

INTERVIEWER  
DON'T READ ALOUD  
WORDS IN CAPITAL  
LETTERS

WOULD LIKE YOUR OPINION

(CIRCLE APPROPRIATE NUMBERS  
OR CHECK BOXES)

Serial # Col. 1 to 6

Job # Col. 7, 8, 9 (406)

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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 a. Some people claim that Canadian workers are  
not turning out as much work each day as  
they should. Do you agree or disagree with  
this?

10-  
AGREE.....1  
DISAGREE.....2  
UNDECIDED.....3

b. In your own case, could you accomplish more  
each day if you tried?

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

Not in working force 3  
N/S 4

2. There has been quite a bit of talk recently  
about the possibility of the province of  
Quebec separating from the rest of Canada  
and becoming an independent country. Would  
you, yourself, be in favour of separation  
or opposed to it?

12-  
IN FAVOUR.....1  
OPPOSED.....2

QUALIFIED(WRITE IN).....3  
UNDECIDED.....4

N/S 5

3 a. Do you approve or disapprove of the way Pierre  
Trudeau is handling his job as Prime Minister?  
RECORD BELOW

b. Do you approve or disapprove of the way Joe  
Clark is handling his job as Leader of the  
Opposition? RECORD BELOW

c. And do you approve or disapprove of the way  
Ed. Broadbent is handling his job as leader  
of the N.D.P.?

	TRUDEAU	CLARK	BROADBENT
APPROVE.....	13- 1	14- 1	15- 1
DISAPPROVE.....	2	2	2
NO OPINION.....	3	3	3

N/S

4 a. The last time you got into a car, did you  
use a seat belt?

16-  
YES.....1  
NO.....2  
CAN'T RECALL.....3

b. Do you, or do you not think that the use of  
a seat belt should be compulsory - with non-  
users subject to a substantial fine?

17-  
YES, COMPULSORY.....1  
NO, NOT COMPULSORY.....2  
DON'T KNOW.....3

N/S 4

5. Is your respect for the United Nations  
Organization increasing or decreasing as  
the years go by?

18-  
INCREASING.....1  
DECREASING.....2  
SAME.....3  
CAN'T SAY.....4

N/S 5

6. Would you say that people like yourself are  
better off or worse off, than they were a  
year ago?

19-  
BETTER OFF.....1  
WORSE OFF.....2  
THE SAME.....3  
CAN'T SAY.....4

N/S 5

7. This card lists political positions from  
far left - radical - to far right - not  
radical at all. Considering your political  
views where would you place yourself on  
this scale? HAND CARD "A"

20-  
FAR LEFT.....1  
LEFT.....2  
MIDDLE OF THE ROAD.....3  
RIGHT.....4  
FAR RIGHT.....5  
UNDECIDED.....6

N/S 7

8. If you had to fix the blame on some person,  
or group of persons, which group on this  
card do you think is most responsible for  
the inflation we have had in recent years?  
HAND CARD "B" 21-  
THE FEDERAL GOVERNMENT, THE P.M.....1  
BIG BUSINESS, INDUSTRY.....2  
LABOR UNIONS, LABOR LEADERS.....3  
EVERYBODY, THE PEOPLE THEMSELVES.....4  
CAN'T SAY.....5

N/S 6

9. Canadians are faced these days with continu-  
ing inflation, high unemployment and the  
question of National Unity. As far as you  
are concerned, can you think of any other  
country that you would prefer to be a citizen of?

22-  
YES - What Country? HAND TAB 1

NO, PREFER CANADA.....2  
DON'T KNOW.....3

N/S 4

10a. Some companies insist on a person retiring  
when he or she reaches the age of 65 -  
regardless of health. Do you think this is  
or is not a good idea?

23-  
GOOD IDEA.....1  
NOT A GOOD IDEA.....2

QUALIFIED(WRITE IN).....3  
DON'T KNOW.....4

IF "GOOD" OR "NOT GOOD", ASK: N/S 5

b. Would you tell me why you feel this way?

Not Coded

24- Blank

( ) DON'T KNOW

11a. Have you heard or read anything about Bill 101,  
the recently passed language legislation in  
Quebec?

