

Col. 1 - Prov.

THE GALLUP POLL

INTERVIEWER
DON'T READ ALOUD
WORDS IN CAPITAL
LETTERS

2 - Community
4 - Language of Q's
Serial # Col. 1-6

(CIRCLE APPROPRIATE NUMBERS
OR CHECK BOXES)

Col. 7, 8, 9

G.P. 398
March, 1977

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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. What do you think is the most important problem
facing this country today? RECORD BELOW - DO NOT
READ LIST

b. What is the second most important problem?
RECORD BELOW - DO NOT READ LIST

	1st	2nd
ECONOMIC, INFLATION, HIGH PRICES.....	1	1
UNEMPLOYMENT.....	2	2
LABOR UNIONS, STRIKES.....	3	3
ENERGY, OIL-GAS PROBLEMS.....	4	4
U.S. DOMINATION/CONTROL.....	5	5
GOVERNMENT/TRUDEAU.....	6	6
CRIME/LAWLESSNESS.....	7	7
OTHER(WRITE IN) _____		
_____	8	8
CAN'T SAY.....	9	9

2a. Generally speaking do you think family life today
is more successful, or less successful than it
was in your parents' day?

MORE SUCCESSFUL.....	1	26
LESS SUCCESSFUL.....	2	51
NO DIFFERENCE.....	3	15
UNDECIDED.....	4	8

IF "MORE OR LESS" ASK:

b. Why? _____

3. Generally speaking, do you think that prices of
the things you buy will be higher or lower say
in the next six months?

HIGHER.....	1
LOWER.....	2
ABOUT THE SAME.....	3
DON'T KNOW.....	4

4. There has been some discussion recently about
smoking in restaurants. Here are three suggestions.
Would you tell me which one you would prefer -
provide smoking and non-smoking areas in restaurants
so customers may choose, ban all smoking in
restaurants, or leave things as they are with no
restrictions on smoking?

PROVIDE SEPARATE AREAS.....	1
BAN ALL SMOKING.....	2
LEAVE AS AT PRESENT.....	3
NO OPINION.....	4

Generally speaking, what do you think is the
least amount of money a family of four - husband,
wife and two children - needs each week to get
along on, in this community?

\$ _____ DON'T
() KNOW

6. At the present time church properties are exempt
from taxation. Some people think that church
property should be taxed, others disagree.
What is your opinion?

SHOULD BE TAXED.....	1
SHOULD NOT.....	2
NO OPINION.....	3

7. In general, do you think the courts in this
area deal too harshly or not harshly enough with
criminals?

TOO HARSHLY.....	1
NOT HARSHLY ENOUGH.....	2
ABOUT RIGHT.....	3
DON'T KNOW.....	4

8. Do you happen to read any astrology column
regularly?

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

9. Do you happen to know under which sign you
were born?

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

10. Do you believe in astrology or not?

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

11. Do you think the government's Anti-Inflation
program is a good thing or a bad thing?

GOOD THING.....	1
BAD THING.....	2
QUALIFIED(SPECIFY) _____	3
DON'T KNOW.....	4

12a. There has been some discussion lately about the
possibility of racial problems in Canada. In
your opinion, has there been any increase in
racial intolerance over the past five years?

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

IF "YES" ASK:

b. Why do you think it has increased?

() DON'T KNOW

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
 PROG. CONS.....2 (WRITE IN) 7
 N.D.P.....3 UNDECIDED.....8
 CREDITISTE.....4 REFUSED.....9
 SOCIAL CREDIT.....5 NOT ELIGIBLE...0
 LABOR PROG.....6 **No ANSWER** X

Did you vote in the last Federal election on July 8th, 1974?

65= 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
 PROG. CONS.....4 (WRITE IN) 9
 N.D.P.....5 DON'T REMEMBER..0
 CREDITISTE.....6 REFUSED.....X
 SOCIAL CREDIT.....7
 LABOR PROG.....8 **No ANSWER** Y

What is your marital status?

66= SINGLE.....1
 MARRIED.....2
 WID, DIV, SEP.....3
No ANSWER 4

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

67= ENGLISH.....1
 FRENCH.....2

OTHER(WRITE IN) 3
No ANSWER 4

Now for a question on religion. What is your religious preference - Protestant, Roman Catholic or Jewish?

68= PROTESTANT.....1
 JEWISH.....2
 ROMAN CATHOLIC.....3

OTHER(SPECIFY) 4
No ANSWER 5

What was the name of the last school you attended? How far did you go?

