

QUESTION	COLUMN	CODE/DESCRIPTION
	1-2	Card #
	3-6	Serial #
	7-10	Assignment #
	11-13	Study #
	14	Week #
	15	Blank
1	16	1-9
2	17	1-9
3	18	0-9
	19-62	Blank
	63-79	Basic Data
	80	Blank

G.P. 479-2

November, 1983

Interviewing dates: November 10 - 12, 1983

WEIGHTS USED:

	<u>MALE</u>	<u>FEMALE</u>
18 to 29 years	1.316	1.109
30 to 49 years	0.957	0.858
50 years and over	0.823	1.109
Not stated	1.000	1.002

1	2	3	4	5	6	7	8
1	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0
4	0	25	100	100	100	100	100
5	0	100	100	100	104	110	109
6	0	104	104	104	104	104	105
7	0	120	90	50	30	380	269
8	0	0	0	0	247	100	70
9	0	20	20	20	30	50	70
10	0	20	20	20	10	0	5
11	0	0	0	0	0	0	1046
12	0	0	0	1045	0	0	0
13	0	1046	0	0	0	0	0
14	1046	0	0	0	0	0	0
15	1046	0	0	0	0	0	0
16	0	1	42	120	78	15	9
17	0	9	58	233	8	3	0
18	0	37	5	2	3	112	275
19	1046	0	0	0	0	0	0
20	1046	0	0	0	0	0	0
21	1046	0	0	0	0	0	0
22	1046	0	0	0	0	0	0
23	1046	0	0	0	0	0	0
24	1046	0	0	0	0	0	0
25	1046	0	0	0	0	0	0
26	1046	0	0	0	0	0	0
27	1046	0	0	0	0	0	0
28	1046	0	0	0	0	0	0
29	1046	0	0	0	0	0	0
30	1046	0	0	0	0	0	0
31	1046	0	0	0	0	0	0
32	1046	0	0	0	0	0	0
33	1046	0	0	0	0	0	0
34	1046	0	0	0	0	0	0
35	1046	0	0	0	0	0	0
36	1046	0	0	0	0	0	0
37	1046	0	0	0	0	0	0
38	1046	0	0	0	0	0	0
39	1046	0	0	0	0	0	0
40	1046	0	0	0	0	0	0
41	1046	0	0	0	0	0	0
42	1046	0	0	0	0	0	0
43	1046	0	0	0	0	0	0
44	1046	0	0	0	0	0	0
45	1046	0	0	0	0	0	0
46	1046	0	0	0	0	0	0
47	1046	0	0	0	0	0	0
48	1046	0	0	0	0	0	0
49	1046	0	0	0	0	0	0
50	1046	0	0	0	0	0	0
51	1046	0	0	0	0	0	0
52	1046	0	0	0	0	0	0
53	1046	0	0	0	0	0	0
54	1046	0	0	0	0	0	0
55	1046	0	0	0	0	0	0
56	1046	0	0	0	0	0	0
57	1046	0	0	0	0	0	0
58	1046	0	0	0	0	0	0
59	1046	0	0	0	0	0	0
60	1046	0	0	0	0	0	0
61	1046	0	0	0	0	0	0
62	1046	0	0	0	0	0	0
63	0	0	0	0	0	0	0
64	0	0	0	0	0	0	3
65	0	0	0	0	0	7	26
66	0	0	0	0	0	0	3
67	0	0	0	0	0	118	25
68	0	4	104	91	100	57	276
69	12	71	247	59	72	148	98
70	39	17	45	51	79	266	62
71	0	0	0	1	66	122	257
72	1	0	0	0	0	24	8
73	0	0	0	0	0	19	3
74	0	0	0	0	0	20	13
75	0	23	0	0	121	246	215
76	0	114	107	77	93	114	137
77	0	0	0	0	0	0	0
78	0	0	0	210	174	132	159
79	0	0	0	0	0	0	0
80	1046	0	0	0	0	0	0



<u>NATIONAL</u>	NUMBER	PERCENT
	1046	100
<u>Region:</u>		
Atlantic	109	10
Quebec	272	26
Ontario	376	36
Prairies	171	16
British Columbia	119	11
<u>Community Size:</u>		
Over 100,000	553	53
10,000 - 100,000	151	14
Under 10,000	342	33
<u>Sex:</u>		
Male	512	49
Female	535	51
<u>Age:</u>		
18 to 29 years	322	31
30 to 49 years	369	35
50 years and over	340	33
Did not state	15	1
<u>Education:</u>		
Elementary	181	17
Secondary	656	63
University	199	19
Refused	10	1
<u>Income:</u>		
Under \$10,000	178	17
\$10,000 - \$19,999	199	19
\$20,000 - \$29,999	158	15
\$30,000 and over	301	29
Refused	210	20
<u>Occupation:</u>		
Prof./Executive	170	16
Sales/Clerical	137	13
Labour	223	21
Homemaker	253	24
Student	83	8
Other	169	16
Refused	11	1
<u>Mother Tongue:</u>		
English	623	60
French	290	28
Other	130	12
Did not state	3	*

Note: Percentages may not add exactly to 100 due to rounding.  
 \*Less than 0.5 percentage points.

