

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

Col. 5, 7-9 = 404
G.P. 104
Sept. 1977

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. Do you think the economic situation in Canada during the next 6 months will get better or will get worse?
- BETTER.....1
WORSE.....2
STAY SAME.....3
DON'T KNOW.....4
- N/S 5

2. In view of the general economic situation, do you feel it is a reasonable time to save or not? Definitely or probably?
- YES, DEFINITELY.....1
YES, PROBABLY.....2
NO, PROBABLY NOT.....3
NO, DEFINITELY NOT.....4
DON'T KNOW.....5
- N/S 6

3. Do you believe that morals are improving or deteriorating? READ OUT LIST

	IMPROV- ING	DETERIOR- ATING	NO CHANGE	DON'T KNOW
Morals and Honesty	1	2	3	4
and Happiness and Peace of Mind	1	2	3	4

N/S 5

4. Speaking of our future, which do you think will be the biggest threat to Canada in years to come - big business, big labor, or big government?
- BIG BUSINESS.....1
BIG LABOR.....2
BIG GOVERNMENT.....3
DON'T KNOW.....4
- N/S 5
- SINGLE

5. It is expected that early in the 1980's Canadians will have all converted to the metric system of measurement from Imperial measures. Do you think you will find this conversion very difficult, somewhat difficult, or not at all difficult?
- VERY DIFFICULT.....1
SOMEWHAT DIFFICULT.....2
NOT AT ALL DIFFICULT.....3
DON'T KNOW.....4
- N/S 5

6. Let us think about some of the services provided by our governments, and paid for by you in a number of ways. Do you think you do, or do not get good value for the police? READ OUT LIST

	GOOD VALUE	NOT GOOD VALUE	CAN'T SAY
The police?	1	2	3
Medicare?	1	2	3
Garbage collection?	1	2	3
Postal service?	1	2	3
Education?	1	2	3
Fire protection?	1	2	3

N/S 4

7a. Can you tell me the approximate value of the Canadian dollar in terms of U.S. dollars?

\$ U.S. _____ () DON'T KNOW

Exact 8

b. Even if you are not aware of the specific level of the Canadian dollar, you may know that its value has declined. What, in your opinion, has caused this drop?

XXXX
VV N/S
PHE

-27

c. What effect, if any, do you think this drop in value of the Canadian dollar will have?

-20

- 8a. Do you think that workers should or should not have the right to strike?
- YES.....1
NO.....2
UNDECIDED.....3

- b. What about strikes in occupations where the public is seriously inconvenienced - such as strikes by employees of the postal service, airlines, railroads, or the telephone service - do you think they should, or should not be permitted to strike?
- YES, SHOULD.....1
NO, SHOULD NOT.....2
UNDECIDED.....3

- c. Which, if any, of these would you consider to be essential services; where disruption of such services would seriously inconvenience the public: HAND CARD "A"
- HOSPITAL WORKERS.....1
TELEPHONE EMPLOYEES.....2
CONSTRUCTION WORKERS.....3
POSTAL EMPLOYEES.....4
TEACHERS.....5
FARMERS.....6
TRUCK DRIVERS.....7
NEWSPAPER EMPLOYEES.....8
NONE OF ABOVE.....9
- N/S 0
- X =
N/S 10th

9. There has been considerable discussion recently about a possible energy shortage in Canada. Five years from now, do you think there will be a very serious shortage of energy, a quite serious shortage or no real shortage of energy?
- VERY SERIOUS SHORTAGE.....1
QUITE SERIOUS SHORTAGE.....2
NO REAL SHORTAGE.....3
DON'T KNOW.....4
- N/S 5

10. At the present time, do you think religion as a whole is increasing its influence in Canadian life, or losing its influence?
- INCREASING.....1
LOSING.....2
NO CHANGE.....3
DON'T KNOW.....4
- N/S 5

11. 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
- OTHER PARTY
_____ 6
(write in)
UNDECIDED.....7
REFUSED.....8
NOT ELIGIBLE.....9
- N/S 5

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

YES.....
NO.....
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
- OTHER PARTY
_____ 8
(write in)
DON'T REMEMBER.....9
REFUSED.....0
- N/S 3

END CARD 1 Col. 50

Continued...

note: 7c. calc here -> 9
2 cols
calc 36/37 =

BASIC DATA: INTERVIEWER: Introduce this section as follows: "How may I ask you a few questions so that I can be sure I am getting the right sample of people in this community?"

