

Serial # Cols. 1-6

THE GALLUP POLL

INTERVIEWER (Col 1 = Province) WOULD LIKE YOUR OPINION  
DON'T READ ALOUD (Col 2 = Community Size)  
WORDS IN CAPITAL LETTERS

(CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES)

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Job # 382 = Cols 7, 8, 9

G.P. 382  
November, 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. Looking ahead to Christmas, what is the first thing that comes to your mind when you hear the word Christmas?

.....  
.....

2. Is Christmas to you primarily a religious holiday or primarily a general festive occasion?

.....  
.....

OTHER(SPECIFY).....  
NO OPINION.....

4. As you probably know, the Progressive Conservative Party are holding a leadership convention early next year. Can you tell me the names of any of the "declared" candidates?

.....  
.....  
.....  
.....  
.....  
.....

OTHER(SPECIFY).....  
DON'T KNOW.....

5. Do you have quite a lot of confidence, some confidence, a little confidence or no confidence in the way the government in Ottawa is handling the problem of inflation?

.....  
.....  
.....  
.....  
.....

6a. Have you seen or read anything about the Anti-Inflation Review Board recently set up by the Federal Government in Ottawa?

.....  
.....  
.....

IF "YES" ASK: "HAND CARD "C"

b. How successful do you think this Anti-Inflation Review Board will be in holding down price and wage increases in Canada - quite successful, somewhat successful, not too successful or not at all successful?

A. First, in holding down price increases?  
B. And then in holding down wage increases?

	A. PRICE INCREASES	B. WAGE INCREASES
QUITE SUCCESSFUL.....	1	1
SOMEWHAT SUCCESSFUL.....	2	2
NOT TOO SUCCESSFUL.....	3	3
NOT AT ALL SUCCESSFUL.....	4	4
DON'T KNOW.....	5	5

ASK EVERYONE

7. Some people say that the new policy on wage and price controls will mean a stricter control on wages than on prices. Do you agree or disagree with this statement?

.....  
.....  
.....

8. Taking everything into account, do you think the Government could have avoided putting controls on wages and prices or would you say that they were inevitable in the existing situation?

.....  
.....  
.....

10. If in a National Leadership Convention a Federal Political Party chose a qualified woman as their leader, would you be more inclined to support that party, less inclined or would it not make any difference?

.....  
.....  
.....  
.....

11. So far as you are concerned, do you think that 1976 will be better or worse than 1975?

.....  
.....  
.....  
.....

12. Which of these do you think is likely to be true of 1976: INTERVIEWER: READ OUT EACH OF TWO ALTERNATIVES, REVERSING EACH PAIR WITH EVERY OTHER CONTACT.

a. A year of rising prices.....  
or A year of falling prices.....

b. A year of full employment.....  
or A year of rising unemployment.....

c. A year of strikes & industrial disputes.....  
or A year of industrial peace.....

d. A year when taxes will rise...  
or A year when taxes will fall...2

e. A year of economic prosperity.5  
or A year of economic difficulty.6

f. A peaceful year, more or less free of international disputes.9  
or A troubled year with much international discord.....0

g. A year when Russia will increase her power in the world.....1  
or A year when Russian power will decline.....2

h. A year when America will increase her power in the world.....5  
or A year when American power will decline.....6

i. A year when China will increase her power in the world.....9  
or A year when China's power will decline.....0

ESTABLISHED BY THE BRITISH OR THE CANADIANS PRODUCE THE BEST television programs?

- AMERICANS.....1
- BRITISH.....2
- CANADIANS.....3
- DON'T KNOW.....4
- CHANDISWA.....3
- BRITISH.....3
- AMERICANS.....1
- BRITISH.....2
- CANADIANS.....3
- DON'T KNOW.....4

b. Of all the television programs you watch, which one is your favourite?

**NOT CODED**

**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).....7
- 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).....9
- 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		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

How many would be under 10 years?

- 0 1 2 3 4OR MORE

How many would be between 10 & 17 years?

- 0 1 2 3 4OR MORE

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? 75

YEAR \_\_\_\_\_  
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?

- A. Under \$4,000...1
- B. \$4,000-\$5,999..2
- C. \$6,000-\$7,999..3
- D. \$8,000-\$9,999..4
- E. \$10,000-\$12,999..5
- F. \$13,000-\$14,999..6
- G. \$15,000-\$19,999..7
- 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

# 382

NOVEMBER, 1975

	<u>T O T A L</u>	
	<u>#</u>	<u>%</u>
NATIONAL	1038	100%
<u>REGION</u>		
Atlantic	100	10
Quebec	282	27
Ontario	375	36
Prairies	171	16
British Columbia	110	11
<u>AGE</u>		
18 - 29 years	333	32
30 - 49 years	381	37
50 years and over	309	30
Did not state	15	1
<u>COMMUNITY SIZE</u>		
Over 100,000	493	47
30 - 100,000	100	10
10 - 30,000	81	8
1 - 10,000	120	12
Rural	244	23
<u>SEX</u>		
Male	517	50
Female	521	50

- V. Religion: Birth of Christ, teaching of Christ, religious day
- X. Gifts: presents, shopping
- 0. Commercialism: Money spent foolishly, commercialism
- 1. Holidays: Happy times at home, a holiday season
- 2. Symbols of Christmas: Xmas tree, sleighbells, snow,
- 3. Family, home, friends
- 4. Children's fun: childhood days, children opening presents
- 5. Hard work:
- 6. Food and drink
- 7. Fatigue
- 8. Miscellaneous (Hand Tab anything interesting)
- 9. Not interested, nothing in particular, don't know