

51-4 Serial # Master October IV National
 21-1060 Cols 9-11 Job #
 Col 12 Study # within month

Cols 5-8
 Assin #

INTERVIEWER
 N'T READ ALOUD WORDS
 IN CAPITAL LETTERS

GALLUP

WOULD LIKE YOUR OPINION

CIRCLE APPROPRIATE NUMBERS
 OR CHECK BOXES

443-4
 Oct/80

SUGGESTED INTRODUCTION: Good day. I'm from the Gallup Organization, and I'd like to talk to you about a few topics on national public opinion and on marketing.

ard I

ME INTERVIEW
 ARTED:

SECTION I -- ASK EVERYONE

In your opinion, what is the most important problem facing this country today? MARK ONE ONLY
 DO NOT READ LIST

13-

HIGH COST OF LIVING, INFLATION-----1
 UNEMPLOYMENT-----2
 DISSATISFACTION WITH GOVERNMENT-----3
 CRIME/VIOLENCE-----4
 ENERGY PROBLEMS-----5
 STRIKES, LABOR UNREST-----6
 RACE RELATIONS/RACISM-----7
 FOREIGN POLICY/RELATIONS WITH OTHER COUNTRIES-----8
 PEACE/WAR-----9
 DEFENSE/SECURITY-----0

OTHER(SPECIFY) _____

Canadian Unity ^x
 None ~~10~~ ~~11~~ ~~12~~ ~~13~~ ~~14~~ ~~15~~ ~~16~~ ~~17~~ ~~18~~ ~~19~~ ~~20~~ ~~21~~ ~~22~~ ~~23~~ ~~24~~ ~~25~~ ~~26~~ ~~27~~ ~~28~~ ~~29~~ ~~30~~ ~~31~~ ~~32~~ ~~33~~ ~~34~~ ~~35~~ ~~36~~ ~~37~~ ~~38~~ ~~39~~ ~~40~~ ~~41~~ ~~42~~ ~~43~~ ~~44~~ ~~45~~ ~~46~~ ~~47~~ ~~48~~ ~~49~~ ~~50~~ ~~51~~ ~~52~~ ~~53~~ ~~54~~ ~~55~~ ~~56~~ ~~57~~ ~~58~~ ~~59~~ ~~60~~ ~~61~~ ~~62~~ ~~63~~ ~~64~~ ~~65~~ ~~66~~ ~~67~~ ~~68~~ ~~69~~ ~~70~~ ~~71~~ ~~72~~ ~~73~~ ~~74~~ ~~75~~ ~~76~~ ~~77~~ ~~78~~ ~~79~~ ~~80~~ ~~81~~ ~~82~~ ~~83~~ ~~84~~ ~~85~~ ~~86~~ ~~87~~ ~~88~~ ~~89~~ ~~90~~ ~~91~~ ~~92~~ ~~93~~ ~~94~~ ~~95~~ ~~96~~ ~~97~~ ~~98~~ ~~99~~ ~~100~~ ~~101~~ ~~102~~ ~~103~~ ~~104~~ ~~105~~ ~~106~~ ~~107~~ ~~108~~ ~~109~~ ~~110~~ ~~111~~ ~~112~~ ~~113~~ ~~114~~ ~~115~~ ~~116~~ ~~117~~ ~~118~~ ~~119~~ ~~120~~ ~~121~~ ~~122~~ ~~123~~ ~~124~~ ~~125~~ ~~126~~ ~~127~~ ~~128~~ ~~129~~ ~~130~~ ~~131~~ ~~132~~ ~~133~~ ~~134~~ ~~135~~ ~~136~~ ~~137~~ ~~138~~ ~~139~~ ~~140~~ ~~141~~ ~~142~~ ~~143~~ ~~144~~ 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What is the ideal number of children for a family to have? CIRCLE APPROPRIATE NUMBER, OR CHECK BOX

14-

1 2 3 4 5 6 7 8 9 OR MORE

() NONE - 0
 () DON'T KNOW - X
 NS - 11

So far as you are concerned, do you think that 1981 will be better or worse than 1980?

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

15-
 NS - 5

Looking ahead to next year, 1981, do you think:

The number of unemployed (in this country) will increase, decrease, or remain the same?

INCREASE-----1
 DECREASE-----2
 REMAIN THE SAME-----3
 DON'T KNOW-----4

16-
 NS - 5

Will strikes and industrial disputes (in this country) increase, decrease or remain the same?