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) -69

OCCUPATION OF HEAD OF FAMILY:

Specific job -70

Type of Company see rate list

How many people, including yourself, are there in this household? N/S 7 -71

1 2 3 4 5 6 OR MORE

How many would be under 10 years? 5 -72

0 1 2 3 4 OR MORE

How many would be between 10 & 17 years? 3 -73

0 1 2 3 4 OR MORE

Are you (or is any member of your family) a member of a labor union? 74-

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

What was the year of your birth? 98-6 99-1 75-76

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? -78

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/S REFUSED.....9	

INTERVIEWER CHECK IF: -79

FARM.....1 RURAL NON-FARM.....2 URBAN.....3 } 100 80-

TIME INTERVIEW ENDED

NAME OF RESPONDENT

ADDRESS

TELEPHONE

What is your marital status? 66-

SINGLE.....1 MARRIED.....2 WID, DIV, SEP.....3 N/S 4

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

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

OTHER(WRITE IN) 3 N/S 4

How 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 N/S 5

CITY PROVINCE

DATE OF INTERVIEW

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW

(INTERVIEWER'S SIGNATURE)

L'ENQUÊTE GALLUP

ENQUÊTEUR
NE LISEZ PAS À HAUTE
VOIX LE TEXTE EN LETTRES
MAJUSCULES

DÉSIRE VOTRE OPINION

ENCERCLEZ LES NUMÉROS
APPROPRIÉS OU MARQUEZ
LES CASES

APPUYÉE PAR LES PRINCIPAUX JOURNAUX DU CANADA

G.P. 404 "A"
Sept. 1977

PRESENTATION SUGGERÉE

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

L'INTERVIEW A
COMMENCE A.....
(HEURE)

1. Croyez-vous qu'au Canada la situation économique s'améliorera ou se détériorera au cours des six prochains mois?

- 11-
AMELIORERA.....1
DETERIORERA.....2
DEMEURERA LA MEME.....3
NE SAIS PAS.....4

2. En pensant à la situation économique en général, croyez-vous que se soit un temps propice pour économiser oui ou non, définitivement ou probablement?

- 12-
OUI, DEFINITIVEMENT.....1
OUI, PROBABLEMENT.....2
NON, PROBABLEMENT PAS.....3
NON, DEFINITIVEMENT PAS.....4
NE SAIS PAS.....5

3. En général, croyez-vous que les moeurs s'améliorent ou se détériorent? LISEZ LA LISTE

	Amé- liorent	Dété- riorent	Aucun changement	Ne sais pas
Les moeurs et l'honnêteté	13- 1	2	3	4
et le bonheur et la tranquillité d'esprit	1	2	3	4

4. Et en parlant de notre avenir, quelle sera, d'après-vous, la plus grosse menace pour le Canada au cours des années à venir - les grandes entreprises, les syndicats prépondérants, ou un gouvernement fort?

- 17-
LES GRANDES ENTREPRISES.....1
LES SYNDICATS PREPONDERANTS.....2
UN GOUVERNEMENT FORT.....3
NE SAIS PAS.....4

5. Au début des années 1980, les canadiens auront tous adoptés le système métrique. Croyez-vous trouver ce changement très difficile, quelque peu difficile ou pas difficile du tout?

- 18-
TRES DIFFICILE.....1
QUELQUE PEU DIFFICILE.....2
PAS DIFFICILE DU TOUT.....3
NE SAIS PAS.....4

6. En pensant à certains services offerts par nos gouvernements et que vous payez de différentes façons, croyez-vous que le gouvernement vous offre oui ou non un bon service policier? LISEZ LA LISTE

	Bon service	Mauvais service	Ne peux dire
Policier?	19- 1	2	3
Assurance santé?	1	2	3
Perception d'ordures?	1	2	3
Service postal?	1	2	3
Education?	1	2	3
Prévention des incendies?	1	2	3

7a. Pouvez-vous me dire ce que vaut approximativement le dollar canadien en dollar américain?

\$ E.U. () NE SAIS PAS -25
-26

b. Même si vous n'êtes pas au courant de la valeur spécifique du dollar canadien, vous savez probablement que sa valeur a diminué. Selon vous, quelle est la cause de cette diminution?

