

INTERVIEWER  
DON'T READ ALOUD  
WORDS IN CAPITAL  
LETTERS

THE GALLUP POLL

JOB # COL 1-7 = 4

-6V = 416B

WOULD LIKE YOUR OPINION

(CIRCLE APPROPRIATE NUMBERS  
OR CHECK BOXES)

COL 8 - 1X = ADDTL SAMPLE "YOUNG"  
SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

416A = 41  
809-416-A  
Sept/78

SUGGESTED INTRODUCTION: Good day, I'm taking a Gallup Poll in your area, and I'd like to talk to you about a few leading topics of the day.

1. What do you think is the most important problem facing this country today? (DO NOT READ LIST)

- ECONOMIC, INFLATION, HIGH PRICES.....1
- UNEMPLOYMENT.....2
- LABOR UNIONS/STRIKES.....3
- NATIONAL UNITY, QUEBEC SEPARATION.....4
- ENERGY, OIL-GAS PROBLEMS.....5
- GOVERNMENT, TRUDEAU.....6

MF

OTHER (WRITE IN) \_\_\_\_\_

NS, 9

CAN'T SAY.....8

2. 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

NS, 5

3. Do you think that workers should or should not have the right to strike?

- YES.....1
- NO.....2
- UNDECIDED.....3

NS, 4

4. 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

NS, 4

5a. At the present time, Queen Elizabeth is the Canadian Head of State. Would you prefer to see her continue in this capacity, or would you prefer to have the Governor General as Head of State, except when the Queen visits Canada?

- QUEEN AS HEAD OF STATE.....1
- GOVERNOR GENERAL AS HEAD OF STATE...2
- DON'T KNOW.....3

NS, 4

b. As you may know, provincial governments are asking for more responsibilities in such areas as taxation and social security measures - like welfare, pensions and so on. Would you approve or disapprove if the provincial governments had more power in these fields and the federal government had less?

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

NS, 4

6a. Thinking about how you spend your non-working time each day, do you think that you spend too much time or too little time watching television?

- TOO MUCH.....1
- TOO LITTLE.....2
- ABOUT RIGHT.....3
- DON'T KNOW.....4

NS, 5  
DON'T WATCH 6

b. Again, thinking about how you spend your non-working time each day, do you think that you spend too much time or too little time reading newspapers?

- TOO MUCH.....1
- TOO LITTLE.....2
- ABOUT RIGHT.....3
- DON'T KNOW.....4

NS, 5  
DON'T READ 6

c. And reading magazines, do you think that you spend too much time or too little time reading magazines?

- TOO MUCH.....1
- TOO LITTLE.....2
- ABOUT RIGHT.....3
- DON'T KNOW.....4

NS, 5  
DON'T READ 6

7a. As you probably know, there has been a considerable decline in the buying power of the Canadian dollar in terms of the U.S. dollar. What, in your opinion, is the cause or causes of this?

CODE LIST

( ) DON'T KNOW

b. And, there has also been a considerable decline in the value of the U.S. dollar in terms of the Japanese Yen and the German Mark. What, in your opinion, is the cause or causes of this?

CODE LIST

( ) DON'T KNOW

c. Some people have suggested that the decline in value of both the U.S. dollar and the Canadian dollar is due to a lower rate of productivity among workers in North America. Would you agree with this or not?

- YES, AGREE.....1
- NO, DISAGREE.....2
- DON'T KNOW.....3

NS, 4

IF "AGREE":

d. What do you think is the main cause of this lower productivity among North American workers?

CODE LIST

( ) DON'T KNOW

8. If a Federal election were held today, which party's candidate do you think you would favor?

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

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

- YES.....  .....1
- NO.....2
- TOO YOUNG TO VOTE.....3

IF "YES" ASK:

Which party did the candidate for whom you voted represent?

- |                   |                              |
|-------------------|------------------------------|
| LIBERAL.....3     | OTHER PARTY (WRITE IN).....8 |
| PROG. CONS.....4  | DON'T REMEMBER.....9         |
| N.D.P.....5       | REFUSED.....9                |
| CREDITISTE.....6  |                              |
| SOCIAL CREDIT...7 |                              |

continued on back...