INCREASE-----6
 DECREASE-----7
 REMAIN THE SAME-----8
 DON'T KNOW-----9

NS - 0

Will it be a year of economic prosperity, or economic difficulty, or remain the same?

ECONOMIC PROSPERITY-----1
 ECONOMIC DIFFICULTY-----2
 REMAIN THE SAME-----3
 DON'T KNOW-----4

17-
 NS - 5

Will it be a peaceful year more or less free of international disputes, a troubled year with much international discord, or remain the same?

PEACEFUL YEAR-----6
 TROUBLED YEAR-----7
 REMAIN THE SAME-----8
 DON'T KNOW-----9

NS - 0

BASIC DATA SECTION: 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?"

ASK EVERYONE

What is your marital status? SINGLE-----1 MARRIED-----2 WID/DIV/SEP-----3

What was the language you first spoke in childhood and still understand? ENGLISH-----1 FRENCH-----2 OTHER(SPECIFY)-----3

Now for a question on religion. What is your religious preference - Protestant, Roman Catholic or Jewish? PROTESTANT-----1 JEWISH-----2 ROMAN CATHOLIC-----3 OTHER(SPECIFY)-----4 NO RELIGIOUS PREFERENCE-----5

Which of these was the last school that you attended? HAND CARD "Q" Did you graduate from...(LEVEL OF SCHOOLING ATTAINED)? RECORD BELOW

Table with columns: SOME, GRADUATED. Rows: PUBLIC/GRADE SCHOOL, SECONDARY SCHOOL, UNIVERSITY, POST SECONDARY & NON-UNIVERSITY, COMMUNITY COLLEGE, C.E.G.E.P., OTHER, NO FORMAL SCHOOLING, REFUSED.

What is your occupation? SPECIFIC JOB: TYPE OF COMPANY: CHECK IF: () STUDENT () HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB? TYPE OF COMPANY?

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

How many would be under 10 years?

How many would be between 10 & 17 years?

Are you, yourself a member of a trade union, or is your husband/wife a trade union member?

YES, MYSELF YES, SPOUSE NO

What was the year of your birth? YEAR:

RECORD IF: MAN WOMAN

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

Table with columns: Income ranges (e.g., UNDER \$6,000, \$6,000 - \$7,999, etc.) and corresponding numbers (1-9).

RECORD IF: FARM RURAL, NON-FARM URBAN

TIME INTERVIEW ENDED:

(PLEASE PRINT)

NAME OF RESPONDENT: TELEPHONE:

ADDRESS: CITY: PROV:

DATE OF INTERVIEW: POSTAL CODE:

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW --- INTERVIEWER'S SIGNATURE:

*** A VALIDATION CHECK WILL BE MADE ON ALL INTERVIEWERS' WORK

GALLUP DESIRE VOTRE OPINION

NE PAS A HAUTE
LE TEXTE EN LETTRES
MAJUSCULES

PRESENTATION SUGGEREE: Bonjour, je suis de l'organisation de Gallup et j'aimerais discuter avec vous de différents sujets sur l'opinion publique nationale et sur le marketing.

HEURE DE COMMENCEMENT
DE L'ENTREVUE: _____

SECTION 1 - DEMANDEZ A TOUS

1. Selon vous, quel est le plus important problème auquel le pays fait actuellement face? UNE SEULE REponse.
NE LITSEZ PAS LA LISTE

- COUT ELEVE DE LA VIE, INFLATION.....1
- CHOMAGE.....2
- MECONTENTEMENT ENVERS LE GOUVERNEMENT.....3
- CRIME/VIOLENCE.....4
- PROBLEMES ENERGETIQUES.....5
- GREVES, AGITATION SYNDICALE.....6
- RELATIONS ENTRE LES RACES HUMAINES/RACISME.....7
- POLITIQUE ETRANGERE/RELATIONS AVEC LES AUTRES PAYS.....8
- PAIX/GUERRE.....9
- DEFENSE/SECURITE.....0
- AUTRE(PRECISEZ).....

