

GALLUP WOULD LIKE YOUR OPINION

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

(DEC/84) 492-1

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.

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. Generally speaking, have you been satisfied or dissatisfied with the record of the Conservative Government in Ottawa to date?

SA SATISFIED-----1-17
 DISSATISFIED-----2
 DON'T KNOW-----3
 NS-----4

3. As far as 1985 is concerned, do you think it will be a year when taxes will rise, or when taxes will fall, or will there be no change?

SA TAXES WILL RISE-----1-18
 TAXES WILL FALL-----2
 SAME/NO CHANGE-----3
 DON'T KNOW-----4
 NS-----5

4. And will 1985 be a year of rising prices, falling prices, or will there be no change in prices?

SA PRICES WILL RISE-----1-19
 PRICES WILL FALL-----2
 SAME/NO CHANGE-----3
 DON'T KNOW-----4
 NS-----5

5. Will 1985 be a year when the United States will increase her power in the world, a year when United States' power will decline, or will there be no change?

SA U.S. POWER WILL INCREASE---1-20
 U.S. POWER WILL DECLINE---2
 SAME/NO CHANGE-----3
 DON'T KNOW-----4
 NS-----5

6. And will 1985 be a year when Russia will increase her power in the world, a year when Russian power will decline, or will there be no change?

SA RUSSIAN POWER WILL INCREASE---1-21
 RUSSIAN POWER WILL DECLINE---2
 SAME/NO CHANGE-----3
 DON'T KNOW-----4
 NS-----5

7. Would you approve or disapprove if family allowances were increased, but paid only to families who needed them?

SA APPROVE-----1-22
 DISAPPROVE-----2
 DON'T KNOW-----3
 NS-----4

8. Would you approve or disapprove if Old Age Pensions were increased, but paid only to people who needed them?

SA APPROVE-----1-23
 DISAPPROVE-----2
 DON'T KNOW-----3
 NS-----4

9. Do you think that the use of 'soft' drugs, such as cannabis or marijuana, is a very serious problem in this country today, a moderately serious problem, not very serious or not really a problem at all?

SA VERY SERIOUS-----1-24
 MODERATELY SERIOUS---2
 NOT VERY SERIOUS-----3
 NOT REALLY A PROBLEM-----4
 DON'T KNOW-----5
 NS-----6

10. How much confidence do you have in the ability of the United States to deal wisely with present world problems - very great, considerable, little, or very little?

SA VERY GREAT---1-25
 CONSIDERABLE---2
 LITTLE---3
 VERY LITTLE---4
 NONE (VOLUNTEERED)-----5
 DON'T KNOW-----6
 NS-----7

11. Do you think Canada would be better off, or worse off, if U.S. goods were allowed in here without tariff or customs charges and Canadian goods were allowed in the U.S. free?

SA BETTER OFF---1-26
 WORSE OFF---2
 DON'T KNOW-----3
 NS-----4

12. Is it your impression that Canada and the U.S. have been drawing closer together recently or getting further apart?

SA CLOSER TOGETHER---1-27
 FURTHER APART---2
 THE SAME-----3
 DON'T KNOW-----4
 NS-----5

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

- LIBERAL-----1
 - PROG. CONS.-----2
 - N.D.P.-----3
 - OTHER PARTY (WRITE IN)-----4
 - UNDECIDED-----5
 - REFUSED-----6
 - NOT ELIGIBLE-----7
- SA
- DK/NS

14. Did you vote in the last federal election on September 4, 1984?

- YES-----1
- NO-----2
- 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
 - OTHER PARTY (WRITE IN)-----6
 - DON'T KNOW-----7
 - REFUSED-----8
- SA
- NS

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?
SA YES-----1-65 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 NS->4
PART-TIME-----2
NOT AT ALL-----3

ASK EVERYONE:

What is your marital status?
SA SINGLE-----1-65 NS->5
MARRIED-----2
WID/DIV/SEP-----3
LIVING AS MARRIED-----4

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

SA ENGLISH-----1-66
FRENCH-----2
OTHER(SPECIFY)-----3
NS-----4

Now for a question on religion. What is your religious preference - Protestant, Roman Catholic or Jewish?