From time to time, political leaders and their parties get together to reassess their positions. Thinking of the three major political parties in Ottawa, do you think, at the present time, there should be a re-assessment of: (ROTATE ORDER, STARTING WITH PARTY INDICATED BY A RED X)

- the leader of the Liberal Party, Mr. Trudeau?  
 28-  
 YES.....1  
 NO.....2 NS, 4  
 DON'T KNOW.....3

IF "YES" ASK:  
 Why?

CODE LIST 29-  
 30-

- the leader of the Conservative Party, Mr. Clark?  
 31-  
 YES.....1  
 NO.....2 NS, 4  
 DON'T KNOW.....3

IF "YES" ASK:  
 Why?

CODE LIST 32-  
 33-

- the leader of the New Democratic Party, Mr. Broadbent?  
 34-  
 YES.....1  
 NO.....2 NS, 4  
 DON'T KNOW.....3

IF "YES" ASK:  
 Why?

CODE LIST 35-  
 36-

11. Do you, or do you not think that, as happens in some provinces, a municipality should be entitled to take people off its welfare rolls because they refuse to take a job that pays less than their welfare cheque?  
 37-  
 YES, SHOULD.....1  
 NO, SHOULD NOT.....2 NS, 4  
 UNDECIDED.....3

12a. As you know, the Canadian Government includes the House of Commons and the Senate. What would you say is the main job of the Senate?

38-  
 CODE LIST 39-  
 ( ) DON'T KNOW

b. There has been a good deal of discussion recently about possible changes in the Senate in Ottawa. Which of these policies would you like to see adopted in relation to the Senate: (HAND CARD "A")

THE SENATE SHOULD BE APPOINTED BY THE FEDERAL GOVERNMENT, FOLLOWING CURRENT PRACTICE.....1 40- MP

THE SENATE SHOULD BE APPOINTED, WITH ASSURANCE GIVEN OF REGIONAL REPRESENTATION.....2

SENATORS SHOULD BE ELECTED BY THE VOTERS AT THE TIME OF EACH GENERAL FEDERAL ELECTION, FOR THE TERM OF THE ELECTED FEDERAL GOVERNMENT.....3 NS, 8

SENATORS SHOULD BE SELECTED BY THE VOTERS TO SERVE UNTIL AGE 75; NEW APPOINTMENTS OR REPLACEMENTS WOULD BE CHOSEN AT THE TIME OF THE NEXT GENERAL FEDERAL ELECTIONS.....4

THE SENATE SHOULD BE ABOLISHED.....5

OTHER (SPECIFY).....6

DON'T KNOW.....7

13. Do you agree or disagree that the federal government in Ottawa is, at the present time, devoting too much attention to questions of constitutional reform and national unity, and too little attention to other problems such as inflation and high unemployment?  
 41-

AGREE.....1  
 DISAGREE.....2 NS, 4  
 CAN'T SAY.....3

14. A suggestion has been made that federal elections be mandatory every four years, unless a defeat in the House of Commons requires an earlier election.

Would you approve or disapprove a maximum term of four years for future federal governments?  
 42-

