

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)

1a. We're interested in finding out how many  
Canadians stay in the area in which they were  
born. Thinking of yourself, were you born  
in this city? (town?, village?, county?)

YES, WAS BORN HERE.....10-1  
NO, WAS NOT.....2

b. Looking ahead, and speaking generally, do you  
expect to spend the rest of your life in this  
city? (town?, village?, county?)

YES.....11-1  
NO.....2

QUALIFIED(SPECIFY).....3  
CAN'T SAY.....4

2a. Have you seen or heard anything about the  
conviction of Dr. Morgentaler on a charge  
of illegal abortion?

YES.....12-1  
NO.....2  
DON'T KNOW.3

IF "YES", ASK:

b. In your opinion, should Dr. Morgentaler  
serve the 18 month prison sentence imposed,  
or should the Federal Cabinet give him  
his freedom?

SHOULD SERVE SENTENCE.....13-1  
SHOULD GET FREEDOM.....2

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

ASK EVERYONE:

c. In this case, the Supreme Court of Canada,  
upholding a decision of the Quebec Court of  
Appeal, reversed a jury decision for acquittal.

Do you think a court of appeal should or  
should not be able to reverse a jury's  
decision without ordering a new trial?

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

3. As things stand right now, how serious a threat  
do you think Communism is to our form of  
government here in Canada - a very serious  
threat, a fairly serious threat, or no threat  
at all?

VERY SERIOUS THREAT.....15-1  
FAIRLY SERIOUS THREAT.....2  
NO THREAT AT ALL.....3  
DON'T KNOW.....4

4c

b. Do you have occasion to use alcoholic  
beverages such as liquor, wine or beer,  
or are you a total abstainer?

YES, USE ALCOHOL.....17-1  
TOTAL ABSTAINER.....2

c. Has liquor ever been a cause of trouble  
in your home?

YES.....18-1  
NO.....2

5. Here are a few questions we're asking through-  
out Canada.

a. Do you happen to know what provinces are  
meant by the Prairie provinces? What are they?

( ) DON'T KNOW

b. What province is Gaspé in? -19

( ) DON'T KNOW

c. Which province is Lake Louise in? -20

( ) DON'T KNOW

d. Do you think Canada or the U.S.A. has more of  
the Falls at Niagara?

CANADA.....1 BOTH EQUAL.....3  
U.S.A.....2 DON'T KNOW.....4

HAND CARD "B" AND ASK:

6. Which of these four statements best expresses  
your attitude towards the Commonwealth?

A FINE EXAMPLE OF DIFFERENT PEOPLE WORKING TOGETHER.....21-1

NOT SPECTACULAR, BUT WORTHWHILE.....2

A WEAK ORGANIZATION OF DIFFERENT PEOPLE.....3

PALE SHADOW OF BRITISH EMPIRE.....4

UNDECIDED.....5

7. Did you, yourself, happen to attend church  
or synagogue in the last seven days?

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

8. Do you think Canadian culture or way of life  
is, or is not being influenced too much by  
American T.V.?

IS.....23-1  
IS NOT.....2  
DON'T KNOW.....3

9a. Have you seen or heard anything about salary increases for federal members of Parliament?

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

IF "YES", ASK:

b. Do you think that the 33% increase is justified, do you think it's justified but ill-timed, or do you believe it is not justified?

JUSTIFIED.....1  
JUSTIFIED, BUT ILL-TIMED...2  
NOT JUSTIFIED.....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 6  
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 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.....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 61
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 \_\_\_\_\_  
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

What was the year of your birth?

YEAR \_\_\_\_\_ 74

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?

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)

SAMPLE CHARACTERISTICS

MAY, 1975

	<u>NUMBER</u>	<u>TOTAL</u> <u>PERCENTAGE</u>
NATIONAL	1,072	100
<u>REGION</u>		
Atlantic	102	10
Quebec	303	28
Ontario	385	36
Prairies	172	16
British Columbia	110	10
<u>AGE</u>		
18 - 29 years	299	28
30 - 49 years	408	38
50 & over	358	33
Not Stated	7	1
<u>COMMUNITY SIZE</u>		
Over 100,000	518	48
30 - 100,000	96	9
10 - 30,000	80	8
1 - 10,000	122	11
Rural	256	24
<u>SEX</u>		
Male	539	50
Female	533	50

CANADIAN GEOGRAPHY QUES. 5.

Col.19

1. One correct
2. Two correct
3. Three correct
4. All correct
5. None correct

(19)

Col.20

- V. Correctly identified Prairies (Manitoba, Alberta, Saskatchewan)
- X. Partially identified Prairies (one or two provinces correct)
0. Correctly identified Gaspe (Quebec Province)
1. Correctly identified Lake Louise (Alberta)
2. Correctly identified Niagara Falls (Canada)

(20)

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

# 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.

## Changes to CIPRO2011

Question 9B, Variables Q9B1 to Q9B7 were recoded to recode out the responses for approve and disapprove

The variables are now named Q9BA1 to Q9BA9 for 'approve' responses and Q9BD1 to Q9BD6 for 'disapprove' responses. The original variables have been deleted.

The codes for these variables are

1 - not mentioned

2 - mentioned

3 - missing (did not say approve/disapprove for Q9A)

A 2 = missing (did not say approve for Q9A)

D 2 = missing (Disapprove for Q9A)