X

2. Idéalement, quel est le nombre d'enfants qu'une famille doit avoir? ENCERCLEZ LE NOMBRE APPROPRIE, OU COCHEZ LA CASE.

- 1^H 1 2 3 4 5 6 7 8 9 OU PLUS
- () AUCUN
() NE SAIS PAS

3. En ce qui vous concerne, croyez-vous que 1981 sera mieux ou pire que l'année 1980?

- MIEUX.....1 15
- PIRE.....2
- MEME CHOSE.....3
- NE SAIS PAS.....4

4. Selon votre perception de l'année 1981, croyez-vous:

- a. Que le nombre de chômeurs (dans ce pays) augmentera, diminuera ou demeurera inchangé?
- AUGMENTERA.....1 16
- DIMINUERA.....2
- DEMEURERA INCHANGE.....3
- NE SAIS PAS.....4
- b. Que les grèves ou les différends industriels (dans ce pays) augmenteront, diminueront ou demeureront inchangés?
- AUGMENTERONT.....6
- DIMINUERONT.....7
- DEMEURERONT INCHANGES.....8
- NE SAIS PAS.....9
- c. Que ce sera une année de prospérité ou de difficultés économiques ou si la situation demeurera inchangée?
- PROSPERITE ECONOMIQUE.....1 17
- DIFFICULTES ECONOMIQUES.....2
- DEMEURERA INCHANGEE.....3
- NE SAIS PAS.....4
- d. Que ce sera une année paisible plus ou moins exempte de mésententes internationales, une année plutôt mouvementée avec des désaccords internationaux, ou si la situation demeurera inchangée?
- ANNEE PAISIBLE.....6
- UNE ANNEE MOUVEMENTEE.....7
- DEMEURERA INCHANGEE.....8
- NE SAIS PAS.....9

ENQUETEUR: PRESENTEZ CETTE SECTION DE LA FACON SUIVANTE: "Maintenant, puis-je vous poser quelques questions afin de m'assurer que je m'adresse à une personne bien représentative de cette localité."

DEMANDEZ A TOUS:

Quel est votre statut marital? 65-
 CELIBATAIRE-----1
 MARIE-----2
 VEUVE, DIVORCE, SEPARÉ-----3

Langue maternelle - quelle est la première langue que vous avez parlée dans votre enfance et qui vous est encore familière? 66-
 ANGLAISE-----1
 FRANÇAISE-----2

AUTRE(PRECISEZ) 3

Maintenant une question sur la religion. Quelle religion préférez-vous - Protestante, Catholique, Romaine ou Juive? 67-

PROTESTANTE-----1
 JUIVE-----2
 CATHOLIQUE ROMAINE-----3
 AUTRE(PRECISEZ) 4
 PREFERE AUCUNE RELIGION-----5

Quelle est la dernière école que vous avez fréquentée? PASSEZ LA CARTE "Q"

Avez-vous gradué (niveau de scolarité atteint)? INSCRIRE CI-DESSOUS

	EN PARTIE	GRADUE
ECOLE PRIMAIRE-----	1 ⁶⁸⁻	2
ECOLE SECONDAIRE-----	3	4
UNIVERSITE-----	7	8
POST SECONDAIRE & AUCUNE UNIVERSITE:		
C.E.G.E.P.-----	5	6
AUTRE(SPECIFIEZ)-----	5	6
AUCUNE INSTRUCTION SCOLAIRE-----	9	
REFUSE-----	0	

Quelle est votre occupation?

TYPE DE TRAVAIL PRECIS? _____

TYPE DE COMPAGNIE? 69-

COCHEZ SI: () ETUDIANT
 () MENAGERE

OCCUPATION DU CHEF DE FAMILLE:

PRECISEZ LE TRAVAIL? _____

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 sont âgées moins de 10 ans?

72- 0 1 2 3 4 OU PLUS

Combien sont âgées de 10 et 17 ans?

73- 0 1 2 3 4 OU PLUS

Etes-vous syndiqué, ou votre conjoint est-il/elle syndiqué/e?

OUI, MOI MEME-----1 74-
 OUI, MON EPOUX(USE)-----2
 NON-----3

En quelle année êtes-vous né?

ANNEE _____

INSCRIVEZ SEXE: HOMME -----1 77- FEMME-----2

PASSEZ LA CARTE "R"

Quel chiffre sur cette carte représente le revenu total annuel de votre famille tous revenus, inclus avant déduction des taxes?

