5	4	3	2	1	V
France?	37	0	9	8	7	6	5	4	3	2	1	V
Japan?	38	0	9	8	7	6	5	4	3	2	1	V
India?	39	0	9	8	7	6	5	4	3	2	1	V
Chile?	40	0	9	8	7	6	5	4	3	2	1	V

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
 PROG. 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

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)
 DON'T REMEMBER.0
 REFUSED.....X

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
Secondary or high school (grades 9-13)....3	69	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
 NO.....2 74

What was the year of your birth?

YEAR 75-76

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: 77 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?

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.....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)

QUESTION 13b.

DECREASE, SAME (COL.28)

- V. Unemployment; too many unemployed, take jobs from Canadians
not enough jobs
- X. Economy; our economic situation is not good; poor industrial
development
- 0. Housing; no houses; shortage of housing
- 1. Racial problems; colour & creed problems; won't adopt Canadian
ways; form ghetto
- 2. Wrong type brought in; getting poorer class of immigrant; too many
rebels/criminals/uncontrollables
- 3. Congregate in cities; don't go where needed
- 4. Don't need more people; enough people now, too many here now,
overcrowded, not enough land; they are letting in too many, have
to assimilate those we have
- 5. Given too much; taking away from Canadians (OTHER THAN JOBS);
filling universities; go on welfare; a burden to the country
- 6. Other (hand tab by question 13a)
- 7.
- 8.
- 9.

NOTE: Code for this question will go in Cols.28 & 29. If "Decrease"
use only Col.28 and dash Col.29. If "same" use either Col.28 or 29
or both if required. If "Increase" use only Col.29 and dash Col.28

INCREASE, SAME (COL.29)

- V. Need more people, larger population
- X. An asset to Canada; getting skilled people; expose us to different ethnic culture
- 0. Moral obligation; must share with under-privileged people
- 1. Enough room; populate the unpopulated areas, develop the North
- 2. Qualified; but change quota of races
- 3. General satisfied; it's okay now; satisfied with people coming in
- 4. Tie to job market; in relation to employment possibilities
- 5. Tie to economy; equal to growth of economic industrial growth
- 6. Other (hand tab by Ques 13a)

QUESTION 13d

cd 31

- V. Pakistan, Pakistanis, Indians
- X. Caribbean countries, West Indians, Jamaicans
- 0. Coloured races
- 1. Italians
- 2. Greeks
- 3. Other European
- 4. Orientals; Chinese, Japanese
- 5. South American, Chileans, Colombians
- 6. All races; from all countries
- 7. Other

SAMPLE CHARACTERISTICS

JUNE, 1975

	<u>T O T A L</u>	
	<u>NUMBER</u>	<u>PERCENTAGE</u>
NATIONAL	1,067	100
<u>REGION</u>		
Atlantic	90	8
Quebec	311	29
Ontario	378	36
Prairies	174	16
British Columbia	114	11
<u>AGE</u>		
18 - 29 years	291	28
30 - 49 years	398	38
50 & over	363	34
Not stated	15	1
<u>COMMUNITY SIZE</u>		
Over 100,000	519	49
30 - 100,000	90	8
10 - 30,000	81	8
1 - 10,000	123	12
Rural	254	24
<u>SEX</u>		
Male	539	51
Female	528	49

QUESTION 7

code. 19-20

Code exact \$ amount - i.e.

4

5

is code for \$45

If \$100 or more, code as V
—

If don't know, varies, code as X
—

QUESTION 12b. - NOT TO BE CODED, BUT LIST ANY INTERESTING
REPLIES BY SEX, OCCUPATION & AGE

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:
99. Born in 1980's
 98. Did not state
- All other #'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.