478-E  
5/17/8

# GALLUP WOULD LIKE YOUR OPINION

INTERVIEWER DON'T READ ALOUD, WORDS IN CAPITAL LETTERS / CIRCLE APPROPRIATE NUMBERS OR CHECK BOX

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 market

TIME 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 UNION/STRIKES-----3
- NATIONAL UNITY, QUEBEC SEPARATION-----4
- ENERGY, OIL, GAS PROBLEMS-----5
- GOVERNMENT/TRUDEAU-----6
- OTHER (SPECIFY) HANDTAE-----7

DO NOT VOTE = NS. CAN'T SAY-----8

ASK EVERYONE:

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

- LIBERAL-----1-17
- PROG. CONS.-----2
- N.D.P.-----3
- CREDITISTE-----4
- SOCIAL CREDIT-----5
- OTHER PARTY (WRITE IN) DO NOT HANDTAE-----6
- UNDECIDED-----7
- REFUSED-----8
- NOT ELIGIBLE-----9

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

- YES-----
- NO-----1-18
- 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) DO NOT HANDTAE-----8
- DON'T KNOW-----9
- REFUSED-----0

BASIC DATA 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?"

SA MEN: Are you the male head of the household?  
WOMEN: Are you the female head of the household?  
SA YES-----1-63 NO-----2 NS=3

ASK EVERYONE:  
Are you employed outside the home full-time, part-time or not at all?  
SA FULL-TIME-----1-64  
PART-TIME-----2  
NOT AT ALL-----3  
NS=4

ASK EVERYONE:  
What is your marital status?  
SA SINGLE-----1-65  
MARRIED-----2  
WID/DIV/SEP-----3  
LIVING AS MARRIED-----4

SA What was the language you first spoke in childhood and still understand?  
ENGLISH-----1-66  
FRENCH-----2

OTHER (SPECIFY)-----3

SA 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  
NO RELIGIOUS PREFERENCE-----5

SA Which of these was the last school that you attended?  
HAND CARD "Q"  
Did you graduate from...(LEVEL OF SCHOOLING ATTAINED)?  
RECORD BELOW  
PUBLIC/GRADE SCHOOL-----1-68  
SECONDARY SCHOOL-----3  
UNIVERSITY-----7  
POST SECONDARY & NON-UNIVERSITY  
COMMUNITY COLLEGE-----5  
C.E.G.E.P.-----5  
OTHER-----5  
(SPECIFY)  
NO FORMAL SCHOOLING-----9  
REFUSED-----0

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

OCCUPATION OF HEAD OF FAMILY  
SPECIFIC JOB? MANAGER, GRADIENT  
TYPE OF COMPANY? SA

How many people, including yourself, are there in this household?  
SA 7-1 2 3 4 5 6 OR MORE NS=7  
How many would be under 10 years?  
SA 12-0 1 2 3 4 OR MORE NS=5  
How many would be between 10 & 17 years?  
SA 13-0 1 2 3 4 OR MORE NS=5

Are you, yourself a member of a trade union, or is your husband/wife a trade union member?  
SA YES, MYSELF-----1-74- BOTH=5  
YES, SPOUSE-----2  
NO-----3 NS=4

What was the year of your birth?  
YEAR: SA 1901=98  
REFUSED=97 75/76

RECORD IF: SA 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 \$10,000-----1-78  
\$10,000 - \$14,999-----2  
\$15,000 - \$19,999-----3  
\$20,000 - \$29,999-----4  
\$30,000 - \$39,999-----5  
\$40,000 & OVER-----6  
SA NS, REFUSED-----7

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

RENDRE A L'INTERVIEWE  
SERVIR A L'INTERVIEWE  
RESPONDRE A L'INTERVIEWE

CODE = 111111  
TRUC = 011111

479-2

# L'ENQUETE GALLUP DESIRE VOTRE OPINION

ENQUETEUR NE LISEZ PAS A HAUTE VOIX LE TEXTE EN LETTRES MAJUSCULES  
ENCERCLEZ LES NUMEROS APPROPRIES OU MARQUEZ LES CASES

479-2A  
NOV./83

## 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 I -- DEMANDEZ A TOUS 01

1. Selon vous, quel est le plus important problème auquel le pays fait face aujourd'hui?

- SA ECONOMIE, INFLATION, PRIX ELEVES-----1-16
- CHOMAGE-----2
- SYNDICATS OUVRIERS/GREVES-----3
- UNITE NATIONALE/SEPARATION DU QUEBEC-----4
- ALTE QUITE PROBLEMES D'ENERGIE, PETROLE, GAZ-----5
- IF N.P.D. GOUVERNEMENT/TRUDEAU-----6
- AUTRE (PRECISEZ) HANDICAPES-----7

NE PEUX DIRE-----8  
NS-----9

DEMANDEZ A TOUS:

2. Si une election fédérale avait lieu aujourd'hui quel serait le parti du candidat de votre choix?

- SA LIBERAL-----1-1
- PROG. CONS-----2
- N.P.D.-----3
- CREDITISTE-----4
- CREDIT SOCIAL-----5
- AUTRE (PRECISEZ) DO NOT HANDICAPES-----6
- INDECIS-----7
- REFUS-----8
- NON ELIGIBLE-----9
- DO NOT VOTE = NS

3. Avez-vous voté aux dernières élections fédérales du 18 février, 1980?

- SA OUI-----
- NON-----1-18
- TROP JEUNE POUR VOTER-----2

SI "OUI", DEMANDEZ:

Quel parti représentait le candidat pour lequel vous avez voté?

