

CARD # = COLS. 01-02
SERIAL # = COLS. 03-06

WOULD LIKE YOUR OPINION

463-1

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.

SECTION I - ASK EVERYONE 01

1. How would you describe business conditions in this community - would you say they are very good, good, not too good, or bad?
 - VERY GOOD-----1-16
 - GOOD-----2
 - NOT TOO GOOD-----3
 - BAD-----4
 - DON'T KNOW-----5
 - NS-----6

2. How do you think business conditions in this community will be six months from now - very good, good, not too good, or bad?
 - VERY GOOD-----1-17
 - GOOD-----2
 - NOT TOO GOOD-----3
 - BAD-----4
 - DON'T KNOW-----5
 - NS-----6

3. Would you favor or oppose the imposition of wage and price controls by the Federal Government?
 - FAVOR-----1-18
 - OPPOSE-----2
 - DON'T KNOW-----3
 - NS-----4

4. Some commentators have suggested that Canada withdraw from the North Atlantic Treaty Organization (NATO), cancel its joint defense agreement with the United States, and adopt a policy of neutrality.

Would you agree or disagree with this proposal?

 - AGREE-----1-19
 - DISAGREE-----2
 - OK/NO OPINION-----3
 - NS-----4

5. Are you satisfied with the present Canadian Defence policies, or do you think there is need to take a new look at our defence policies?
 - SATISFIED-----1-20
 - DISSATISFIED-----2
 - OK/NO OPINION-----3
 - NS-----4

6. In your opinion, are the chances of a nuclear war breaking out greater, or less great than they were ten years ago?
 - GREATER-----1-21
 - LESS GREAT-----2
 - THE SAME-----3
 - DON'T KNOW-----4
 - NS-----5

7. In the situation in the Middle East, are your sympathies more with Israel or more with the Arab States?
 - ISRAEL-----1-22
 - ARAB STATES-----2
 - NEITHER-----3
 - OK/NO OPINION-----4
 - NS-----5

8. Do you or do you not think that the United Nations should be given the authority to conduct referendums in each member country to assess public opinion on nuclear disarmament?
 - YES, SHOULD-----1-23
 - NO, SHOULD NOT-----2
 - DON'T KNOW-----3
 - NS-----4

9. If such a world-wide referendum were held, how would you, as a Canadian, vote - in favor, or opposed to total nuclear disarmament?
 - IN FAVOR-----1-24
 - OPPOSED-----2
 - DON'T KNOW-----3
 - NS-----4

- 10a. Now thinking about U.S. capital investment in Canada - do you think there is enough now or would you like to see more U.S. capital invested in this country?
 - ENOUGH NOW-----1-25
 - LIKE TO SEE MORE-----2
 - LIKE TO SEE LESS-----3
 - DON'T KNOW-----4
 - NS-----5

- b. Some experts are suggesting that Canada should buy back a majority control - say 51% - of U.S. companies in Canada. Even though it might mean a big reduction in our standard of living, would you approve of this or not?
 - APPROVE-----1-26
 - DISAPPROVE-----2
 - QUALIFIED(SPECIFY)-----3
 - NS-----5
 - DON'T KNOW-----4

11. Speaking of the 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-----1-27
 - BIG LABOR-----2
 - BIG GOVERNMENT-----3
 - DON'T KNOW-----4
 - NS-----5

- 12a. In general, would you say that you are satisfied or dissatisfied with the direction in which this country is going?
 - SATISFIED-----1-28
 - DISSATISFIED-----2
 - NS/NO OPINION-----3] - SKIP TO Q. 13A

IF "SATISFIED" OR "DISSATISFIED" ASK:

b. Why?

	29
	30
	31
Carleton University	32
Library	33
	34

DATA CENTRE

463-1

13a. Interest rates have been high in Canada for some time now.

In your case, would you say, overall, that you have gained or lost, due to the high interest rates?

- GAINED-----1 ⁻³⁵
- LOST-----2
- NEITHER-----3
- DON'T KNOW-----4

b. Is there anything that you have delayed or put off doing or buying because of high interest rates?

- YES-----1
 - NO-----2
 - DON'T KNOW-----3
 - NS-----4
- 36
-] SKIP TO Q. 14

IF "YES" ASK:

c. What have you delayed or put off doing? ACCEPT MULTIPLE RESPONSE.

- BUYING, REPAIRING, MAINTAINING HOME-----1-37
- BUYING HOUSEHOLD APPLIANCES/ FURNISHINGS-----2
- BUYING CAR/TRUCK/VEHICLE-----3
- OTHER PURCHASE(SPECIFY) _____ 4-40
- HOLIDAY, TRIP, TRAVEL-----5
- OTHER(SPECIFY) _____ 6-42
- DK/NS-----7

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

- LIBERAL-----1-48
- PROG. CONS.-----2
- N.D.P.-----3
- CREDITISTE-----4
- SOCIAL CREDIT-----5
- OTHER PARTY (WRITE IN) _____ 6
- UNDECIDED-----7
- NS/REFUSED-----8
- NOT ELIGIBLE-----9

16. Did you vote in the last federal election on February 18, 1980?

- YES----- _____
- NO-----1-49
- TOO YOUNG-----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 (WRITE IN) _____ 8
- DON'T REMEMBER-----9
- NS/REFUSED-----0

MEN: Are you the male head of the household?

WOMEN: Are you the female head of the household?

YES-----1-63 NO-----2 NS--3

ASK EVERYONE:

Are you employed outside the home full-time, part-time or not at all?

FULL-TIME-----1-64
PART-TIME-----2
NOT AT ALL-----3 NS--4

ASK EVERYONE

What is your marital status?

SINGLE-----1 65-
MARRIED-----2
WID/DIV/SEP-----3
NS--4

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

ENGLISH-----1 66-
FRENCH-----2 NS--4
OTHER(SPECIFY) _____ 3

Now for a question on religion. What is your religious preference - Protestant, Roman Catholic or Jewish?

PROTESTANT-----1 67-
JEWISH-----2
ROMAN CATHOLIC-----3
OTHER(SPECIFY) _____ 4
NS/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

	SOME	GRADUATED
PUBLIC/GRADE SCHOOL-----1 68-	2	
SECONDARY SCHOOL-----3	4	
UNIVERSITY-----7	8	
POST SECONDARY & NON-UNIVERSITY		
COMMUNITY COLLEGE-----5	6	
C.E.G.E.P.-----5	6	
OTHER _____ 5	6	
(SPECIFY)		
NO FORMAL SCHOOLING-----9		
NS/REFUSED-----0		

What is your occupation?

SPECIFIC JOB: _____

TYPE OF COMPANY: _____ 69-

CHECK IF: () STUDENT
() HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY 463-1

SPECIFIC JOB? _____

TYPE OF COMPANY? _____ 70-

How many people, including yourself, are there in this household? NS--7

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? NS--5

73- 0 1 2 3 4 OR MORE

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

YES, MYSELF-----1 74- NS--4
YES, SPOUSE-----2
NO-----3
BOTH-----5

What was the year of your birth?

YEAR: _____ 75/76

RECORD IF: MAN-----1 WOMAN-----2 77-

HAND CARD "R": Which number on this card corresponds to your total annual family income from all sources, before tax deductions? 78-

UNDER \$6,000-----1	\$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 & OVER-----8
NS/REFUSED-----9	

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

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