

CARD# - COL 01-02
 SERIAL # COL 03-06
 ASSIGNMENT # COL 07-10

STUDY # COL 11-13
 WEEK # COL 14
 COL 15 - BLANK

INTERVIEWER
 DON'T READ ALOUD WORDS
 IN CAPITAL LETTERS

GALLUP

WOULD LIKE YOUR OPINION

CIRCLE APPROPRIATE NUMBERS
 OR CHECK BOXES

462-1
 JUNE/82

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.

TIME INTERVIEW
 STARTED: _____

SECTION I - ASK EVERYONE - 01

1. What do you think is the most important problem facing this country today?

- ECONOMIC, INFLATION, HIGH PRICES-----1-16
- UNEMPLOYMENT-----2
- LABOR UNIONS/STRIKES-----3
- NATIONAL UNITY, QUEBEC SEPARATION-----4
- ENERGY, OIL, GAS PROBLEMS-----5
- GOVERNMENT-----6
- OTHER (SPECIFY) _____ 7

DK/CAN'T SAY-----8
 NS - - - - 9

2. Which do you think the government should give greater attention to - trying to curb inflation, or trying to reduce unemployment?

- CURB INFLATION-----1-17
- REDUCE UNEMPLOYMENT-----2

DK/NO OPINION-----3
 NS - - - - 4

3. As you know, the economy is now in a recession, with employment and productivity far below what they were a year ago. What's your best guess - do you think the recession will become worse during the next three months, or do you think the economy will begin to recover?

- BEGIN TO RECOVER-----1-18
- BECOME WORSE-----2
- STAY THE SAME-----3

DK/NO OPINION-----4
 NS - - - - 5

4a. Are you employed outside the home full-time, part-time or not at all?

- FULL-TIME-----1-19
- PART-TIME-----2
- NOT AT ALL-----3] - SKIP TO Q.5
- DK/NS - - - - 4

IF "FULL" OR "PART" TIME ASK:

b. If you were to lose the job you now have, do you think it would be easy to get another job as good, or would it be difficult?

- EASY-----1-20
- DIFFICULT-----2
- DK/NOT SURE-----3
- NS - - - - 4

c. Would you be prepared to accept less money or lower status to get another job?

- YES-----1-21
- NO-----2

QUALIFIED (SPECIFY) _____ 3

DK/NOT SURE-----4
 NS - - - - 5

d. Suppose you were faced with the choice of losing the job you now have or taking a pay cut of 10 percent - which would you do?

- LOSE JOB-----1-22
- TAKE 10 PERCENT CUT-----2
- DK/NOT SURE-----3
- NS - - - - 4

ASK EVERYONE:

5a. Have you ever had the opportunity to learn to swim?

- YES-----1-23
- NO-----2] SKIP TO Q.6
- DK/NS - - - - 3

b. Thinking about yourself today, would you say you were above average in swimming, average, below average, or don't you feel you could swim at all?

- ABOVE AVERAGE-----1-24
- AVERAGE-----2
- BELOW AVERAGE-----3
- COULDN'T SWIM AT ALL-----4
- DK/NS - - - - 5

ASK EVERYONE:

6. Do you recall having been in a small boat in the last two years?

- YES-----1-25
- NO-----2

DK/CAN'T RECALL-----3
 NS - - - - 4

7. Over the next year or so, which do you expect to rise most - prices, or your family income?

- PRICES-----1-26
- FAMILY INCOME-----2
- DON'T KNOW-----3
- NS - - - - 4

8. Do you think the Federal Government's policies for tackling the country's economic situation gives you a feeling that they are or are not handling the situation properly?

- YES, HANDLING PROPERLY-----1-27
- NO, NOT HANDLING PROPERLY-----2

DON'T KNOW-----3
 NS - - - - 4

9. Compared to other countries, how do you think Canada is faring in its attempt to control inflation - better than most, not as good as most or about the same?