MOINS DE \$6,000-----1 ⁷⁸⁻	\$13,000 - \$14,999---5
\$6,000 - \$7,999-----2	\$15,000 - \$19,999---6
\$8,000 - \$9,999-----3	\$20,000 - \$29,999---7
\$10,000 - \$12,999-----4	\$30,000 ET PLUS-----8
	REFUS-----9

INDIQUEZ SI: FERME-----1 79-
 RURAL MAIS NON FERME-----2
 URBAIN-----3

Pouvons-nous dans l'avenir recommuniquer avec vous afin de conduire une courte entrevue?

OUI-----1

NON-----2

L'INTERVIEW A PRIS FIN A: _____

(VEUILLEZ INSCRIRE EN LETTRES MOULEES)

NOM DU REpondant: _____ TELEPHONE: _____

ADRESSE: _____ VILLE: _____ PROV: _____

DATE DE L'INTERVIEW: _____ CODE POSTAL: _____

J'ATTESTE CI-CONTRE L'AUTHEMATICITE

ET L'HONNETETE DE CETTE INTERVIEW -- SIGNATURE DE L'INTERVIEWEUR: _____

***UN RAPPEL DE VERIFICATION SERA FAIT SUR LE TRAVAIL DE TOUS LES INTERVIEWEURS

• SAMPLE CHARACTERISTICS

<u>NATIONAL</u>	<u>NUMBER</u>	<u>PERCENT</u>
	1053	100%
<u>Region:</u>		
Atlantic	109	10
Quebec	280	27
Ontario	389	37
Prairies	157	15
British Columbia	118	11
<u>Community Size:</u>		
Over 100,000	541	51
10,000 - 100,000	159	15
Under 10,000	353	34
<u>Sex:</u>		
Male	525	50
Female	528	50
<u>Age:</u>		
18 to 29 years	334	32
30 to 49 years	363	34
50 years and over	340	32
Did not state	16	2
<u>Education:</u>		
Elementary or less	199	19
Secondary	668	63
University	183	17
Refused	3	*
<u>Income:</u>		
Under \$10,000	165	16
\$10,000 - \$19,999	265	25
\$20,000 - \$29,999	179	17
\$30,000 and over	193	18
Refused	251	24
<u>Occupation:</u>		
Prof./executive	228	22
Sales/clerical	141	13
Labour	356	34
Other	313	30
<u>Mother Tongue:</u>		
English	610	58
French	300	28
Other	143	14

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

*Less than 0.5 percentage points

Reproduce the following from GP 443-4 Card I

Q#	Col.#	REPRODUCE IN	TAPE POSITION
	1-4	" "	1-4
	5-8	" "	5-8
	9-11	" "	9-11
	12	" "	12
	13 Reject	" "	13 Reject
2	14(1-9,0,X,V)	" "	14(1-9,0,X,V)
3	15(1-5)	" "	15(1-5)
4a	16(1-5)	" "	16(1-5)
4c	17(1-5)	" "	17(1-5)
4b	16(6-9,0)	" "	18(6-9,0)
4d	17(6-9,0)	" "	19(6-9,0)
1	13-1	" "	20-1
	13-2	" "	21-1
	13-3	" "	22-1
	13-4	" "	23-1
	13-5	" "	24-1
	13-6	" "	25-1
	13-7	" "	26-1
	13-8	" "	27-1
	13-9	" "	28-1
	13-0	" "	29-1
	13-X	" "	30-1
	13-V	" "	31-1
	79-1	" "	32-1
	79-2	" "	33-1
	79-3	" "	34-1
			35-64 BLANK
	REPRODUCE BASIC DATA AS IS COLS. 65-78	" "	65-78
			79 BLANK
			80-1

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WEIGHTINGS GP 443-4

	<u>Male</u>	<u>Female</u>
18 to 29 years	1.18	1.27
30 to 49 years	0.98	0.81
50 years and over	0.94	0.98