APPROVE.....1  
 DISAPPROVE.....2 NS, 4  
 UNDECIDED.....3



PRESENTATION SUGGÉRÉE

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. Quel est le problème le plus important auquel le pays fait face aujourd'hui? NE LISEZ PAS LA LISTE.
- L'ECONOMIE, L'INFLATION, LES PRIX ELEVES.....10  
LE CHOMAGE.....2  
SYNDICATS OUVRIERS/GREVES.....3  
L'UNITE NATIONALE, LA SEPARATION DU QUEBEC.....4  
LES PROBLEMES D'ENERGIE, D'HUILE-GAZOLINE.....5  
LE GOUVERNEMENT, TRUDEAU.....6
- AUTRE (INSCRIVEZ).....7  
NE PEUX DIRE.....8 WS9
2. Récemment, on a beaucoup parlé d'une pénurie possible d'énergie au Canada. D'ici cinq ans, croyez-vous qu'il y aura une pénurie d'énergie très sérieuse, assez sérieuse ou aucune pénurie?
- PENURIE TRES SERIEUSE.....1  
PENURIE ASSEZ SERIEUSE.....2  
AUCUNE PENURIE.....3  
NE SAIS PAS.....4 WS5
3. Croyez-vous que les travailleurs devraient ou ne devraient pas avoir le droit de grève?
- OUI.....1  
NON.....2  
INDECIS.....3 WS4
4. Que pensez-vous des grèves dans les domaines où le public est sérieusement incommodé - tels que les grèves des employés du service postal, les compagnies aériennes, ferroviaires ou le service téléphonique - croyez-vous qu'ils devraient ou ne devraient pas avoir le droit de grève?
- OUI, DEVRAIENT.....1  
NON, NE DEVRAIENT PAS.....2  
INDECIS.....3 WS4
- 5a. Présentement, la Reine Elizabeth est le Chef d'Etat du Canada. Préfereriez-vous la voir continuer en tant que chef, ou si vous préféreriez que le Gouverneur Général soit le Chef d'Etat, excepté lorsque la Reine visite le Canada?
- LA REINE CONTINUEZ QUE CHEF D'ETAT.....1  
LE GOUVERNEUR GENERAL SOIT LE CHEF D'ETAT.....2  
NE SAIS PAS.....3 WS4
- b. Comme vous le savez, probablement, les gouvernements provinciaux demandent plus de responsabilités dans les domaines des taxes et des mesures de sécurité sociale - tels que bien-être social, pensions, etc. Approuveriez-vous ou désapprouveriez-vous que les gouvernements provinciaux aient plus de pouvoir dans ces domaines et que le gouvernement fédéral en ait moins?
- APPROUVERAIS.....1  
DESAPPROUVERAIS.....2  
INDECIS.....3 WS4
- 6a. En pensant à la façon dont vous occupez vos moments libres chaque jour, croyez-vous que vous passez beaucoup trop de temps ou trop peu de temps à regarder la télévision?
- BEAUCOUP TROP.....1  
TROP PEU.....2  
JUSTE ASSEZ.....3  
NE SAIS PAS.....4 WS5
- b. Encore une fois, en pensant à la façon dont vous occupez vos moments libres chaque jour, croyez-vous que vous passez beaucoup trop de temps ou trop peu de temps à lire les journaux?
- BEAUCOUP TROP.....1  
TROP PEU.....2  
JUSTE ASSEZ.....3  
NE SAIS PAS.....4 WS5
- c. Et, à lire les revues, croyez-vous que vous passez beaucoup trop de temps ou trop peu de temps?
- BEAUCOUP TROP.....1  
TROP PEU.....2  
JUSTE ASSEZ.....3  
NE SAIS PAS.....4 WS5

- 7a. Comme vous le savez probablement, il y a eu une baisse considérable dans le pouvoir d'achat du dollar canadien en comparaison au dollar américain. Selon vous, quelle est la cause ou les causes de cette situation?
- code list 19  
10-  
NE SAIS PAS ( )
- b. Et, il y a eu aussi une baisse considérable dans la valeur du dollar américain en comparaison au Yen japonais et du Mark allemand. Selon vous, quelle est la cause ou les causes de cette situation?
- code list 21  
21-  
NE SAIS PAS ( )
- c. Certaines personnes ont dit que la baisse de la valeur du dollar américain et du dollar canadien est due au taux de productivité parmi les travailleurs de l'Amérique du Nord. Etes-vous d'accord avec cela, oui ou non?
- OUI, D'ACCORD.....1  
NON D'ACCORD.....2  
NE SAIS PAS.....3 WS4
- SI "D'ACCORD", DEMANDEZ:
- d. Quel est, selon vous, la principale cause de cette productivité réduite parmi les travailleurs nord-américains?
- code list 25  
25-  
NE SAIS PAS ( )
8. Si une élection Fédérale était tenue aujourd'hui à quel parti appartiendrait le candidat de votre choix?
- LIBERAL.....1  
CONSERVATEUR.....2  
N.D.P.....3  
CREDITISTE.....4  
CREDIT SOCIAL.....5  
AUTRI PARTI (L'INSCRIRE).....6  
INDECIS.....7  
REFUS.....8  
NON ELIGIBLE.....9
9. Avez-vous voté aux dernières élections Fédérales du 8 Juillet, 1974?
- OUI.....1  
NON.....2  
TROP JEUNE POUR VOTER...2
- SI "OUI" DEMANDEZ:  
Quel parti représentait le candidat pour lequel vous avez voté?
- LIBERAL.....3  
CONSERVATEUR.....4  
N.D.P.....5  
CREDITISTE.....6  
CREDIT SOCIAL...7  
AUTRI PARTI (L'INSCRIRE).....8  
JE NE ME SOUVIENS PAS.....9  
REFUSE.....0
10. De temps en temps, les chefs politiques et leurs partis se rassemblent afin d'évaluer leurs positions. En pensant aux trois principaux partis politiques à Ottawa, croyez-vous que présentement, il devrait y avoir une réévaluation du: VARIEZ L'ORDRE - EN COMMENÇANT PAR LE "X"
- chef du parti libéral, M. Trudeau?
- OUI.....1  
NON.....2  
NE SAIS PAS.....3 WS4
- SI "OUI" DEMANDEZ: Pourquoi?
- code list 27  
27-  
- chef du parti conservateur, M. Clark?
- OUI.....1  
NON.....2  
NE SAIS PAS.....3 WS4
- SI "OUI" DEMANDEZ: Pourquoi?
- code list 28  
28-  
- chef du Nouveau Parti Démocratique, M. Ed. Broadbent?
- OUI.....1  
NON.....2  
NE SAIS PAS.....3 WS4
- SI "OUI" DEMANDEZ: Pourquoi?
- code list 29  
29-  
code list 30  
30-  
code list 31  
31-  
code list 32  
32-  
code list 33  
33-  
code list 34  
34-  
code list 35  
35-