- BETTER THAN MOST-----1-28
- NOT AS GOOD AS MOST-----2
- ABOUT THE SAME-----3

DON'T KNOW-----4
 NS - - - - 5

CONTINUED ON BACK

10. In your opinion, is there or is there not an energy crisis in Canada?

YES, IS-----1-29
 NO, IS NOT-----2
 DON'T KNOW-----3
 NS - - - - 4

11. 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-----1-30
 QUITE SERIOUS SHORTAGE-----2
 NO REAL SHORTAGE-----3
 DGN'T KNOW-----4
 NS - - - - 5

12a. 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.

	TRUDEAU	CLARK	BROADBENT
APPROVE-----	1-31	1-32	1-33
DISAPPROVE-----	2	2	2
OK/NO OPINION-----	3	3	3
NS - - - -	4	4	4

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

LIBERAL-----1-34
 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

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

YES----- NO-----1-35
 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

15a. Suppose for a moment that Pierre Trudeau announces his resignation as leader of the Liberal Party.

On this card are the names of possible federal party leaders. HAND CARD 1.

If an election were held today, and these men headed the three main parties, which way would you vote - Liberal, P.C., N.D.P. or some other party?

LIBERAL (MACDONALD)-----1-36
 P.C. (CLARK)-----2
 N.D.P. (BROADBENT)-----3

OTHER PARTY (SPECIFY) _____

 4

NS DON'T KNOW/UNDECIDED-----5
 REFUSED-----6
 NONE - - - - 7

462-1

b. Now, suppose that Joe Clark announced his resignation as leader of the P.C. Party.

On this card are the names of possible federal party leaders. HAND CARD 2.

If an election were held today, and these men headed the three main parties, which way would you vote - Liberal, P.C., N.D.P. or some other party?

LIBERAL (MACDONALD)-----1-37
 P.C. (LOUGHEED)-----2
 N.D.P. (BROADBENT)-----3

OTHER PARTY (SPECIFY) _____

 4

NS DON'T KNOW/UNDECIDED-----5
 REFUSED-----6
 NONE - - - - 7
 HAND CARD 3

c. If an election were held today, and these men headed the three main parties, which way would you vote - Liberal, P.C., N.D.P. or some other party?

LIBERAL (MACDONALD)-----1-38
 P.C. (DAVIS)-----2
 N.D.P. (BROADBENT)-----3

OTHER PARTY (SPECIFY) _____

 4

NS DON'T KNOW/UNDECIDED-----5
 REFUSED-----6
 NONE - - - - 7
 HAND CARD 4

d. If an election were held today, and these men headed the three main parties, which way would you vote - Liberal, P.C., N.D.P. or some other party?

LIBERAL (MACDONALD)-----1-39
 P.C. (MULRONEY)-----2
 N.D.P. (BROADBENT)-----3

OTHER PARTY (SPECIFY) _____

 4

NS DON'T KNOW/UNDECIDED-----5
 REFUSED-----6
 NONE - - - - 7

4
408-1

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?"

MEN: Are you the male head of the household?
WOMEN: Are you the female head of the household?
YES-----1-63 NO-----2 US--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
US--4

ASK EVERYONE
What is your marital status?
SINGLE-----1
MARRIED-----2
WID/DIV/SEP-----3
US--4

What was the language you first spoke in childhood and still understand?
66-
ENGLISH-----1
FRENCH-----2
OTHER(SPECIFY)-----3
US--4

Now for a question on religion. What is your religious preference - Protestant, Roman Catholic or Jewish?
67-
PROTESTANT-----1
JEWISH-----2
ROMAN CATHOLIC-----3
OTHER(SPECIFY)-----4
US/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 (SPECIFY)-----5		6
NO FORMAL SCHOOLING-----9		
REFUSED-----0		

What is your occupation?
SPECIFIC JOB: _____
TYPE OF COMPANY: _____ 69-
CHECK IF: () STUDENT
() HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY
SPECIFIC JOB? _____
TYPE OF COMPANY? _____ 70-

How many people, including yourself, are there in this household?
71- 1 2 3 4 5 6 OR MORE US=7

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 US=5

Are you, yourself a member of a trade union, or is your husband/wife a trade union member?
74-
YES, MYSELF-----1
YES, SPOUSE-----2 US=4
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
US/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