

CARD# - COLS. 01-02

SERIAL# - COLS. 03-06

ASSIGNMENT# - COLS. 07-10

STUDY # COLS. 11-13

WEEK # COL 14

COL. 15 - BLANK

INTERVIEWER  
DON'T READ ALOUD WORDS  
IN CAPITAL LETTERS

GALLUP

CIRCLE APPROPRIATE NUMBERS  
OR CHECK BOXES

WOULD LIKE YOUR OPINION

461-1  
MAY/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. Which of these three statements comes closest to describing how you feel about your housing? HAND CARD 1.

NO INTENTION OF MOVING-----1-16  
UNSATISFACTORY AND WISH  
TO GET OUT IF POSSIBLE-----2  
UNSATISFACTORY, BUT WILL DO-----3  
OK/CAN'T SAY-----4  
NS-----5

2. Suppose you had to make the decision between fighting on all-out nuclear war or living under communist rule - how would you decide?

FIGHT NUCLEAR WAR-----1-17  
LIVE UNDER COMMUNISM-----2  
OK/UNDECIDED-----3  
NS-----4

3. In general, do you think Canadian women dominate their husbands - or do you think husbands dominate their wives? IF UNSURE ABOUT DOMINATE, REPEAT USING WORD "BOSS".

WIVES DOMINATE-----1-18  
HUSBANDS DOMINATE-----2  
BOTH EQUALLY/NEITHER-----3  
DON'T KNOW-----4  
NS-----5

4a. Have you seen or heard anything about the dispute between Argentina and Britain over the Falkland Islands?

YES-----1-19  
NO-----2-3  
OK/NS-----3 ] GO TO Q.5.

IF "YES", ASK:

b. Generally speaking, which country do you feel has the more legitimate claim to the Falkland Islands?

ARGENTINA-----1-20  
BRITAIN-----2  
OK/CAN'T SAY-----3  
NS-----4

c. As requested by the United Nations, do you think Argentina should or should not withdraw its forces from the Falkland Islands?

YES, SHOULD-----1-21  
NO, SHOULD NOT-----2  
DON'T KNOW-----3  
NS-----4

ASK EVERYONE:

5. Did you, yourself, happen to attend church or synagogue in the past seven days?

YES-----1-22  
NO-----2  
OK/NS-----3

6. At the present time, do you think that religion is increasing its influence on Canadian life or losing its influence?

INCREASING-----1-23  
LOSING-----2  
ABOUT THE SAME-----3  
OK/CAN'T SAY-----4  
NS-----5

7. Which, if any, of these things did you do last Sunday? HAND CARD 2

WENT TO CHURCH-----1-24  
WATCHED TV-----2  
LISTENED TO RADIO-----3

VISITED, ENTERTAINED FRIENDS OR  
RELATIVES-----4-27  
WENT FOR A DRIVE-----5  
WENT FOR A WALK-----6

WENT TO WORK - MY JOB-----7-30  
WORKED AT SOME HOBBY AT HOME-----8  
PARTICIPATED IN SPORTS ACTIVITY  
AWAY FROM HOME-----9

NONE OF ABOVE-----0-33  
OK/NS-----X

8. Do you ever make a point of listening to or watching religious services on the radio or TV? HAND CARD 2A.

LISTEN REGULARLY-----1-34  
LISTEN SOMETIMES-----2  
NEVER, OR PRACTICALLY  
NEVER-----3  
OK/NS-----4

9a. The Canadian Constitution was proclaimed in Ottawa, on April 17, 1982. In the long run, do you think this will be a good thing or not a good thing for Canada?

GOOD THING-----1-35  
NOT A GOOD THING-----2  
DON'T KNOW-----3  
NS-----4 ] GO TO Q 10A

IF GOOD OR NOT GOOD, ASK:

b. Why? 36  
37  
38  
39  
40  
41

ASK EVERYONE:

10a. As a general rule, do you smoke cigarettes regularly, occasionally, or not at all?

YES, REGULARLY-----1-42 ] GO TO Q. 11a  
YES, OCCASIONALLY-----2  
NOT AT ALL-----3

IF "NOT AT ALL", ASK:

b. Did you ever smoke cigarettes regularly? 11a

YES-----1-43  
NO-----2-3 ] skip to Q 11a  
OK/NS-----3

IF "YES", ASK:

c. Why did you stop smoking? DO NOT PROBE.

