

CARD# COL01-02  
 SERIAL# COL03-06  
 ASSIGN# COL07-10.

STUDY # COL11-13  
 WEEK # COL14

477-A

# GALLUP WOULD LIKE YOUR OPINION

477-4  
 SEPT./83

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

## 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

1a. Do you, yourself, have any leisure-time hobbies?

YES-----1-16  
 NO-----2  
 DK/NS-----3 } GO TO Q 2A

IF 'YES' ASK:  
 1b. Would you tell me what your favourite hobby is?

- MUSIC/THEATRE/THE ARTS-----1-17
- HANDICRAFTS/MAKING THINGS/  
 CARPENTRY/WOODWORK/SEWING-----2
- OUTDOORS/CAMPING/HIKING/  
 CANOEING-----3
- SPORTS: SWIMMING/TENNIS/GOLF/  
 ETC.-----4

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

Handstab 5  
 DK/NS 6

### ASK EVERYONE:

2a. Speaking generally, and from what you have seen or read, do you think the cars made in North America are better than, about the same, or inferior to foreign-made cars?

- BETTER THAN-----1-18
- ABOUT THE SAME-----2
- INFERIOR TO-----3

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

b. If you were in the market for a new automobile today, which would you investigate first - American models or foreign models?

- AMERICAN MODELS-----1-19
- FOREIGN MODELS-----2

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

3. A program is being considered which would allow illegal immigrants, who have lived in Canada for five years, and who have not been convicted of a serious crime, to apply for landed immigrant status, without penalty. Would you favor or oppose this program?

- APPROVE-----1-20
- DISAPPROVE-----2

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

4. In many cases, a male employee retiring from a company at the same age, and with the same amount of pension contribution, will receive a slightly higher monthly income than a woman. This difference reflects the probability that a woman, on average, will outlive a man. How do you feel about this, do you approve of this probability method, or do you think that retiring employees, with equal backgrounds, should receive the same monthly income, regardless of sex?

APPROVE PROBABILITY METHOD-----1-21

APPROVE SAME MONTHLY INCOME-----2

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

5a. Recently, there have been a number of examples where people have been able to tap confidential computer systems to obtain or interfere with the data, without the authorization of the owners.

How serious a problem do you think this is - a very serious problem, a somewhat serious problem, or really no problem at all -- or are you not familiar enough with this situation to hazard a guess?

VERY SERIOUS-----1-22

SOMEWHAT SERIOUS-----2

NOT A PROBLEM AT ALL-----3

CANNOT HAZARD A GUESS-----4 } GO TO Q. 6.  
 NS 5

IF 'VERY'/'SOMEWHAT'/'OR'/'NOT SERIOUS', ASK:

b. If a person obtains or destroys information contained in a computer system, without authorization should he, or should he not be charged with a criminal offense?

YES, SHOULD-----1-23

NO, SHOULD NOT-----2

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

### ASK EVERYONE:

6. Do you, yourself, have any dealings with computer systems or data processing?

YES-----1-24

NO-----2

DK/NS-----3

7. At present, very little of the total electricity used in Canada comes from nuclear power generation. What do you think should happen? READ LIST.

They should increase nuclear generation?-----1-25

They should not develop any more than at present?-----2

They should stop generation of nuclear power?-----3

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

8. What would you do if a nuclear power station were to be built in your area - would you agree to its being built, would you not oppose it although you would feel anxious about it, or would you oppose it?

AGREE TO ITS BEING BUILT-----1-26  
NOT OPPOSE THOUGH WOULD FEEL ANXIOUS-----2  
WOULD OPPOSE IT-----3  
DON'T KNOW-----4  
NS-----5

SA

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

YES-----1-27  
NO-----2  
NS-----3

SA

10. Is organized religion a relevant part of your life at the present time or not?

YES-----1-28  
NO-----2  
NS-----3

SA

11. Do you think the economic situation in Canada during the next 6 months will get better or will get worse?

BETTER-----1-29  
WORSE-----2  
STAY SAME-----3

SA

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

12.a. As you may know, in an effort to reduce the government's deficit, Premier Bennett of British Columbia, announced significant cutbacks in the number of provincial civil servants, and elimination of what were labelled non-essential government services, including social services and human rights agencies.

As far as British Columbia is concerned, do you think these measures will prove to be too severe, about right or not severe enough - or are you not familiar enough with them to hazard a guess?

TOO SEVERE-----1-30  
ABOUT RIGHT-----2  
NOT SEVERE ENOUGH-----3

SA

DK/CANNOT HAZARD A GUESS-----4  
NS-----5

2b. Would you favor or oppose the implementation of similar cutbacks in your own province?

FAVOR-----1-31  
OPPOSE-----2

SA

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

Are you, or anyone in your family, directly affected by unemployment at the present time?

YES, MYSELF-----1-32  
YES, OTHERS IN FAMILY-----2  
NO, NO ONE AFFECTED-----3  
DK/ALS-----4

SA

1+2=5

ASK EVERYONE:

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

LIBERAL-----1-35  
PROG. CONS-----2  
N.D.P.-----3  
CREDITISTE-----4  
SOCIAL CREDIT-----5  
OTHER PARTY (WRITE)-----  
DO NOT H.T.  
UNDECIDED-----  
NS/REFUSED-----  
NOT ELIGIBLE-----

SA

DO NOT VOTE & REFUSED

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

YES----------  
NO-----1-3  
TOO YOUNG-----2

IF "YES" ASK:

Which party did the candidate for whom you vote represent?

LIBERAL-----3  
PROG. CONS-----4  
N.D.P.-----5  
CREDITISTE-----6  
SOCIAL CREDIT-----7  
OTHER PARTY (WRITE)-----  
DO NOT H.T.  
DON'T KNOW-----  
NS/REFUSED-----

SA

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BASIC DATA INTERVIEWER: INTRODUCE THIS SECTION AS FOLLOWS: "Now may I ask you a few questions SECTION: that I can be sure I am getting the right sample of people in this community?"

Are you the male head of the household?  
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

ASK EVERYONE:

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

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

NS  
ENGLISH-----1-66  
FRENCH-----2

OTHER (SPECIFY)

NS-----3

How 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) DO NOT H.T.-----4  
NS/NO RELIGIOUS PREFERENCE-----5

Which of these was the last school that you attended? AND 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  
E.G.E.P.-----5 6  
NEVER DO NOT H.T. 5 -6  
(SPECIFY)

FORMAL SCHOOLING-----9  
USED-----0

What is your occupation?

SPECIFIC JOB: Standard Callup code list

TYPE OF COMPANY: 69-

WORK IF: ( ) STUDENT  
( ) HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB? Standard Callup

TYPE OF COMPANY? CODE/35

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

SA 71- 1 2 3 4 5 6 OR MORE NS

How many would be under 10 years?

SA 72- 0 1 2 3 4 OR MORE NS

How many would be between 10 & 17 years?

SA 73- 0 1 2 3 4 OR MORE NS

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

SA YES, MYSELF-----1-74 BOTH  
YES, SPOUSE-----2  
NO-----3

What was the year of your birth?

BELOW 1901 = 0  
YEAR: REFUSED = 99 75/76

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

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 \$20,000 - \$29,999-----4  
\$10,000 - \$14,999-----2 \$30,000 - \$39,999-----5  
\$15,000 - \$19,999-----3 \$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

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)

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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