	1	2	3	4	5	6	7	8	9	0	X	Y	REJECT	ANSW	MENT
COL 1	54	0	0	0	0	0	0	0	0	999	0	0	0	1053	1053
COL 2	100	100	100	100	100	100	100	100	100	153	0	0	0	1053	1053
COL 3	110	110	110	110	104	100	100	100	100	109	0	0	0	1053	1053
COL 4	106	106	106	105	105	105	105	105	105	105	0	0	0	1053	1053
COL 5	10	30	40	279	393	40	40	72	120	29	0	0	0	1053	1053
COL 6	390	151	79	81	101	251	0	0	0	0	0	0	0	1053	1053
COL 7	231	100	80	59	51	42	30	30	20	410	0	0	0	1053	1053
COL 8	783	180	20	20	0	10	20	20	0	0	0	0	0	1053	1053
COL 9	0	0	0	1053	0	0	0	0	0	0	0	0	0	1053	1053
COL 10	0	0	0	1053	0	0	0	0	0	0	0	0	0	1053	1053
COL 11	0	0	1053	0	0	0	0	0	0	0	0	0	0	1053	1053
COL 12	0	0	0	1053	0	0	0	0	0	0	0	0	0	1053	1053
COL 13	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 14	20	551	256	109	15	7	0	0	1	22	70	2	0	1053	1053
COL 15	262	516	230	43	2	0	0	0	0	0	0	0	0	1053	1053
COL 16	599	120	289	44	1	0	0	0	0	0	0	0	0	1053	1053
COL 17	87	607	522	36	1	0	0	0	0	0	0	0	0	1053	1053
COL 18	0	0	0	0	0	566	101	330	53	3	0	0	0	1053	1053
COL 19	0	0	0	0	0	81	579	330	62	1	0	0	0	1053	1053
COL 20	498	0	0	0	0	0	0	0	0	0	0	0	555	498	498
COL 21	138	0	0	0	0	0	0	0	0	0	0	0	915	138	138
COL 22	89	0	0	0	0	0	0	0	0	0	0	0	964	89	89
COL 23	17	0	0	0	0	0	0	0	0	0	0	0	1036	17	17
COL 24	111	0	0	0	0	0	0	0	0	0	0	0	942	111	111
COL 25	33	0	0	0	0	0	0	0	0	0	0	0	1020	33	33
COL 26	7	0	0	0	0	0	0	0	0	0	0	0	1046	7	7
COL 27	4	0	0	0	0	0	0	0	0	0	0	0	1049	4	4
COL 28	9	0	0	0	0	0	0	0	0	0	0	0	1044	9	9
COL 29	2	0	0	0	0	0	0	0	0	0	0	0	1051	2	2
COL 30	66	0	0	0	0	0	0	0	0	0	0	0	987	66	66
COL 31	38	0	0	0	0	0	0	0	0	0	0	0	965	38	38
COL 32	90	0	0	0	0	0	0	0	0	0	0	0	963	90	90
COL 33	207	0	0	0	0	0	0	0	0	0	0	0	846	207	207
COL 34	756	0	0	0	0	0	0	0	0	0	0	0	297	756	756
COL 35	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 36	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 37	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 38	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 39	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 40	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 41	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 42	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 43	0	0	0	0	0	0	0	0	0	0	0	0	053	0	0
COL 44	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0

45-50 Blank

COL 55	0	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 56	0	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 57	0	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 58	0	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 59	0	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 60	0	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 61	0	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 62	0	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 63	0	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 64	0	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0
COL 65	208	727	118	0	0	0	0	0	0	0	0	0	0	0	1053	1053
COL 66	610	297	146	0	0	0	0	0	0	0	0	0	0	0	1053	1053
COL 67	416	22	486	26	103	0	0	0	0	0	0	0	0	0	1053	1053
COL 68	95	109	220	270	59	109	70	112	5	4	0	0	0	0	1053	1053
COL 69	85	78	28	97	163	63	57	309	56	112	0	0	5	1048	1048	
COL 70	88	145	48	92	263	87	90	49	17	159	0	0	15	1038	1038	
COL 71	90	305	204	228	139	84	3	0	0	0	0	0	0	1053	1053	
COL 72	152	128	38	9	19	0	0	0	0	707	0	0	0	1053	1053	
COL 73	183	95	26	10	15	0	0	0	0	724	0	0	0	1053	1053	
COL 74	178	101	742	13	19	0	0	0	0	0	0	0	0	1053	1053	
COL 75	112	153	165	224	247	60	0	0	34	58	0	0	0	1053	1053	
COL 76	93	127	94	79	107	99	91	115	131	117	0	0	0	1053	1053	
COL 77	514	539	0	0	0	0	0	0	0	0	0	0	0	1053	1053	
COL 78	76	50	38	69	66	124	180	192	258	0	0	0	0	1053	1053	
COL 79	0	0	0	0	0	0	0	0	0	0	0	0	1053	0	0	
COL 80	1053	0	0	0	0	0	0	0	0	0	0	0	0	1053	1053	