SA 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 "O"

Did you graduate from...(LEVEL OF SCHOOLING ATTAINED)? RECORD BELOW

Table with columns: SOME, GRADUATED. Rows include PUBLIC/GRADE SCHOOL, SECONDARY SCHOOL, UNIVERSITY, POST SECONDARY & NON-UNIVERSITY, COMMUNITY COLLEGE, C.E.G.E.P., OTHER, NO FORMAL SCHOOLING, REFUSED.

What is your occupation?

SPECIFIC JOB: Standard Stallop
TYPE OF COMPANY: Occupations Code List 29
CHECK IF: () STUDENT () HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB: Standard Stallop
TYPE OF COMPANY: Occupations Code List 29

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

SA 1 2 3 4 5 6 OR MORE -71 NS->7

How many would be under 10 years?

SA 0 1 2 3 4 OR MORE -72 NS->5

How many would be between 10 & 17 years?

SA 0 1 2 3 4 OR MORE -73 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, MY SPOUSE-----2
NO-----3
NS-----4

What was the year of your birth?

BELOW 1901-75
YEAR REFUSED-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 \$20,000 - \$29,999-----4-78
\$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

SA RURAL, NON-FARM-----2
URBAN-----3

TIME INTERVIEW ENDED:

(PLEASE PRINT)

NAME OR 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 MAKE ON ALL INTERVIEWERS' WORK

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 CASIS

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

1. Selon vous, quel est le plus important problème auquel ce pays fait actuellement face?

ECONOMIE, INFLATION, PRIX ELEVES-----1-16
 CHOMAGE-----2
 SYNDICATS OUVRIERS/GREVES-----3
 UNITE NATIONALE/SEPARATION DU QUEBEC-----4
 PROBLEMES D'ENERGIE, HUILE, GAZ-----5
 GOUVERNEMENT-----6
 AUTRE (PRECISEZ)-----7
 NE PEUX DIRE-----8

2. De façon générale, avez-vous été satisfait ou insatisfait de ce qu'a fait le gouvernement conservateur à Ottawa jusqu'ici?

SATISFAIT-----1-17
 INSATISFAIT-----2
 NE SAIS PAS-----3

3. Pour 1985, croyez-vous que ce sera une année où les taxes augmenteront, où les taxes diminueront, ou s'il n'y aura pas de changement?

TAXES AUGMENTERONT-----1-18
 TAXES DIMINUERONT-----2
 MEME/AUCUN CHANGEMENT-----3
 NE SAIS PAS-----4

4. Et pour 1985, une année où les prix augmenteront, diminueront ou s'il n'y aura aucun changement dans les prix?

PRIX AUGMENTERONT-----1-19
 PRIX DIMINUERONT-----2
 MEME/AUCUN CHANGEMENT-----3
 NE SAIS PAS-----4

5. 1985 sera-t-elle une année où les Etats-Unis augmentera sa puissance dans le monde, une année où la puissance américaine diminuera, ou s'il n'y aura aucun changement?

LA PUISSANCE AMERICAINE AUGMENTERA-----1-20
 LA PUISSANCE AMERICAINE DIMINUERA-----2
 MEME/AUCUN CHANGEMENT-----3
 NE SAIS PAS-----4

6. Et 1985 sera-t-elle une année où la Russie augmentera sa puissance dans le monde, une année où la puissance russe diminuera, ou s'il n'y aura aucun changement?

LA PUISSANCE RUSSE AUGMENTERA-----1-21
 LA PUISSANCE RUSSE DIMINUERA-----2
 MEME/AUCUN CHANGEMENT-----3
 NE SAIS PAS-----4

7. Seriez-vous d'accord ou en désaccord à ce que les allocations familiales soient augmentées mais ne seraient payées uniquement aux familles qui en ont de besoin?

