

Cols 01-02 = Card #
 Cols 03-06 = Serial #

cols 07-10 = Assignment #
 cols 11-13 = Study #
 col 14 = Week #
 col 15 = Blank

MASTER

INTERVIEWER
 DON'T READ ALOUD WORDS
 IN CAPITAL LETTERS

GALLUP

CIRCLE APPROPRIATE NUMBERS
 OR CHECK BOXES

WOULD LIKE YOUR OPINION

459-2
 MAR/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. Do you favor or oppose the censorship of motion pictures by a government-appointed body in this province?

SA FAVOR-----1 -16
 OPPOSE-----2
 DON'T KNOW-----3 4
 Not stated

2a. Do you usually work outside the home full-time, part-time or not at all?

FULL-TIME-----1
 PART-TIME-----2 - ASK Q. 2b

NOT AT ALL-----3
 DK/NS-----4 } skip to Q3

IF WORK OUTSIDE "FULL" OR "PART-TIME", ASK:
 b. Do you think your present job is safe - or do you think there is a chance you may become unemployed?

SAFE-----1 -18
 CHANCE OF BECOMING UNEMPLOYED---2

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

c. If you became unemployed, do you think you'd be able to find a new job fairly quickly - or do you think it might take longer?

FAIRLY QUICKLY-----1 -19
 MIGHT TAKE LONGER-----2
 WOULDN'T LOOK FOR A JOB-----3

DK/CAN'T SAY-----4
 NS

3. Do you have occasion to use alcoholic beverages such as liquor, wine or beer, or are you a total abstainer?

YES, USE-----1 -20
 NO, DO NOT, ABSTAINER-----2 3

DK/NS

4. Generally speaking, what do you think is the least amount of money a family of four - husband, wife and two children - needs each week to get along on in this community?

01-97
 98-98 or more
 OK/NS 99
 Circle first 2 digits
 () DON'T KNOW
 round off if necessary (ie. 175 = 18)

5. In your opinion, are the chances of an atomic war breaking out greater or less great than they were 10 years ago?

Greater-----1 -23
 Less great-----2
 The same-----3
 DON'T KNOW-----4
 NS

6. Which, if any, Canadian Prime Ministers can you name - alive or dead? DO NOT PROMPT

BENNETT-----1 -24
 CLARK-----2
 DIEFENBAKER-----3
 LAURIER-----4 -27
 MACDONALD-----5
 MACKENZIE KING-----6
 MEIGHEN-----7 -30
 PEARSON-----8
 ST. LAURENT-----9
 TRUDEAU-----0 -33
 OTHER (SPECIFY) Handtab v-34

DK/NS=
 X in col 34

7. Here is a card listing our Prime Ministers. Which one of these do you think will be remembered as our best Prime Minister? HAND CARD 1. NS=0 in col 36

SA SIR JOHN A. MACDONALD-----1 -35
 ALEXANDER MACKENZIE-----2
 SIR JOHN ABBOTT-----3
 SIR JOHN THOMPSON-----4
 SIR MACKENZIE BOWELL-----5
 SIR CHARLES TUPPER-----6
 SIR WILFRED LAURIER-----7
 SIR ROBERT BORDEN-----8
 ARTHUR MEIGHEN-----1 -36
 MACKENZIE KING-----2
 R.B. BENNETT-----3
 LOUIS ST. LAURENT--4
 JOHN DIEFENBAKER---5
 LESTER PEARSON-----6
 PIERRE TRUDEAU-----7
 JOE CLARK-----8
 DON'T KNOW-----9

8. Which one do you think will be remembered as the worst Prime Minister? NS=0 in col 38

SA SIR JOHN A. MACDONALD-----1 -37
 ALEXANDER MACKENZIE-----2
 SIR JOHN ABBOTT-----3
 SIR JOHN THOMPSON-----4
 SIR MACKENZIE BOWELL-----5
 SIR CHARLES TUPPER-----6
 SIR WILFRED LAURIER-----7
 SIR ROBERT BORDEN-----8
 ARTHUR MEIGHEN-----1 -38
 MACKENZIE KING-----2
 R.B. BENNETT-----3
 LOUIS ST. LAURENT--4
 JOHN DIEFENBAKER---5
 LESTER PEARSON-----6
 PIERRE TRUDEAU-----7
 JOE CLARK-----8
 DON'T KNOW-----9

9. What do you consider to be the world's greatest problem today? ONE ANSWER ONLY.

59
 40
 Catalog
 (old catalog from 1970)
 44
 42
 43
 44
 () DON'T KNOW

10. Generally speaking, do you think family life today is more successful, or less successful than it was in your parents' day?

MORE SUCCESSFUL-----1 -45
 LESS SUCCESSFUL-----2
 ABOUT THE SAME-----3
 DK/UNDECIDED-----4
 NS-----5

CONTINUED ON BACK

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11. How interested would you say you are in soccer - very interested, rather interested, a little interested, or not at all interested?

SA

VERY INTERESTED----1 - 46
 RATHER INTERESTED-----2
 A LITTLE INTERESTED-----3
 NOT AT ALL INTERESTED-----4
 DON'T KNOW-----5
 NS ----- 6

12a. If a federal election were held today, which party's candidate do you think you would favor?

SA

LIBERAL-----1 - 47	OTHER PARTY (WRITE IN)
PROG. CONS.----2	(Do Not Handtab) 6
N.D.P.-----3	UNDECIDED-----7
CREDITISTE----4	REFUSED-----8
SOCIAL CREDIT--5	NOT ELIGIBLE-----9

(If 1 to 6 is circled in 12a)

ASK ALL WHO MENTIONED A PARTY (Q.12a)

b. What would you say is stronger - your like of the... party (PARTY WILL VOTE FOR), or your dislike of the other parties?

LIKE OF PARTY-----1 - 48
 DISLIKE OF OTHER PARTIES-----2
 DK/ CAN'T SAY-----3
 NS ----- 4

~~ASK EVERYONE~~

13. 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	OTHER PARTY (WRITE IN)
PROG. CONS.----4	(Do Not Handtab) 8
N.D.P.-----5	DON'T REMEMBER-----9
CREDITISTE----6	NS/ REFUSED-----0
SOCIAL CREDIT--7	

5

459-2

BASIC DATA INTERVIEWER: INTRODUCE THIS SECTION AS FOLLOWS: "Now may I ask you a few questions so SECTION: 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?
ASK EVERYONE: Are you employed outside the home full-time, part-time or not at all?

ASK EVERYONE
What is your marital status? SINGLE, MARRIED, WID/DIV/SEP, OTHER(SPECIFY)

What was the language you first spoke in childhood and still understand? ENGLISH, FRENCH, OTHER(SPECIFY)

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

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: SCHOOLING LEVEL, SOME, GRADUATED

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?
71- 1 2 3 4 5 6 OR MORE OUS: 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

Are you, yourself a member of a trade union, or is your husband/wife a trade union member?
YES, MYSELF, YES, SPOUSE, NO, OUS

What was the year of your birth? YEAR: 75/76

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 RANGE, REFUSED

RECORD IF: FARM, RURAL, NON-FARM, URBAN

TIME INTERVIEW ENDED:

(PLEASE PRINT)

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

CONTINUED