

SUGGESTED INTRODUCTION:

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

SECTION I

1. How interested would you say you are in the next Federal election: very interested, moderately interested, or only interested a little?

- VERY INTERESTED.....1 **NS-6**
- MODERATELY INTERESTED.....2
- NOT VERY INTERESTED.....3
- NOT INTERESTED AT ALL.....4
- CAN'T SAY.....5

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

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

3a. Did you vote in the last Federal election on July 8th, 1974?

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

IF "YES", ASK:

b. Which party did the candidate for whom you voted represent?

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

4. There are many reasons, of course, which affect the way a person votes in the Federal election. Just thinking of two, which would you say influences you most in your vote -- the record of the Political Party, or the qualities of leadership and decision-making you believe it has?

- RECORD OF PARTY.....1
- QUALITIES OF LEADERSHIP.....2
- BOTH.....3
- OTHER (WRITE IN).....4

CAN'T SAY.....5 **NS-6**

5. Regardless of any political feeling you may have, and thinking just of the individuals, which man do you think would make the best Prime Minister for Canada? READ OUT NAMES & ROTATE.

- Pierre Trudeau.....1 **NS-6**
- Joe Clark.....2
- Ed Broadbent.....3
- NONE OF THE ABOVE.....4
- DON'T KNOW.....5

6a. Regardless of how you plan to vote, what is your best guess as to which political party will get the most votes in the coming election?

- LIBERALS.....1 **NS-6**
- CONSERVATIVES.....2
- N.O.P.....3
- OTHER (WRITE IN).....4
- CAN'T SAY.....5 **DASH COL. 17**

UNLESS "CAN'T SAY", ASK:
b. Do you think they will gain enough to obtain a majority of seats in the next House of Commons or not?

- WILL GET A MAJORITY.....1 **NS-4**
- WILL NOT.....2
- CAN'T SAY.....3

7a. 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.? RECORD BELOW.

- | | | | |
|------------|---------|---------|-----------|
| APPROVE | TRUDEAU | CLARK | BROADBENT |
| DISAPPROVE | 1.....5 | 2.....9 | 3.....11 |
| NO OPINION | 4.....6 | 5.....0 | 6.....1 |

8. If you had to decide today, under which Federal political party do you believe you and your family would be better off?

- LIBERAL.....1 **NS-6**
- CONSERVATIVE.....2
- N.O.P.....3
- OTHER (WRITE IN).....4
- DON'T KNOW.....5

9. Which Federal party do you think can best handle the problem of:

- | | | | | | |
|----------------------------------|------|-------|-----|-------|------------|
| | LIBS | CONS. | NOP | OTHER | DON'T KNOW |
| Strikes & Industrial disputes? | 1 | 2 | 3 | 4 | 5 |
| Trade Relations with the U.S.A.? | 1 | 2 | 3 | 4 | 5 |
| Unemployment? | 1 | 2 | 3 | 4 | 5 |
| Inflation? | 1 | 2 | 3 | 4 | 5 |

10. On the whole, would you say that, in your community, opinion of the teaching profession has gone up, gone down, or remained the same as compared to 5 years ago?

- GONE UP.....1 **NS-5**
- GONE DOWN.....2
- NO CHANGE.....3
- DON'T KNOW.....4

COMMENT

11a. Do you think that discipline in the public schools in this area is too strict or not strict enough? RECORD BELOW.

b. And how about discipline in the secondary schools in this area, do you think it is too strict or not strict enough?

- | | | |
|-------------------------|----------------|-------------------|
| | PUBLIC SCHOOLS | SECONDARY SCHOOLS |
| TOO STRICT.....1 |6 | |
| NOT STRICT ENOUGH.....2 |7 | |
| ABOUT RIGHT.....3 |8 | |
| CAN'T SAY.....4 |9 | |

12. What do you think is the ideal number of children to have?

- CIRCLE APPROPRIATE NUMBER:
- 0 1 2 3 4 5+
- DON'T KNOW.....6 **NS-7**

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

- YES.....1 **NS-4**
- NO.....2
- CAN'T RECALL.....3

14. In the past year or so, there has been a tendency for doctors to charge fees over and above the amount covered by provincial medicare plans. In your opinion, is the amount paid to doctors through the medicare plan too high, too low or about right - or don't you know enough about it to venture an opinion?

