

MASTER

INTERVIEWER  
DON'T READ ANY  
OF THIS MATERIAL  
LETTERS

THE GALLUP POLL  
A WIDE LINE YOURS TO WIN

DO NOT WRITE IN THESE SPACES  
UNLESS INSTRUCTED

MAY 1974  
MAY 1974

SPONSORED BY LEADING NEWS PAPERS ACROSS CANADA

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 1

1a. Will you be eligible to vote in the Federal election to be held May 22?

YES..... 11-  
NO.....1  
DON'T KNOW.....2

INTERVIEWER: IF NOT ELIGIBLE  
SKIP TO BASIC DATA

IF ELIGIBLE TO VOTE ASK ALL QUESTIONS

b. Are you interested in the coming election?

YES.....  
NO.....3

IF "YES", ASK:

c. About how much are you interested in it, would you say - very interested, moderately interested, or only interested a little?

VERY INTERESTED.....4  
MODERATELY INTERESTED.....5  
ONLY INTERESTED A LITTLE.....6  
DNS - 7

2a. Do you think you, yourself, will vote, or do you think you may not vote?

WILL VOTE..... 12-  
MAY NOT VOTE.....1  
UNDECIDED.....2  
DEFINITELY WILL NOT VOTE.....3

IF "WILL VOTE", ASK:

b. How certain are you that you will vote - absolutely certain, fairly certain, or not certain?

ABSOLUTELY CERTAIN.....4  
FAIRLY CERTAIN.....5  
NOT CERTAIN.....6  
DNS - 7

PASTE BALLOT HERE

3a. If a federal election were held today, which party's candidate do you think you would favor?

Here is a Gallup Poll Ballot listing the parties running for office.

(TEAR OFF ATTACHED BALLOT AND HAND TO RESPONDENT)

Will you please MARK the Ballot for the party you favor - and then drop the folded Ballot into this box?

(INTERVIEWER: IF RESPONDENT HANDS BACK BALLOT AND SAYS HE HASN'T MADE UP HIS MIND, OR REFUSES TO MARK IT, SAY:)

b. Will you please mark the ballot to show the way you are leaning at the present time?

(INTERVIEWER: IF RESPONDENT STILL CAN'T DECIDE, OR REFUSES TO MARK THE BALLOT, PLEASE WRITE THAT ON THE BALLOT AND BE SURE TO DROP IT INTO THE BOX. CHECK APPROPRIATE NUMBER BELOW AS A RECORD OF WHAT RESPONDENT DID)

CHECKED BALLOT.....1  
CHECKED BALLOT ONLY AFTER 3b.....2  
REMAINED UNDECIDED AFTER 3b.....3  
REFUSED.....4  
DNS - 5

4a. Did you vote in the last Federal election on July 4, 1974?

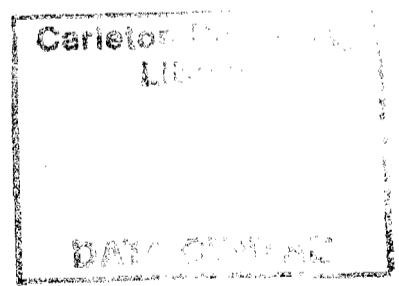
YES..... 15-  
NO.....1  
TOO YOUNG TO VOTE.....2

IF "YES", ASK:

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

LIBERAL.....3 SOCIAL CREDIT.....6  
PROG. CONS...4 CREDITISTE.....7  
N.D.P.....5 LAB. PROG.....8

OTHER (WRITE IN).....9  
DON'T REMEMBER....0  
REFUSED.....X  
DNS - 4



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?"

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

ENGLISH.....<sup>67</sup>1  
FRENCH.....2  
OTHER (WRITE IN) \_\_\_\_\_ 3  
*DNS* *H*

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

	<u>SOME</u>	<u>GRADUATED</u>
PUBLIC (GRADES 1-8)..... <sup>69</sup> 1		2
SECONDARY/HIGH (Grades 9-13).....3		4
TECHNICAL.....5		6
UNIVERSITY.....7		8
NO FORMAL SCHOOLING.....9		
REFUSED... <i>DNS</i> .....0		<i>V</i>

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

YES.....<sup>74</sup>1  
NO.....2  
*DNS -3*

What was the year of your birth?

YEAR \_\_\_\_\_ *75/76*

RECORD IF: MAN.....<sup>77</sup>1  
WOMEN.....2

RECORD IF: FARM.....<sup>79</sup>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)

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

SAMPLE CHARACTERISTICS

11-1-A

Based on eligible voters - 2001

<u>NATIONAL</u>	NUMBER 2001	PERCENT 100%
<u>Region:</u>		
Atlantic	209	10
Quebec	544	27
Ontario	714	36
Prairies	332	17
British Columbia	202	10
<u>Community Size:</u>		
Over 100,000	1031	52
10,000 - 100,000	506	25
Under 10,000	464	23
<u>Sex:</u>		
Male	992	50
Female	1009	50
<u>Age:</u>		
18 to 29 years	614	31
30 to 49 years	706	35
50 years and over	655	33
Did not state	26	1
<u>Education:</u>		
Elementary or less	395	20
Secondary	1240	62
University	354	18
Refused	12	1
<u>Mother Tongue:</u>		
English	1194	60
French	558	28
Other	248	12
Not Stated	1	*

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

\* Less than 0.5 percentage points.

MASTER 424-A

1425

TELEPHONE REPORTING FORM

Assign. # Cal 1, 2, 3, 4

	Q.1a,b,c, Interest (1 to 6)	Q.2a,b Certainty of Vote (1 to 6)	Q.3a,b BALLOT (Party Name)	After G. Job When Ballot Marked (1 to 4)	Q.4a,b Past Vote (1 to 9,0,X)	First Language (1 to 3)	BASIC DATA			
							Education (1 to 9,0)	Union Hshid. (1 or 2)	Year of Birth (last 2 digits)	Sex (1 or 2)
First Respondent DK/NS/REF 01	7	7		5	V	4	0, X	3		3
Second Respondent 02			CODE: 1. LIB 2. P.C.						98 = REF 1700	
Third Respondent 03			3. NDP 4. CREB 5. S.C.						99 = REF 1805	
Fourth Respondent 04			6. LAB PROG 7 OTHER 8 UNDEC.							
Fifth Respondent 05			9 REF.							
Sixth Respondent 06										
Seventh Respondent 07										
Eighth Respondent 08										
Ninth Respondent 09										
Tenth Respondent 10										

SIGNATURE \_\_\_\_\_ CITY/TOWN/AREA \_\_\_\_\_