11. Comme il se produit dans certaines provinces, croyez-vous ou ne croyez-vous pas qu'une municipalité devrait avoir le droit de retrancher de ses listes de bénéficiaires du bien-être social, les personnes qui refusent d'accepter un emploi moins rémunéré que leurs prestations reçues du bien-être social?

37-

OUI, DEVRAIT.....1  
 NON, NE DEVRAIT PAS.....2 WS 4  
 INDECIS.....3

12a. Comme vous le savez, le gouvernement canadien est composé d'une Chambre des Communes et d'un Sénat. Selon vous, quel est la tâche principale du Sénat?

38-

Code List 39-

NE SAIS PAS ( )

b. On a beaucoup parlé, récemment, de changements possibles au Sénat à Ottawa. Parmi les politiques suivantes, quelle est celle que vous aimeriez voir adopter au Sénat? (PASSEZ LA CARTE "A")

LE SENAT DEVRAIT ETRE NOMME PAR LE GOUVERNEMENT FEDERAL, SUIVANT LA PRATIQUE ACTUELLE.....1 40-

LE SENAT DEVRAIT ETRE NOMME, AVEC GARANTIE DONNEE D'UNE REPRESENTATION REGIONALE.....2

LES SENATEURS DEVRAIENT ETRE ELUS PAR LES ELECTEURS AU MOMENT DE CHAQUE ELECTION GENERALE FEDERALE, POUR LE MEME TERME QUE LE GOUVERNEMENT FEDERAL ELU.....3

LES SENATEURS DEVRAIENT ETRE ELUS PAR LES ELECTEURS ET GARDER CETTE FONCTION JUSQU'A L'AGE DE 75 ANS; LES NOUVELLES NOMINATIONS OU REMPLACEMENTS DEVRAIENT ETRE CHOISIS AU MOMENT DES PROCHAINES ELECTIONS GENERALES FEDERALES?.....4 MP

LE SENAT DEVRAIT ETRE ABOLI.....5

AUTRE(SPECIFIEZ).....6  
 NE SAIS PAS.....7 NS8

13. Etes-vous d'accord ou non d'accord, qu'actuellement, le gouvernement fédéral à Ottawa accorde trop d'attention aux questions de la réforme constitutionnelle et de l'unité nationale, et trop peu d'attention aux autres problèmes, tels que l'inflation et le taux élevé de chômage?

41-

D'ACCORD.....1  
 NON D'ACCORD.....2 WS 4  
 NE PEUX DIRE.....3

14. On a suggéré que des élections fédérales soient obligatoires tous les 4 ans, sauf dans le cas où la Chambre des Communes est dissoute et demande une élection prématurée.

Approuveriez-vous ou désapprouveriez-vous un terme maximum de 4 ans pour les futurs gouvernements fédéraux?