D'ACCORD-----1-22
 DESACCORD-----2
 NE SAIS PAS-----3

8. Seriez-vous d'accord ou en désaccord à ce que les pensions de vieillesse soient augmentées, mais ne seraient payées uniquement aux gens qui en ont de besoin?

D'ACCORD-----1-23
 DESACCORD-----2
 NE SAIS PAS-----3

9. Croyez-vous que l'usage de 'drogues légères', telles que les cannabis ou la marijuana, soit un problème sérieux aujourd'hui dans ce pays, un problème modérément sérieux, un problème pas très sérieux ou si cela n'est vraiment pas un problème?

UN PROBLEME TRES SERIEUX-----1-24
 UN PROBLEME MODEREMENT SERIEUX-----2
 UN PROBLEME PAS TRES SERIEUX-----3
 N'EST VRAIMENT PAS UN PROBLEME-----4
 NE SAIS PAS-----5

10. A quel point avez-vous confiance en l'habilité des Etats-Unis à traiter les problèmes actuels du monde - une très grande confiance, une grande confiance, peu ou très peu de confiance?

TRES GRANDE-----1-25
 GRANDE-----2
 PEU-----3
 TRES PEU-----4
 AUCUNE (SPONTANEE)-----5
 NE SAIS PAS-----6

11. Croyez-vous qu'il serait plus avantageux, ou moins avantageux, au Canada, si les marchandises américaines pouvaient entrer au pays sans frais de douane et si les marchandises canadiennes pouvaient entrer au Etats-Unis de la même façon?

PLUS AVANTAGEUX-----1-26
 MOINS AVANTAGEUX-----2
 NE PEUT DIRE-----3

12. Avez-vous l'impression que récemment les relations entre le Canada et les Etats-Unis se sont améliorées ou se sont empirées?

AMELIOREES-----1-27
 EMPIREES-----2
 DEMEUREES LES MEMES-----3
 NE PEUX DIRE-----4

13 Si une élection fédérale avait lieu aujourd'hui quel serait le parti du candidat de votre choix?

- LIBERAL-----1-28
- PROG. CONS.-----2
- N.P.D.-----3
- AUTRE PARTI (INSCRIVEZ) _____ 4
- INDÉCIS-----5
- REFUS-----6
- NON-ELIGIBLE-----7

14. Avez-vous voté aux dernières élections fédérales du 4 septembre, 1984?

- OUI----- NON-----1-29
- 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
- AUTRE PARTI (INSCRIVEZ) _____ 6
- NE SAIS PAS-----7
- REFUS-----8

ENQUETEUR: PRESENTEZ CETTE SECTION DE LA FACON SUIVANTE: "Maintenant, puis-je vous poser quelques questions afin de m'assurer que je m'adresse à une personne bien représentative de cette localité.

HOMMES: Etes-vous l'homme chef du foyer?
 FEMMES: Etes-vous la femme chef du foyer?
 OUI-----1 NON-----2 -65

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

PLEIN TEMPS-----1 -64
 TEMPS PARTIEL-----2
 PAS DU TOUT-----3

DEMANDEZ A TOUS:

Quel est votre statut marital? CELIBATAIRE-----1 -65
 MARIE-----2
 VEUF, DIVORCE, SEPARÉ--3
 CONCUBINAGE/VIE COMMUNE--4

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

ANGLAISE-----1 -66
 FRANCAISE-----2

AUTRE (PRECISEZ) _____ 3

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		
REFUS -----0		

Quelle est votre occupation?