- TOO HIGH.....1 **NS-6**
- TOO LOW.....2
- ABOUT RIGHT.....3
- NOT FAMILIAR WITH.....4
- DON'T KNOW.....5

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

- ECONOMY, INFLATION, HIGH PRICE.....1 **MP**
- UNEMPLOYMENT.....2
- LABOUR UNIONS/STRIKES.....3
- NATIONAL UNITY/QUEBEC SEPARATION.....4
- ENERGY, OIL-GAS PROBLEMS.....5
- GOVERNMENT, TRUDEAU.....6
- OTHER (WRITE IN).....7 **NS-1**
- CAN'T SAY.....8

Autoskip
Call 20-32

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?"

How many people, including yourself, are there in this household? ⁷¹⁻
 1 2 3 4 5 6 OR MORE

How many would be under 10 years? ⁷²⁻
 0 1 2 3 4 OR MORE

How many would be between 10 & 17 years? 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

What was the year of your birth? YEAR: 1956

RECORD IF: MAN.....⁷⁷⁻1
 WOMAN.....2

HAND CARD "R"

Which number on this card corresponds to your total annual family income from all sources, before tax deductions?

⁷⁸⁻
 UNDER \$4,000.....1 \$10,000-\$12,999.....5
 \$4,000-\$5,999.....2 \$13,000-\$14,999.....6
 \$6,000-\$7,999.....3 \$15,000-\$19,999.....7
 \$8,000-\$9,999.....4 \$20,000 & OVER.....8
 REFUSED.....9

What is your marital status? ⁷⁶⁻
 SINGLE.....1
 MARRIED.....2
 WID.DIV.SEP.....3

What was the language you first spoke in childhood till understand? ⁶⁷⁻
 ENGLISH.....1
 FRENCH.....2

OTHER(WRITE IN) 3

For a question on religion. What is your religious preference - Protestant, Roman Catholic Jewish? ⁶⁸⁻

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

OTHER(WRITE IN) 4
 RELIGIOUS PREFERENCE.....5

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

	SOME	GRADUATED
PUBLIC (GRADES 1-8)..... ⁶⁹⁻	1	2
SECONDARY/HIGH (Grades 9-13)...	3	4
TECHNICAL.....	5	6
UNIVERSITY.....	7	8
NO FORMAL SCHOOLING.....	9	
NOT USED.....	0	

Additional schooling?
 OTHER(WRITE IN) _____

OCCUPATION OF HEAD OF FAMILY:

Occupation? _____

Name of Company? _____ ⁷⁰⁻

RECORD IF: ⁷⁹⁻
 FARM.....1
 RURAL NON-FARM.....2
 URBAN.....3

TIME INTERVIEW ENDED: _____

NAME OF RESPONDENT: _____

ADDRESS: _____

POSTAL CODE: _____ TELEPHONE: _____

CITY: _____ PROVINCE: _____

DATE OF INTERVIEW: _____

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW

 (INTERVIEWER'S SIGNATURE)

SAMPLE CHARACTERISTICS

	NUMBER	PERCENT
NATIONAL 423A	1018	100%
<u>Region:</u>		
Atlantic	110	11
Quebec	271	27
Ontario	379	37
Prairies	158	16
British Columbia	100	10
<u>Community Size:</u>		
Over 100,000	541	53
10,000 - 100,000	158	16
1,000 - 10,000	319	31
<u>Sex:</u>		
Male	517	51
Female	501	49
<u>Age:</u>		
18 to 29 years	317	31
30 to 49 years	345	34
50 years and over	334	33
Did not state	22	2
<u>Education:</u>		
Elementary	197	19
Secondary	623	61
University	191	19
Refused	7	1
<u>Income:</u>		
Under \$10,000	183	18
\$10,000 - \$14,999	153	15
\$15,000 - \$19,999	152	15
\$20,000 and over	347	34
Refused	183	18
<u>Occupation:</u>		
Prof./executive	247	24
Sales/clerical	137	13
Labour	346	34
Other	277	27
Did not state	11	1
<u>Mother Tongue:</u>		
English	623	61
French	277	27
Other	117	11

Note: Percentages may not add exactly to 100 due to rounding

79
18
61

50

423A

WEIGHTINGS

	<u>Male</u>	<u>Female</u>
61 - 50 18 - 29 years	1.04	0.94
49 - 30 30 - 49 years	0.94	0.82
29 + 98 50 years & over	1.08	1.21
Not stated	1.00	1.00