42-

APPROUVERAIS.....1  
 DESAPPROUVERAIS.....2 WS 4  
 INDECIS.....3

ENQUETEUR: Présentez cette section de la façon suivante: "Maintenant, puis-je vous poser, quelques questions pour être sur que je m'adresse à une personne bien représentative de cette localité:

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

<sup>11</sup> 1 2 3 4 5 6OU PLUS

Parmi ces personnes combien y en a-t-il agées de moins de 10 ans?

<sup>12</sup> 0 1 2 3 4OU PLUS

Combien sont agées de 10 & 17 ans?

<sup>13</sup> 0 1 2 3 4OU PLUS

Etes-vous vous même (ou quelqu'un de votre famille) membre d'une union ouvrière?

<sup>14</sup>  
OUI.....1  
NON.....2

Quelle était l'année de votre naissance?

ANNEE: \_\_\_\_\_ <sup>15</sup>16

INSCRIVEZ  
SEXE:

<sup>17</sup>  
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?

<sup>18</sup>  
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

INDIQUEZ SI:

<sup>19</sup>  
FERME.....1  
RURAL MAIS NON FERME....2  
URBAIN.....3

L'INTERVIEW A PRIS  
FIN A: \_\_\_\_\_

NOM DU REpondant: \_\_\_\_\_

ADRESSE: \_\_\_\_\_

CODE POSTAL: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

VILLE: \_\_\_\_\_

PROV: \_\_\_\_\_

DATE DE L'INTERVIEW: \_\_\_\_\_

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

(SIGNATURE DE L'INTERVIEWEUR)

Quel est votre statut marital? <sup>66</sup>  
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? <sup>67</sup>

ANGLAISE.....1  
FRANCAISE.....2

AUTRE(ECRIVEZ) \_\_\_\_\_ 3

Maintenant une question sur la religion. Quelle religion préférez-vous - Protestante, Catholique Romaine ou Juive? <sup>68</sup>

PROTESTANTE.....1  
JUIVE.....2  
CATHOLIQUE ROMAINE.....3

AUTRE(PRECISEZ) \_\_\_\_\_ 4  
PREFER AUCUNE RELIGION.....5

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).....	<sup>69</sup> 1	2
ECOLE SECONDAIRE (8-12 année)...	3	4
ECOLE TECHNIQUE.....	5	6
UNIVERSITE.....	7	8
AUCUNE INSTRUCTION SCOLAIRE.....	9	
REFUSE.....	0	

Autre cours supplémentaires? \_\_\_\_\_  
(SPECIFIEZ)

OCCUPATION DU CHEF DE FAMILLE:

Spécifiez le travail? \_\_\_\_\_

Genre de compagnie? \_\_\_\_\_ <sup>70</sup>

## REPRODUCE CARD DECK (CARD1)

<u>Cols 1-9</u>	<u>REPRODUCED IN</u>	<u>TAPE POSITION 1-9</u>	<u>SERIAL NUMBER</u>
Q1 10(1-9)	" "	10	- Reject
Q2 11(1-5)	" "	11(1-5)	
Q3 12(1-4)	" "	12(1-4)	
Q4 13(1-4)	" "	13(1-4)	
Q5a 14(1-4)	" "	14(1-4)	
Q5b 15(1-4)	" "	15(1-4)	
Q6a 16(1-6)	" "	16(1-6)	
Q6b 17(1-6)	" "	17(1-6)	
Q6c 18(1-6)	" "	18(1-6)	
Q7a 19(V,X,0-6)	" "	19	- Reject
7a 20(7,8,9)	" "	20	- Reject
Q7b 21(V,X,0-5)	" "	21	- Reject
7b 22(7,8,9)	" "	22	- Reject
Q7c 23(1-4)	" "	23(1-4)	
Q7d 24(V,X,1-6)	" "	24	- Reject
7d 25(7,8,9)	" "	25	- Reject
Q8 26(1-9)	" "	26(1-9)	
Q9 27(1-9,0)	" "	27(1-9,0)	
Q10 28(1-4)	" "	28(1-4)	
29(V,X,0,1-8)	" "	29	- Reject
30(7,8,9)	" "	30	- Reject
31(1-4)	" "	31(1-4)	
32(V,X,0,7,8,9)	" "	32	- Reject