-27

() NE SAIS PAS

c. Selon vous, quels seront les effets de cette diminution de valeur du dollar canadien?

-28

() NE SAIS PAS

8a. Croyez-vous que les travailleurs devraient ou ne devraient pas avoir le droit de grève?

- 29-
OUI.....1
NON.....2
INDECIS.....3

b. Que pensez-vous des grèves dans les domaines où le public est sérieusement incommodé - telles que les grèves des employés du service postal, des aériennes, ferroviaires, ou le service téléphonique - croyez-vous qu'ils devraient ou ne devraient pas avoir le droit de grève?

- 30-
OUI, DEVRAIENT.....1
NON, NE DEVRAIENT PAS.....2
INDECIS.....3

c. Parmi les services suivants, quels sont ceux que vous considérez comme essentiels; c'est-à-dire lorsqu'interrompus, ils peuvent sérieusement le public: PASSEZ LA CARTE "A"

- 31-
LES TRAVAILLEURS D'HOPITAUX.....1
LES EMPLOYES DE TELEPHONE.....2
LES TRAVAILLEURS DE LA CONSTRUCTION.....3
LES EMPLOYES POSTAUX.....4
LES ENSEIGNANTS.....5
LES FERMIERS.....6
LES CHAUFFEURS DE CAMIONS.....7
LES EMPLOYES DE JOURNAUX.....8
AUCUN DE CEUX-CI.....9

9. On a beaucoup parlé récemment de la possibilité d'une pénurie d'énergie au Canada. Dans cinq ans d'ici, croyez-vous qu'il y aura une pénurie très sérieuse d'énergie, une pénurie assez sérieuse ou aucune pénurie réelle?

- 32-
PENURIE TRES SERIEUSE.....1
PENURIE ASSEZ SERIEUSE.....2
AUCUNE PENURIE REELLE.....3
NE SAIS PAS.....4

10. Présentement, croyez-vous que la religion dans l'ensemble, va en augmentant ou en diminuant son influence sur la vie canadienne?

- 33-
AUGMENTANT.....1
DIMINUANT.....2
AUCUN CHANGEMENT.....3
NE SAIS PAS.....4

11. Si une élection Fédérale était tenue aujourd'hui, à quel parti appartiendrait le candidat de votre choix?

- 34-
LIBERAL.....1
CONSERVATEUR.....2
N.D.P.....3
CREDITISTE.....4
CREDIT SOCIAL.....5
AUTRE PARTI.....6
(l'inscribe)
INDECIS.....7
REFUS.....8
NON ELIGIBLE.....9

12. 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?

- 35-
LIBERAL.....3
CONSERVATEUR.....4
N.D.P.....5
CREDITISTE.....6
CREDIT SOCIAL.....7
AUTRE PARTI.....8
(l'inscribe)
JE NE ME SOUVIENS PAS.....9
REFUSE.....0

END CARD C-180

Continue

→ Col 36, 37

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 _____ 70
 Genre de compagnie _____

Tout en vous incluant, combien y a-t-il de personnes qui vivent dans cette maison? _____ 71

1 2 3 4 5 6 OU PLUS
 Parmi ces personnes combien y en a-t-il âgées de moins de 10 ans? _____ 72

0 1 2 3 4 OU PLUS
 Combien sont âgées de 10 & 17 ans? _____ 73

Etes-vous, vous même (ou quelqu'un de votre famille) membre d'une union ouvrière?
 OUI.....1 74
 NON.....2

Quelle était l'année de votre naissance?
 ANNEE _____ 75, 76

INTERVIEWEUR: INSCRIVEZ SELON VOS OBSERVATIONS: 77
 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? 78
 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: 79
 FERME.....1
 RURAL MAIS NON FERME.....2
 URBAIN.....3 80-2

L'INTERVIEW A PRIS FIN A:
 (HEURE) _____

NOM DU REpondant: _____

ADRESSE : _____

TELEPHONE: _____

Quel est votre statut marital? 66-
 CELIBATAIRE.....1
 MARIE.....2
 VEUF, DIVORCE, SEPARÉ.....3

Langue maternelle - quelle est la première langue que vous avez parlée dans votre enfance et qui vous est encore familière? 67
 ANGLAISE.....1
 FRANÇAISE.....2
 AUTRE (ECRIVEZ).....3