- LIBERAL-----3
- PROG. CONS-----4
- N.P.D.-----5
- CREDITISTE-----6
- CREDIT SOCIAL-----7
- AUTRE PARTI (PRECISEZ) DO NOT HANDICAPES-----8
- NE ME SOUVIENS PAS-----9
- NS/REFUS-----0



HOMMES: Êtes-vous l'homme chef du foyer?  
 FEMMES: Êtes-vous la femme chef du foyer?

SA OUI-----1-63 NON-----2 NS=3

DEMANDEZ A TOUS:  
 Actuellement, travaillez-vous à l'extérieur du foyer à plein temps, à temps partiel, ou pas du tout?

SA PLEIN TEMPS-----1-64  
 TEMPS PARTIEL-----2  
 PAS DU TOUT-----3 NS=4

DEMANDEZ A TOUS:

Quel est votre statut marital?  
 CELIBATAIRE-----1-65  
 MARIÉ-----2  
 VEUF, DIVORCÉ, SÉPARÉ-----3  
 CONJUGAL/VIE COMMUNE-----4 NS=5

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

SA ANGLAISE-----1-66  
 FRANÇAISE-----2

AUTRE(PRECISEZ)-----3 NS=4

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

PROTESTANTE-----1-67  
 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 NS=1

Quelle est votre occupation?

TYPE DE TRAVAIL PRECIS? STANDARD GALLUP

TYPE DE COMPAGNIE? CEDELIST 49

COCHEZ SI: ( ) ETUDIANT  
 ( ) MENAGERE

OCCUPATION DU CHEF DE FAMILLE:  
 PRECISEZ LE TRAVAIL? 1-68

GENRE DE COMPAGNIE? 1-69

Tout en vous incluant combien y a-t-il de personnes qui vivent dans cette maison?

1-70 1 2 3 4 5 6 8 PLUS NS=7

Parmi ces personnes combien y en a-t-il sont âgées de moins de 10 ans?

1-72 0 1 2 3 4 OU PLUS NS=5

Combien sont âgées de 10 et 17 ans?

1-73 0 1 2 3 4 OU PLUS NS=5

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

SA OUI, MOI MEME-----1-74  
 OUI, MON EPOUX(SE)-----2  
 NON-----3 NS=4

En quelle année êtes-vous né? BELOW 1901=98  
 ANNEE REFUSED=99 75

INSCRIVEZ SEXE: SA HOMME-----1 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 \$10,000-----1-78	\$20,000 - \$29,999-----4
\$10,000 - \$14,999-----2	\$30,000 - \$39,999-----5
\$15,000 - \$19,999-----3	\$40,000 ET PLUS-----6

SA REFUS-----7  
 NS=8

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

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'AUTHEICITE ET L'HONNETETE DE CETTE INTERVIEW -- SIGNATURE DE L'INTERVIEWEUR \_\_\_\_\_

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

REGION: (Col 07, Card 01) First digit of assignment #

- 0. Newfoundland
- 1. P.E.I.
- 2. Nova Scotia
- 3. New Brunswick
- 4. Quebec
- 5. Ontario
- 6. Manitoba
- 7. Saskatchewan
- 8. Alberta
- 9. British Columbia

COMMUNITY SIZE:(Col 08; Card 01) Second digit of assignment #

- 1. Over 500,000
- 2. 100,000 - 500,000
- 3. 30,000 - 100,000
- 4. 10,000 - 30,000
- 5. 1,000 - 10,000
- 6. Under 1,000 (Rural non-farm, Farm)

LOCATION: (Col 09; Card 01) Third digit of assignment #

Indicates location within a community where more than one assignment is completed

LANGUAGE: (Col 10; Card 01) Fourth digit of assignment #

- 1,3,5 or 7 - English questionnaire
- 2,4,6 or 8 - French questionnaire

OCCUPATION: (Col 69/70; Card 01)

- 1. Professional
- 2. Business Executive, Owners/Managers
- 3. Sales
- 4. Clerical
- 5. Skilled Labour
- 6. Unskilled labour
- 7. Unemployed
- 8. Housewife
- 9. Student
- 0. Other; Not in Labour Force; disabled, pension retired, including retired farmers  
retired housewives
- Refused, Did not state

AGE: (Col 75, 76; Card 01)

- 98 1900 & prior
- 99 Did not state
- Exact year of birth