TYPE DE TRAVAIL PRECIS? _____

TYPE DE COMPAGNIE? _____ -69

COCHEZ SI: () ETUDIANT
 () MENAGERE

OCCUPATION DU CHEF DE FAMILLE:

PRECISEZ LE TRAVAIL? _____

GENRE DE COMPAGNIE? _____ -70

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

1 2 3 4 5 6 OU PLUS -71

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

0 1 2 3 4 OU PLUS -72

Combien sont âgées de 10 et 17 ans?

0 1 2 3 4 OU PLUS -73

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

OUI, MOI MEME-----1 -74
 OUI, MON EPOUX(SE)-----2
 NON-----3

En quelle année êtes-vous né?

ANNEE _____ 75
 _____ 76

INSCRIVEZ SEXE: HOMME-----1 FEMME-----2 -77

PASSEZ LA CARTE "R": Quel chiffre sur cette carte représente le revenu total annuel de votre famille tous revenus, inclus avant deduction des taxes?

MOINS DE \$10,000-----1 \$20,000 - \$29,999-----2 -78
 \$10,000 - \$14,999-----2 \$30,000 - \$39,999-----3
 \$15,000 - \$19,999-----3 \$40,000 ET PLUS-----6

REFUS-----7

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: _____

CROSS SECTION FOR GALLUP # 492-1

ASSIGNMENT NO	LOCATION
NEWFOUNDLAND	
0201	St. John's
0401	Grand Falls
0501	La Scie
0601	near Port Blandford
NOVA SCOTIA	
2201	Halifax
2601	near South Annapolis-Royal
2611	near Mulgrave
NEW BRUNSWICK	
3301	Fredericton
3501	Caraquet
3601	near Chatham
QUEBEC	
4102	Lemoyne
4112	Lachenaie
4122	Laval
4132	Montreal-Nord
4142	Montreal
4152	Montreal
4162	Montreal
4172	Montreal
4182	Westmount
4192	Lachine
4104	Beaconsfield
4108	Quebec City
4118	Saint Foy
4106	Aylmer
4202	Trois Rivieres
4302	Saint-Hyacinthe
4312	Grand-Ile
4402	Riviere-Du-Loup
4412	Val -D'or
4502	Daveluyville
4512	Amos
4602	Gaspé
4612	near St. Tite-des-Caps
4622	near St. Pérade
4632	near Pierreville
4642	near Laurentides
4652	Hull (West Section)
4662	near Albanel

ASSIGNMENT NO	LOCATION
ASSIGNMENT NO	LOCATION
ALBERTA	
8101	Calgary
8111	Calgary
8121	Calgary
8131	Edmonton
8141	Edmonton
8301	Lethbridge
8401	Camrose
8501	Gibbons
8601	near Airdrie
8611	Lindbrook
BRITISH COLUMBIA	
9101	Langley
9111	Richmond
9121	Vancouver
9131	Vancouver
9141	Coquitlam
9201	Victoria
9301	Nanaimo
9401	Vernon
9601	Kaleden
9611	near Lang Bay
9621	Willow River

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ASSIGNMENT NO	LOCATION
5101	Vaughan
5111	Scarborough
5121	Scarborough
5131	Toronto
5141	Toronto
5151	Toronto
5161	North York
5171	North York
5181	North York
5191	Etobicoke
5103	Etobicoke
5113	Mississauga
5123	Oakville
5107	Vanier
5117	Ottawa
5109	Hamilton
5119	Hamilton
5201	Oshawa
5211	Niagara Falls
5221	Kitchener
5231	Windsor
5241	London
5251	Sudbury
5301	Mississauga
5311	Sarnia
5321	Sault Ste. Marie
5401	Newcastle
5411	Collingwood
5501	Brock
5511	Exeter
5521	North Shore
5601	near Odessa
5611	Vaughan
5621	near Bismark
5631	near Blenheim
5651	Trout Creek

MANITOBA

6101	Winnipeg
6111	Winnipeg
6601	Morris

SASKATCHEWAN

7201	Regina
7211	Saskatoon
7501	Warman
7601	Toquay
7611	Cut Knife

RECORD LAY-OUT

NEWSPAPER QUESTIONS
NATIONAL OMNIBUS (492-1)
INTERVIEWING DATES: December 6 - 8, 1984
TAPE #GP 0286 (CARLETON)