Maintenant une question sur la religion. Quelle religion préférez-vous - Protestante, Catholique Romaine ou Juive? 68
 PROTESTANTE.....1
 JUIVE.....2
 CATHOLIQUE ROMAINE.....3
 AUTRE (PRECISEZ).....4

VILLE _____ PROVINCE _____

DATE DE L'INTERVIEW _____

J'ATTESTE CI-CONTRE LA VERACITE ET L'HONNETETE DE CETTE INTERVIEW

(SIGNATURE DE L'INTERVIEWEUR)

CHARACTERISTICS OF SAMPLESEPTEMBER, 1977

		NUMBER	PERCENT
<u>TOTAL NUMBER OF INTERVIEWS</u>		1,042	100%
<u>Region:</u>	Atlantic	97	9
	Quebec	292	28
	Ontario	382	37
	Prairies	170	16
	British Columbia	101	10
<u>Age:</u>	18 to 29 years	309	30
	30 to 49 years	393	37
	50 years & over	302	29
	Did not state	38	4
<u>Sex:</u>	Male	518	50
	Female	524	50
<u>Occupation of Head of Household:</u>	Professional/Executive	213	20
	Sales/Clerical	168	16
	Labour	445	43
	Other	195	19
	Did not state	21	2
<u>Education:</u>	Public School, None	154	15
	High School, Technical	730	70
	University	156	15
	Did not state	2	-
<u>Community Size:</u>	Over 100,000	501	48
	30,000 - 100,000	91	9
	10,000 - 30,000	91	9
	1,000 - 10,000	118	11
	Rural, Non-Farm	179	17
	Farm	62	6

GENERAL GALLUP CODES

PROVINCE (COL. 1)

- 0 Newfoundland
- 1 Prince Edward Island
- 2 Nova Scotia
- 3 New Brunswick
- 4 Quebec
- 5 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, farm and non-farm

OCCUPATION OF HEAD OF HOUSEHOLD (COL. 73)

- 1 Professional
- 2 Executive, Managers
- 3 Salespeople
- 4 Clerical workers
- 5 Skilled labor
- 6 Unskilled labor
- 7 Farmer
- 8 Housewives
- 9 Retired
- 0 Other (unemployed, armed forces, students)
- Did not state

AGE (COLS. 77, 78)

Last two digits of year of birth

If born prior to 1900 - Code - 98

If did not state year of birth - Code 99

LANGUAGE OF QUESTIONNAIRE: English - Col. 4 - 1,3,5,
 French 4 - 2,4,6,

G.P. 404 "A"

Q. 7b. Causes of the Canadian dollar level dropping

V. Inflation, economy of country

X. Cost of labour, strikes, *MANUFACTURING COSTS*

O. Productivity of industries

(NO "X,O" M/Codes)

1. *Reference to* ~~Too many~~ imports & ~~not enough~~ exports *Trade*.
2. Lack of confidence in our dollar, fear of investing, *INSECURITY*
3. The government, government overspending, *Gov't is responsible.*
4. *Confused reference to economic causes* *wage + price control*
(level of imports too low) *of devaluation.*
5. *Reference to U.S. economy / U.S investing in Canada*
6. Unemployment
7. References to Quebec situation; separatism, businesses leaving Quebec etc
8. OTHER (HAND TAB)
9. No idea, don't know

Q. 7c. Effect of the drop in Canadian dollar value.

- V. No effect, not too much
 - X. Inflation, higher prices (general, non specific)
 - 0. U.S. travel, tourism, vacation more expensive; curb foreign travel
 - 1. Will keep tourism in Canada, keep our money in Canada
 - 2. Depression, bad recession
 - 3. Causes instability, fear, nervousness, *instability, Less investment in Canada*
 - 4. *Confused reference to economic outcomes of devaluation*
(imports increase - exports decrease) *Lower economic standing of Canada;*
 - 5. Effects importing and exporting (general)
 - 6. In favour of exports; improve, facilitate exports
 - 7. Harder for imports; pay more, higher prices on U.S. goods
 - 8. General good for Canada/~~US~~^{US}/Home
 - 9. Generally bad for Canada, *causes unemployment*
-
- V.
 - X.
 - 0.
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.
 - 7.
 - 8. Other
 - 9. No idea, don't know