Public School 69= Some Graduated
 (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
No ANSWER X
 Any additional schooling? (WRITE IN)

OCCUPATION OF HEAD OF FAMILY:

Specific job 70 = **No ANSWER** Y

Type of Company

How many people, including yourself, are there in this household? 71 = **No ANSWER** Y

71 = 1 2 3 4 5 6 OR MORE

How many would be under 10 years?

72 = 0 1 2 3 4 OR MORE 5 =

How many would be between 10 & 17 years?

73 = 0 1 2 3 4 OR MORE 5 =

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

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

No ANSWER 3

What was the year of your birth?

YEAR 75 76 77= BEFORE 1900
 N/S = XX

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: 77= MAN.....1 } 100
 WOMAN.....2 }

HAND CARD "R" 78 =

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
 N/A / REFUSED.....9

INTERVIEWER CHECK IF:

79= FARM.....1 } 100
 RURAL NON-FARM.....2
 URBAN.....3 }

TIME INTERVIEW ENDED

CONFIDENTIAL QUESTIONNAIRE

COMPLETED.....1
 REFUSED.....2

CITY _____ PROVINCE _____

DATE OF INTERVIEW _____

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW

(INTERVIEWER'S SIGNATURE)

PRESENTATION SUGGEREE

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

L'INTERVIEW A

COMMENCE A.....
(HEURE)

- 1a. Selon vous, aujourd'hui, quel est le plus important problème auquel le pays fait face?
ENREGISTREZ CI-DESSOUS - NE LISEZ PAS LA LISTE.
- b. Quel est le deuxième plus important problème?
ENREGISTREZ CI-DESSOUS - NE LISEZ PAS LA LISTE.
- | | 10-
1er | 11-
2ième |
|--|------------|--------------|
| ECONOMIE, L'INFLATION, LES PRIX ELEVES.. | 1 | 1 |
| LE CHOMAGE..... | 2 | 2 |
| LES UNIONS SYNDICALES/GREVES..... | 3 | 3 |
| L'ENERGIE, LES PROBLEMES D'HUILE-ESSENCE | 4 | 4 |
| LA DOMINATION/LE CONTROLE DES E.U. | 5 | 5 |
| LE GOUVERNEMENT/TRUDEAU..... | 6 | 6 |
| LE CRIME/LA FRAUDE..... | 7 | 7 |
| AUTRE (INSCRIVEZ)..... | 8 | 8 |
| NE PEUX DIRE..... | 9 | 9 |

- 2a. En général, diriez-vous que la vie familiale de nos jours est plus réussie ou moins réussie qu'au temps de nos parents?
- | | |
|------------------------|---|
| PLUS REUSSIE..... | 1 |
| MOINS REUSSIE..... | 2 |
| AUCUNE DIFFERENCE..... | 3 |
| INDECIS..... | 4 |

SI "PLUS" OU "MOINS" REUSSIE, DEMANDEZ:

b. Pourquoi?.....

3. En général, diriez-vous que le prix des choses que vous achetez sera plus élevé ou moins élevé au cours des six prochains mois?
- | | |
|------------------------|---|
| PLUS ELEVE | 1 |
| MOINS ELEVE..... | 2 |
| A PEU PRES PAREIL..... | 3 |
| NE SAIS PAS..... | 4 |

4. On a beaucoup parlé, récemment, du fumage dans les restaurants. Voici trois suggestions, laquelle préconisez-vous - disposer de secteurs séparés pour fumeurs et non-fumeurs dans le restaurant, abolir tout fumage dans les restaurants, ou laisser les choses telles qu'elles sont présentement sans restriction?

- | | |
|--|---|
| DISPOSER DE SECTEURS SEPARES..... | 1 |
| ABOLIR TOUT FUMAGE..... | 2 |
| LAISSER LES CHOSES TELLES QU'ELLES SONT..... | 3 |
| AUCUNE OPINION..... | 4 |

5. En général, selon vous, quel est le plus petit montant d'argent qu'une famille de quatre - le père, la mère et deux enfants - a besoin par semaine pour subsister dans cette société?

\$.....
NE SAIS
() PAS

6. Présentement, les propriétés d'église sont exemptes de taxes. Certaines personnes croient que la propriété d'église devrait être taxée, d'autres ne sont pas d'accord. Quelle est votre opinion à ce sujet?