<u>CARD NO:</u>	<u>QUESTION NO:</u>	<u>COLUMN NO:</u>	<u>CODE/DESCRIPTION</u>
01		01-02	Card #
		03-06	Serial #
		07-10	Assignment #
		11-13	Study #
		14	Week #
		15	Not applicable
	Q.1	16	1-9
	Q.2	17	1-4
	Q.3	18	1-5
	Q.4	19	1-5
	Q.5	20	1-5
	Q.6	21	1-5
	Q.7	22	1-4
	Q.8	23	1-4
	Q.9	24	1-6
	Q.10	25	1-7
	Q.11	26	1-4
	Q.12	27	1-5
	Q.13	28	1-7
	Q.14	29	1-8
		30-62	Blank
		63-79	Basic Data
		80	Blank

WEIGHTS APPLIED

	<u>MALE</u>	<u>FEMALE</u>
18 to 29 years	1.122	1.126
30 to 49 years	0.947	0.877
50 years and over	0.908	1.100
Did not state	1.000	1.000

CODE LIST FOR BASIC DATA AND ASSIGNMENT NUMBER

REGION: (COL 07)

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) 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) Third digit of assignment #

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

LANGUAGE: (COL 10) Fourth digit of assignment #

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

OCCUPATION: (COL 69/70) Basic Data

- 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 and retired housewives
- Refused, Did not state

AGE (COL 75/76) Basic Data

- 01 to 97 - last two digits of actual year of birth (Exact year of birth)
- 98 - 1900 and prior
- 99 - Did not state

OCCUPATIONS FOR BASIC DATA

1. PROFESSIONAL/TECHNICAL

Accountants/Actuaries/Auditors	Social
Architects	Scientists: Economics
Engineers: Aeronautical	Political/Politician
Chemical	Psychologists
Civil	Sociologist
Electrical	Urban & Regional Planners
Flight	Teachers on all levels/vocational &
Industrial	Instructor: educational counsellors
Mechanical	
Metallurgical	<u>Technicians & Technologists:</u>
Mining	Health; clinical
Petroleum	Dental hygienists/technicians
Sales	Health records, health
Farm & Home Management Advisors	Radiologist/X-ray
Foresters/conservationists	Research technician
Judges/lawyers	Engineering & Science: Technicians &
Librarians/Archivists/Curators	Technologists
Mathematicians/Statisticians	Agricultural
Nurses: Registered Nurses	Biological
Dieticians	Chemical
Therapists	Electrical
Physicians and Related Practitioners:	Industrial
Chiropractors	Mechanical
Dentists	Other technicians:
Optometrists	Airplane pilots
Pharmacists	Air traffic controllers
Veterinarians	Embalmers/Undertaker
Religious workers:	Writers, Artists and Entertainers:
Clergymen	Actors
Ministers	Athletes
Researchers	Authors
Scientists: Agricultural	Dancers
Atmospheric & Space	Designers
Biological	Editors/Reporters
Life & Physical	Musicians & Composers
Marine	Painters & Sculptors
Chemists	Public Relations & Publicity
Geologists	Producers
Physicists/Astronomers	Radio & Television Announcers
Chef	Mortician
	Model
	Disc Jockey

2. BUSINESS EXECUTIVE, OWNERS, MANAGERS & ADMINISTRATORS

Administrators: Health	Manager of any business; (except sales
Public & Local	managers & retail trade)
Ship	Management Consultant
Assessors	Manufacturer
Brokers	Merchant
Business Consultants:	Nurseryman/Florists
Architectural	Officials of lodges, societies & unions
Hardware	Postmaster & mail superintendants
Contractors & Builders	Presidents
Controllers	Property owner of any business
Constructions Inspectors (All Others Code 5)	Publisher
Dealers	Ships officers, pursers or pilot
Exporter	Stock Broker
Efficiency Expert	Superintendent - if in management position
Executive	Treasurers & Secretary Treasurers
Farmers and Farm Managers (even	Financial advisor
when working part-time else-where)	Planner
Funeral Directors	Banker
Jobber	Co-ordinator
Landlord	Store Keeper
	Expiditor
	Developer