25-  
YES.....1  
NO.....2

IF "YES", ASK: N/S 3

b. In your opinion will Bill 101 prove to be a  
good thing or a bad thing for the Province  
of Quebec?

26-  
GOOD THING.....1  
BAD THING.....2  
DON'T KNOW.....3

N/S 4

ASK EVERYONE:

12. On the whole, would you say you approve or dis-  
approve of the way the Federal Government is  
handling national unity?

27-  
APPROVE.....1  
DISAPPROVE.....2  
UNDECIDED.....3

Don't Know 4 N/S 5

13a. Do you, or do you not think that the major air-  
lines of the world should get together and  
refuse to fly to any country that has sheltered  
hijackers of aircraft?

28-  
YES.....1  
NO.....2  
DON'T KNOW.....3

N/S 4

b. In your opinion, is there any chance of  
preventing such hijacking of aircraft by  
strengthening security at the airports, or  
do you think that it is not possible to do this?

29-  
CAN PREVENT BY STRENGTHENING SECURITY...1  
NOT POSSIBLE TO DO THIS.....2  
DON'T KNOW.....3

N/S 4

c. Do you, or do you not think that the major air-  
lines of the world should get together and  
refuse to fly to any country that does not  
have strict security measures?

30-  
YES.....1  
NO.....2  
DON'T KNOW.....3

N/S 4

Continued...

14. In recent years young women in Canada have been demanding equal access to the same jobs as men. Do you believe that there is a place for Canadian women in active military combat roles as:

	YES	NO
a) sailors; .....	1	X
b) soldiers; .....	2	X
c) aircrew? .....	3	X

BLANK = Not in Favour

15. So far as you are concerned, do you think that 1978 will be better or worse than 1977?

BETTER.....1	
WORSE.....2	
SAME.....3	
DON'T KNOW.....4	

N/S 5

16. Which of these do you think is likely to be true of 1978: INTERVIEWER: READ OUT EACH OF TWO ALTERNATIVES, REVERSING EACH PAIR WITH EVERY OTHER CONTACT.

- 33-
- a. A year of rising prices.....1 SAME, NO CHANGE...3 } Always  
 or A year of falling prices.....2 DON'T KNOW.....4 } '1'
- b. A year of full employment.....5 SAME, NO CHANGE...7 } 3 for  
 or A year of rising unemployment.....6 DON'T KNOW.....8 } col.
- c. A year of strikes & industrial disputes.....9 SAME, NO CHANGE...X }  
 or A year of industrial peace.....0 DON'T KNOW.....V }
- d. A year when taxes will rise.....1 SAME, NO CHANGE...3 } Always  
 or A year when taxes will fall.....2 DON'T KNOW.....4 } '1'
- e. A year of economic prosperity.....5 SAME, NO CHANGE...7 } 3 per  
 or A year of economic difficulty.....6 DON'T KNOW.....8 } col.
- f. A peaceful year, more or less free of international disputes.....9 SAME, NO CHANGE...X }  
 or A troubled year with much international discord.....0 DON'T KNOW.....V }
- g. A year when Russia will increase her power in the world.....1 SAME, NO CHANGE...3 } Always  
 or A year when Russian power will decline.....2 DON'T KNOW.....4 } '1'
- h. A year when America will increase her power in the world.....5 SAME, NO CHANGE...7 } 3 per  
 or A year when American power will decline.....6 DON'T KNOW.....8 } col.
- i. A year when China will increase her power in the world.....9 SAME, NO CHANGE...X }  
 or A year when China's power will decline.....0 DON'T KNOW.....V }

16-2. Looking at the next card (CARD "D"). (PAUSE) As I separately mention Russia, America, and China, I'd like you to tell me which line today best describes the power of each country. Which line best describes how you would today rate Russia's power in the world?

- 36-
- MOST POWERFUL.....1  
 ONE OF THE MOST POWERFUL...2  
 POWERFUL AS OTHER LARGE COUNTRIES.....3  
 ONE OF THE LEAST POWERFUL.....4  
 NOT AT ALL POWERFUL.....5  
 DON'T KNOW.....6

16-3. And which line best describes how you would today rate America's power in the world?