DEVRAIENT ETRE TAXEE.....	1
NE DEVRAIENT PAS.....	2
AUCUNE OPINION.....	3

7. En général, diriez-vous que la justice dans cette région traite les criminels trop ou pas assez sévèrement?

TROP SEVERE.....	1
PAS ASSEZ SEVERE.....	2
NORMAL.....	3
NE SAIS PAS.....	4

8. Lisez-vous régulièrement une chronique astrologique (horoscope)?

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

9. Connaissez-vous sous quel signe vous êtes né?

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

10. Croyez-vous en l'astrologie oui ou non?

OUI.....	1
NON.....	2
NE SAIS PAS.....	3

11. Croyez-vous que le programme anti-inflation du gouvernement est une bonne ou mauvaise chose?

BONNE CHOSE.....	1
MAUVAISE CHOSE.....	2

QUALIFIEE (SPECIFIEZ)..... 3

NE SAIS PAS..... 4

- 12a. On a parlé récemment de l'existence probable de problèmes raciaux au Canada. Selon vous, y a-t-il eu une augmentation dans l'intolérance raciale au cours des cinq dernières années?

OUI.....	1
NON.....	2
NE SAIS PAS.....	3

SI "OUI" DEMANDEZ:

b. Pourquoi diriez-vous qu'elle a augmenté?

() NE SAIS PAS

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 7
 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 9
 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 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 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

(SIGNATURE DE L'INTERVIEWEUR)

Q. 2b - WHY MORE SUCCESSFUL (Multi)

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- V. More money; people have more money to provide more comforts
- X. More amenities; not such a hard life today
- O. Education; people are better educated
- 1. More unity; parents and children more of a unit
- 2. More freedom/independence
- 8 ~~8~~. Miscellaneous
- 9 ~~4~~. Don't know, did not state

Q. 2b - WHY LESS SUCCESSFUL (Multi)

- V. Broken homes; there are more divorces/broken homes
- X. Too much concern with material things
- O. Too many outside interests, mothers work outside home, too many attractions outside home means less unity
- 1. Less parental control; children have too much freedom
- 2. Less religion; less morality; lower moral tone
- 3. *HIGH COST OF LIVING / INFLATION*
- 8 ~~8~~. Miscellaneous
- 9 ~~4~~. Don't know, did not state

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Q. 5. Generally speaking, what do you think is the least amount of money a family of four - husband, wife and two children - needs each week to get along on, in this community?

Col. 16, 17, & 18.

\$99.00

to

\$999.00 or more

XXX Don't know or not stated

12b

Q. 15b. - WHY INCREASED RACIAL INTOLERANCE:

- V. Non-white immigration/immigrants; too many non-white people let in, more nationalities entering Canada
 - X. Immigrants/immigration (NO MENTION OF COLOUR); too many immigrants, relaxed immigration laws
 - O. Unemployment situation; take jobs from our own people
 - 1. Criminals, undesirables coming to Canada, crime element let in; increased crime/riots
 - 2. Economic situation; our economy can't handle it, drain on our economy, go on welfare, not willing to work
 - 3. Unadaptable; won't accept Cdn. ways, won't adapt, form ghettos won't learn language
 - 4. Police, police brutality
 - 5. U.S. situation, overflow from U.S. problems
 - 6. Local problems, non-immigration problems
 - 7. Press builds it up, more obvious now, more apparent
 - 8. Ignorance, lack of education, fear of unknown, narrow-minded people
 - 9. Other; (HAND TAB - BY TYPE OF PERSON - ANYTHING THAT LOOKS INTERESTING)
-
- Don't know

CHARACTERISTICS OF THE SAMPLE

MARCH, 1977

		<u>NUMBER</u>	<u>PERCENT</u>
<u>TOTAL NUMBER OF INTERVIEWS</u>		1033	100%
<u>Region:</u>	Atlantic	100	10
	Quebec	290	28
	Ontario	372	36
	Prairies	171	17
	British Columbia	100	10
<u>Age:</u>	18 to 29 years	335	32
	30 to 49 years	395	38
	50 years & over	296	29
	Did not state	7	1
<u>Sex:</u>	Male	529	51
	Female	504	49
<u>Occupation of Head of Household:</u>	Professional/Executive	196	19
	Sales/Clerical	126	12
	Labor	436	42
	Other	263	25
	Did not state	12	1
<u>Education:</u>	Public School, None	198	19
	High School, Technical	687	67
	University	137	13
	Did not state	11	1
<u>Community Size:</u>	Over 100,000	490	48
	30,000 - 100,000	90	9
	10,000 - 30,000	90	9
	1,000 - 10,000	114	11
	Rural, Non-Farm	174	17
	Farm	75	7