3. SALES WORKERS

Advertising Agents
Auctioneers
Commercial Traveller
Demonstrators
Elevator Agent (Grain)
Insurance Agents & Brokers
& Underwriters

Manufacturer's Agents
Real Estate Agents & Brokers
Retail Tradespeople
Salesmen & Representatives
Sales Clerks, ie. stores
Sales Managers
Travel Agents

4. CLERICAL WORKERS

Accounting Clerks & Office Clerks
Loans Officers
Payroll & Bookkeepers
Creditman
Timekeepers
Appraisers
Bank Teller
Cashiers
Clerical Assistants or Supervisors
Collecting Agents - Billing Clerks
Commissioner
Computer Specialists:
Programmers
Systems Analysts
Key-punch Operators
Customes Officer
Dispatchers & Radio operators
Enumerators & Interviewers
Estimators
Insurance Adjusters & Examiners
Real Estate appraisers
Investigators of all kinds

Inventory Control, Stock Clerk
Library Attendants & Assistants
Meter Readers
Messengers: (Girl or Boy Friday)
Office Machine Operators
Tabulating
Duplicating
Billing & Bookkeeping
Personnel & Labour relations workers
Postmen/Women & Postal Clerks
Purchasing Agents & Buyers
Recreation Workers
Shipping & Receiving Clerks
Social & Welfare Workers
Stenographers & Secretaries &
Receptionists: Legal, medical, private
Teachers Aide
Telephone & Switchboard Operators
Telegraph Operators & Messengers
Therapy Assistants
Translators
Ticket or Station Agents
Tax Specialist
Production Scheduling
Counsellor
Field Advisor

5. SKILLED LABOR & CRAFTSMEN

Airline flight attendants male or female
Apprentices of all trades & craftsmen
Armed forces: (Regardless of rank)
Army, Navy, Airforce
Asbestos & installation workers
Assemblers:
Auto-body builders
Automobile accessories installers
Baggage Masters
Baker
Barbers & Beauty Operators:
Hairdressers
Cosmetologists
Bricklayer & Stone Mason:
Stone carvers & cutters
Butchers & Meat Cutters
Buyers and Shippers for farm products
Carpenters:
Cabinetmakers
Furniture & Wood Finishers
Upholsterers
Dry wall installers
Carpet Installers: floor layers
Cement & Concret finishers
Compositor (type setter)

Conductors: Subway, Locomotive
Streetcar, Railroad
Cooks: saucier, etc.
Decorators: Interior, Window, Paperhangers
Draftsmen
Dressmakers & Milleners
Seastresses, Tailors, Sewers
Stitchers, Pattern makers
& cutters
Drivers:
Taxi, Truck, Deliverymen
Routeman, Chauffeurs, Bus
Dry cleaners & Launderers
Pressers, Ironers
Electricians
Engineers:
Locomotive, Stationery, Audio
Steam Shovel, Radio
Transmitting
Engravers
Excavators/Surveyors
Firemen & Fire Protection
Stationary firemen
Foremen:
Supervisors, Farm, Construction
Oil Fields
Movers