REPRODUCE CARD DECK (CARD1)

<u>Cols 1-9</u>	<u>REPRODUCED IN</u>	<u>TAPE POSITION 1-9</u>	<u>SERIAL NUMBER</u>
Q10	" "	33 - Blank	
34(1-4)	" "	34(1-4)	
35(V,X,0,7,8,9)	" "	35 - Reject	
	" "	36 - Blank	
Q11 37(1-4)	" "	37(1-4)	
Q12 38(X,V,0-6)	" "	38 - Reject	
	" "	39 - Blank	
Q12b 40(1-8)	" "	40 - Reject	
Q13 41(1-4)	" "	41(1-4)	
Q14 42(1-4)	" "	42(1-4)	
	" "		
Q1 10-1	" "	43-1	
10-2	" "	44-1	
10-3	" "	45-1	
10-4	" "	46-1	
10-5	" "	47-1	
10-6	" "	48-1	
10-7	" "	49-1	
10-8	" "	50-1	
10-9	" "	51-1	
Q7a 19-V	" "	52-1	
19-X	" "	53-1	
19-0	" "	54-1	

## REPRODUCE CARD DECK (CARD1)

<u>Cols 1-9</u>	REPRODUCED IN	<u>TAPE POSITION</u>	<u>SERIAL NUMBER</u>
Q7a 19-1	" "	55-1	
19-2	" "	56-1	
19-3	" "	57-1	
19-4	" "	58-1	
19-5	" "	59-1	
19-6	" "	60-1	
20-7	" "	61-1	
20-8	" "	62-1	
20-9	" "	63-1	
Q7b 21-V	" "	64-1	
21-X	" "	65-1	
21-0	" "	66-1	
21-1	" "	67-1	
21-2	" "	68-1	
21-3	" "	69-1	
21-4	" "	70-1	
21-5	" "	71-1	
22-7	" "	72-1	
22-8	" "	73-1	
22-9	" "	74-1	
	" "	75 - 79	Blank
	" "	80-1	
Cols 1-9	" "	81-89	

## REPRODUCE CARD DECK (CARD1)

<u>Cols 1-9</u>	REPRODUCED IN	<u>TAPE POSITION</u>	<u>SERIAL NUMBER</u>
Q7d 24-V	" "	90-1	
24-X	" "	91-1	
24-1	" "	92-1	
24-2	" "	93-1	
24-3	" "	94-1	
24-4	" "	95-1	
24-5	" "	96-1	
24-6	" "	97-1	
26-7	" "	98-1	
26-8	" "	99-1	
26-9	" "	100-1	
Q10 29-V	" "	101-1	
29-X	" "	102-1	
29-0	" "	103-1	
29-1	" "	104-1	
29-2	" "	105-1	
29-3	" "	106-1	
29-4	" "	107-1	
29-5	" "	108-1	
29-6	" "	109-1	
29-7	" "	110-1	
29-8	" "	111-1	

SAMPLE CHARACTERISTICS  
 SEPTEMBER, 1978 (G.P.416A)

	<u>NUMBER</u> (1032)	<u>PERCENT</u>
<u>NATIONAL</u>		
<u>Region:</u>		
Atlantic	88	8
Quebec	280	27
Ontario	381	37
Prairies	162	16
British Columbia	121	12
<u>Community Size:</u>		
Over 500,000	389	38
100,000 - 500,000	151	15
10,000 - 100,000	161	15
1,000 - 10,000	90	9
Under 1,000	240	23
<u>Sex:</u>		
Male	516	50
Female	516	50
<u>Age:</u>		
18 to 29 years	329	32
30 to 49 years	377	36
50 years and over	309	30
Did not state	17	2
<u>Education:</u>		
Elementary	152	14
Secondary	701	68
University	172	17
Refused	7	1
<u>Income:</u>		
Under \$10,000	168	16
\$10,000 - \$14,999	179	18
\$15,000 - \$19,999	165	16
\$20,000 and over	323	31
Refused	197	19