FEAR OF CANCER-----1-44  
OTHER SPECIFIC HEALTH FEAR-----2  
AFFECT ON HEALTH (UNSPECIFIED)-----3

OTHER (SPECIFY) \_\_\_\_\_

OK/NO PARTICULAR REASON-----4-5

NS-----6

CONTINUED ON BACK

**ASK EVERYONE:**  
 11a. Do you approve or disapprove of Canada's immigration policy?

APPROVE-----1 *-45*  
 DISAPPROVE-----2  
 QUALIFIED (SPECIFY) \_\_\_\_\_  
 DON'T KNOW-----4  
*NS - - - 5*

]-90 to Q. 12

*WOL*

**IF "APPROVE/DISAPPROVE", ASK:**  
 b. Would you tell me why?

\_\_\_\_\_ 46  
 \_\_\_\_\_ 47  
 \_\_\_\_\_ 48  
 \_\_\_\_\_ 49  
 \_\_\_\_\_ 50  
 \_\_\_\_\_ 51

**ASK EVERYONE:**

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

LIBERAL-----1 *-52* OTHER PARTY (WRITE IN)  
 PROG. CONS.-----2  
 N.D.P.-----3  
 CREDITISTE-----4  
 SOCIAL CREDIT--5  
 UNDECIDED-----6  
*NS/REFUSED*-----8  
 NOT ELIGIBLE-----9

DO NOT VOTE = REFUSED  
 NONE = REFUSED

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

YES-----  NO-----1 *53*  
 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  
 N.D.P.-----5  
 CREDITISTE-----6  
 SOCIAL CREDIT--7  
 DON'T REMEMBER-----9  
*NS/REFUSED*-----0

**ASK EVERYONE:**

14. Here are some questions on the leaders of our Federal political parties.

- a. Would you like to see Pierre Trudeau run as the Liberal leader in the next federal election, or not? RECORD BELOW.
- b. And would you like to see Joe Clark run as the Progressive Conservative leader in the next federal election or not? RECORD BELOW.
- c. And how about Ed. Broadbent - would you like to see him run as leader of the N.D.P. in the next federal election or not? RECORD BELOW.

	TRUDEAU	CLARK	BROADBENT
YES, WOULD-----	1-54	1-55	1-56
NO, WOULD NOT-----	2	2	2
NO OPINION-----	3	3	3
<i>NS</i> -----	<i>4</i>	<i>4</i>	<i>4</i>

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

On this card are the names of possible federal party leaders. HAND CARD 3.

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

LIBERAL (TURNER)-----1 *-57*  
 P.C. (CLARK)-----2  
 N.D.P. (BROADBENT)-----3  
 OTHER PARTY (SPECIFY) \_\_\_\_\_  
 \_\_\_\_\_ 4

*NS/REFUSED*-----6  
 NONE - - - 7

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 4.

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 (TURNER)-----1 - 58  
 P.C. (LOUGHEED)-----2  
 N.D.P. (BROADBENT)-----3

OTHER PARTY (SPECIFY) \_\_\_\_\_  
 \_\_\_\_\_ 4

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

HAND CARD 5

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 (TURNER)-----1 - 59  
 P.C. (DAVIS)-----2  
 N.D.P. (BROADBENT)-----3

OTHER PARTY (SPECIFY) \_\_\_\_\_  
 \_\_\_\_\_ 4

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

HAND CARD 6

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 (TURNER)-----1 - 60  
 P.C. (MULRONEY)-----2  
 N.D.P. (BROADBENT)-----3

OTHER PARTY (SPECIFY) \_\_\_\_\_  
 \_\_\_\_\_ 4

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

8

461-1

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 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 NS=4
NOT AT ALL-----3

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)
NS/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 NS=7

How many would be under 10 years?
72- 0 1 2 3 4 OR MORE NS=5

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-----1 74-
YES, SPOUSE-----2 NS=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?
UNDER \$6,000-----1 78-
\$6,000 - \$7,999-----2 \$13,000 - \$14,999-----5
\$8,000 - \$9,999-----3 \$15,000 - \$19,999-----6
\$10,000 - \$12,999-----4 \$20,000 - \$29,999-----7
NS/REFUSED-----9 \$30,000 & OVER-----8

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