5. SKILLED LABOR & CRAFTSMEN (Cont'd...)

Furrier
Glazier also lens grinders & polishers
Inspectors: Examiners & Checkers
Manufacturers, scalers, graders
Health, Food, Grain, Insurance
Jewellers & Watchmakers (except owners)
Linemen
Lumbermen:
Lumberjack, grader, logger
Machine Operators:
Bulldozer, Heavy equipment,
Black Hoe, Cranemen, Derrichmen
Machinists, Hoistmen, Power station
Mechanic & Repairmen:
Garagemen, Aircraft, Diesel & Heavy
equipment
Farm equipment, Air Conditioners,
Automobiles & Auto Body repairmen,
Office & Data Processing Machines
Household appliances & Installers,
Gasfitters, Radio & TV repairmen
Millers:
Grain, flour, feed

Millwrights
Painters (Constructions & maintenance
Photographic processors
Plasterers
Plumbers & Pipefitters
Policemen & Detective also
Sheriffs, Bailiffs, Marshals
and Constables
Roofers & Slaters
Sailers & deck hands
Sheet Metal Workers:
Rollers & Finishers, Structural
Metal Craftsmen
Tinsmiths
Sign Painters & letterers
Tool & Die Makers & Designers
Trainmen
Trackmen, Brakemen, Firemen
Yardmen
Welders & Solders
Textile Operators:
Knitters, spinners, weavers, etc.

6. LABORERS & SERVICE WORKERS

Animal caretakers
Caretakers of building, stores, etc.
Cleaning service Workers:
Maids
Charwomen, rooming housekeepers
Cleaners & Laundresses
Janitors
Maintenance
Carpenters helpers
Construction laborers
Elevator operators
Factory workers:
Winding operatives
Miscellaneous operatives
Seamstresses
Dressmakers
Machine operators: looms, weavers,
sewers
Wrappers & packers (retail trade)
Fishermen & Oystermen, Seamen
Freight & material handlers; cargomen
Food Service Workers:
Bartenders
Bus boys
Dishwashers
Food counter workers
Waiters & Waitresses

Guards:
Doormen
Security guards
Watchmen
Crossing guards
Life guards
Garbage collectors & Incinerators Workers
Gardeners & ground keepers
Health Service Workers:
Dental assistants
Health aides
Practical Nurses
Registered Nurses Aid
Hospital Orderly
Laborers and Farm workers:
Stock Handlers
Longshoremen: stevedores
Lumbermen: raftsmen & woodchoppers
Miner
Private household workers:
Child care worker
Cooks
Housekeeper, maids
Servants, butlers
Section hand
Stoker
Trapper: hunter
Warehousemen, storage person

7. UNEMPLOYED (if working part-time code the occupation)

8. STUDENT (even if working part-time)

0. OTHER: not in the labor force; disabled, pension, retired
Including retired farmers, housewives

REFUSED, DID NOT STATE

Year of Birth - Below 1901 code as 98

Refused code as 99

#292-1

SAMPLE CHARACTERISTICS

	<u>NUMBER</u>	<u>PERCENT</u>
<u>NATIONAL</u>	1031	100
<u>Region:</u>		
Atlantic	100	10
Quebec	279	27
Ontario	360	35
Prairies	181	18
British Columbia	111	11
<u>Community Size:</u>		
Over 100,000	543	53
10,000 - 100,000	141	14
Under 10,000	347	34
<u>Sex:</u>		
Male	504	49
Female	527	51
<u>Age:</u>		
18 to 29 years	319	31
30 to 49 years	365	35
50 years and over	337	33
Did not state	10	1
<u>Education:</u>		
Elementary	186	18
Secondary	646	63
University	198	19
Refused	1	*
<u>Income:</u>		
Under \$10,000	129	13
\$10,000 - \$19,999	211	20
\$20,000 - \$29,999	169	16
\$30,000 and over	342	33
Refused	180	17
<u>Occupation:</u>		
Prof./Executive	190	18
Sales/Clerical	131	13
Labour	232	23
Housewife	248	24
Student	71	7
Other	152	15
Refused	7	1
<u>Mother Tongue:</u>		
English	593	58
French	311	30
Other	127	12

Note: Percentages may not add exactly to 100 due to rounding.

*Less than 0.5 percentage points.