## REPRODUCE CARD DECK (CARD1)

<u>Cols 1-9</u>	<u>REPRODUCED IN</u>	<u>TAPE POSITION</u>	<u>SERIAL NUMBER</u>
Q12 38-3	" "	132-1	
38-4	" "	133-1	
38-5	" "	134-1	
38-6	" "	135-1	
Q126 40-1	" "	136-1	
40-2	" "	137-1	
40-3	" "	138-1	
40-4	" "	139-1	
40-5	" "	140-1	
40-6	" "	141-1	
40-7	" "	142-1	
40-8	" "	143-1	
	" "	144 - Blank	
REPRODUCE BASIC DATA AS IS FROM	" "	145-159	
CARD 2 Cols 66-79	" "		

160-2

NATIONAL GALLUP

REGION: (Col 1) First digit of assignment #

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

COMMUNITY SIZE: (Col 2) Second digit of assignment #

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)

LOCATION: (Col 3) Third digit of Assignment #

Indicates location within a community where more than one assignment is completed

LANGUAGE: (Col 4) Fourth digit of assignment #

- 1, 3, 5 or 7 - English Questionnaire  
2, 4, 6, or 8 - French questionnaire

Fifth and Sixth Digits indicate a specific questionnaire with each Assignment containing 10 or 11

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 forces (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

7a Causes in the decline in the buying power of the Canadian dollar

V World economic conditions

X Inflation/high prices/poor economy

0 Canadian government/Trudeau/government spending

1 Too much American Investment in Canadian Industry

2 High unemployment in Canada

3 Quebec situation/national unity

4 Canadian industry at disadvantage:high wages mean high export prices; trade loss/  
too many imports not enough exports

5 Too many imports (unspecified)

6 Labor/strikes

7

8

9

V

X

0

1

2

3

4

5

6

7 Other comments

8 Don't know

9 Not stated

7b Causes of decline in the value of the U.S. dollar

- V Inflation/economy/cost of living
- X High wages in industry/high cost of production
- 0 Trade imbalance/products from China, Japan are cheaper
- 1 Government spending/state of the American government
- 2 High unemployment
- 3 Too much importation not enough exportation
- 4 Labor/strikes
- 5 U.S. is losing as world power/decline in status of U.S.
- 6
- 7
- 8
- 9
- V
- X
- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7 Other Comments
- 8 Don't know
- 9 Not stated

7d Main cause of lower productivity among North American workers

- V poor attitudes toward work/people don't want to work
- X wages are too high/more money for less work
- 1 too much time wasted with strikes/labor unrest
- 2 inflation/poor economy/cost of living
- 3 easy accessibility to unemployment insurance and welfare
- 4 lack of training for workers
- 5 unemployment
- 6 General (low production, people should produce more)
- 7
- 8
- 9
  
- V
- X
- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7 other comments
- 8 don't know
- 9 not stated

10 re-assessment of Trudeau Why?

- V Not doing a good job, not getting things done, no accomplishment/not concerned
- X Inflation/continuing inflation
- 0 Personal characteristics/habits; not straightforward, evasive, not capable
- 1 Other economic; his handling inflation, the poor state of the economy (DON'T DOUBLE WITH X  
State of the Canadian dollar USE X)
- 2 Unemployment, letting unemployment rise
- 3 Government spending/waste; tells us to practice control but he doesn't
- 4 Broken promises, not keeping promises
- 5 Too pro-Quebec, does too much for the French
- 6 Relations with U.S.; letting in too much American dollars
- 7 Other lack of policies
- 8 Time for a change
- 9

- v
- x
- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7 Other
- 8 Don't know
- 9 Not stated

10 re-assessment of Clark Why?

V Personal characteristics/lack of leadership qualities

X Lack of policies

0 Dislike Clark's stated policy

1

2

3

4

5

6

7 Other

8 Don't know

9 Not stated

10 re-assessment of Broadbent Why?

V Personal characteristics/lack of leadership qualities

X Lack of Policies

0 Dislike of Broadbent's stated policy

1

2

3

4

5

6

7 Other

8 Don't know

9 Not stated

12 a) Main job of the Senate

- X Approves bills, makes sure the bills are good for the country
- V Has the final say; final passing of all bills
- G Rules House of Commons; keeps them in line; a counter-balance
- 1 Watch-dogs over the laws; checks legislation; ratifies laws
- 2 Honorary position; just signs bills
- 3 Does not do much
- 4 Other (all wrong)
- 5 Don't know
- 6 Not stated

Done previously Feb.16, 1961