- 37-
- MOST POWERFUL.....1  
 ONE OF THE MOST POWERFUL...2  
 POWERFUL AS OTHER LARGE COUNTRIES.....3  
 ONE OF THE LEAST POWERFUL.....4  
 NOT AT ALL POWERFUL.....5  
 DON'T KNOW.....6

16-4. And which line best describes how you would today rate China's power in the world?

- 38-
- MOST POWERFUL.....1  
 ONE OF THE MOST POWERFUL...2  
 POWERFUL AS OTHER LARGE COUNTRIES.....3  
 ONE OF THE LEAST POWERFUL.....4  
 NOT AT ALL POWERFUL.....5  
 DON'T KNOW.....6

N/S 7

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? 64

LIBERAL .....1 OTHER PARTY  
 PROG. CONS.....2  
 N.D.P.....3  
 CREDITISTE.....4 (WRITE IN) \_\_\_\_\_ 6  
 SOCIAL CREDIT...5 UNDECIDED.....7  
 REFUSED... WIS.....8  
 NOT ELIGIBLE.....9

Did you vote in the last Federal election on July 8th, 1974? 65

YES .....  1  
 NO .....  2  
 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  
 N.D.P.....5 (WRITE IN) \_\_\_\_\_ 8  
 CREDITISTE.....6 DON'T REMEMBER....9  
 SOCIAL CREDIT...7 REFUSED... WIS.....0

What is your marital status? 66-

SINGLE.....1  
 MARRIED.....2  
 WID, DIV, SEP.....3  
WIS 4

Mother tongue - What was the language you first spoke in childhood and still understand? 67-

ENGLISH.....1  
 FRENCH.....2

OTHER(WRITE IN) \_\_\_\_\_ WIS 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) \_\_\_\_\_ WIS 4

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

	Some	Graduated
Public School (grades 1 - 8)..... <u>69-</u> 1		2
Secondary or high school (grades 9-13)....3		4
Technical school.....5		6
University.....7		8
No formal schooling.....9		
Refused..... <u>WIS</u> .....0		

Any additional schooling? \_\_\_\_\_ (WRITE IN)

OCCUPATION OF HEAD OF FAMILY:

Specific job 70-  
 Type of Company coded

How many people, including yourself, are there in this household?

71 1 2 3 4 5 6 OR MORE 7

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?

YES....1  
 NO.....2 WIS 3

What was the year of your birth? <sup>1900 or previous</sup> 75/76 WIS = 99

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION: 77  
 SEX: MAN.....1 } 100%  
 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... WIS.....9

INTERVIEWER CHECK IF:

FARM.....1 } 100%  
 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)

CHARACTERISTICS OF SAMPLE  
NOVEMBER, 1977 GP 406

	<u>No.</u>	<u>Pct.</u>
<u>NATIONAL</u>	<u>1056</u>	<u>100%</u>
Atlantic	101	10
Quebec	294	28
Ontario	376	36
Prairies	174	17
British Columbia	111	11
18 - 29 Years	320	30
30 - 49 years	376	36
50 years and over	320	30
Not stated	40	4
Over 500,000	330	31
100,000 - 500,000	172	16
10,000 - 100,000	189	18
1,000 - 10,000	122	12
Under 1,000	243	23
Male	530	50
Female	526	50

REGION: (Col. 1)

- 0 Newfoundland
- 1 P.E.I.
- 2 Nova Scotia
- 3 New Brunswick
- 4 Western Ontario
- 5 Northern Ontario
- 6 Manitoba
- 7 Saskatchewan
- 8 Alberta
- 9 British Columbia

COMMUNITY SIZE: (Col.2)

- 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 (Rural non-farm, Farm)

OCCUPATION: (Col. 70)

- 1 Professional
- 2 Business Executive, Owners/Managers
- 3 Sales
- 4 Clerical
- 5 Skilled Labour
- 6 Unskilled Labour
- 7 Farmer
- 8 Other (armed forces, unemployed)
- 9 No in labour force (housewife, retired, widow, spinster, separated, student)
- 0 Refused, did not state

AGE: (Col. 75, 76)

- 98 1900 & prior
- 99 Did not state

Exact year of birth