

# GALLUP WOULD LIKE YOUR OPINION

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

485-1

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.

SECTION I - ASK EVERYONE: 01

ASK EVERYONE:

1a. Have you heard or read anything about the up-coming Liberal Convention to elect a new federal Liberal leader?

SA YES---1-16  
 NO-----2  
 DK/NS→3

ASK EVERYONE:

b. Here is a card listing some possible contenders. HAND CARD 1

If you could vote on this, which one of these would you vote for as leader of the federal Liberal Party?

SA

LLOYD AXWORTHY-----	1-17
JEAN CHRETIEN-----	2
DON JOHNSTON-----	3
MARK MACGUIGAN-----	4
JOHN MUNRO-----	5
JOHN ROBERTS-----	6
JOHN TURNER-----	7
EUGENE WHELAN-----	8
OTHER(SPECIFY)_____	9

DON'T KNOW/NONE/  
 CAN'T SAY-----0  
 NS → X

IF CANDIDATE NAMED IN Q.1b, ASK:

c. If... (PERSON NAMED IN Q.4c) were chosen as the next leader of the Federal Liberal Party, how likely would you be to support him in the next federal election - very likely, quite likely, not too likely, or not at all likely?

SA VERY LIKELY---1-18  
 QUITE LIKELY---2  
 NOT TOO LIKELY-----3  
 NOT AT ALL LIKELY-----4  
 DON'T KNOW-----5  
 NS → 26

2a. Putting your own politics aside, what type of man do you think would make the best Prime Minister for Canada at this time - should he encourage foreign investment in this country or discourage it?

ENCOURAGE IT-----1-19  
 DISCOURAGE IT-----2  
 NEITHER/STAY THE SAME-----3  
 DON'T KNOW-----4  
 NS → 5

2b. Should he be committed to reducing government spending in spite of current high unemployment or should he continue high government spending in order to create jobs?

SA REDUCE GOVERNMENT SPENDING-----1-20  
 CONTINUE HIGH GOVERNMENT SPENDING--2  
 NEITHER/STAY THE SAME-----3  
 DON'T KNOW-----4  
 NS → 5

2c. And should he lead Canada in the direction of socialism, or away from socialism?

SA IN DIRECTION OF SOCIALISM-----1-21  
 AWAY FROM SOCIALISM-----2  
 NEITHER/STAY THE SAME-----3  
 DON'T KNOW-----4  
 NS → 5

2d. Should he be committed to expanding social welfare programs, or reducing them?

SA EXPANDING SOCIAL WELFARE PROGRAMS---1-22  
 REDUCING SOCIAL WELFARE PROGRAMS---2  
 NEITHER/STAY THE SAME-----3  
 DON'T KNOW-----4  
 NS → 5

3. 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?

\$001-996 <sup>23</sup> 997-999+OVER  
 24 ( ) DON'T KNOW  
 25 998 = DK 999 = NS

4. How important to you are your religious beliefs, very important, fairly important, not too important, not at all important?

SA VERY IMPORTANT-----1-26  
 FAIRLY IMPORTANT-----2  
 NOT TOO IMPORTANT-----3  
 NOT AT ALL IMPORTANT-----4  
 DK/NS → 5

5. Do you believe in God?

SA YES-----1-27  
 NO-----2  
 DON'T KNOW-----3  
 NS → 4

6. Do you believe in life after death?

SA YES-----1-28  
 NO-----2  
 DON'T KNOW-----3  
 NS → 4

7a. Did you, yourself, happen to attend church or synagogue in the last seven days?

SA YES---1-29  
NO-----2  
NS → 3

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

SA YES----1-30  
NO-----2  
DON'T KNOW-----3  
NS → 4

455-1

8. What do you think is the ideal number of children for a family to have?

1 2 3 4 5 6 OR MORE - 3/ 7 → DK  
SA ( ) CAN'T SAY 8 → NS  
NONE → 0

9. Generally speaking, do you think living conditions for people like yourself in this country are better or worse than they were 5 years ago?

SA BETTER-----1 - 32 NS → 4  
WORSE-----2 SAME → 5  
DON'T KNOW-----3

10. How likely do you think it is that there will be a nuclear war in your lifetime, very likely, somewhat likely, not too likely or not at all likely?

SA Very likely-----1-33  
Somewhat likely-----2  
Not too likely-----3  
Not at all likely-----4  
DON'T KNOW-----5  
NS → 6

11. If there is a nuclear war, how likely do you think it is that you will survive, very likely, somewhat likely, not too likely, or not at all likely?

SA Very likely-----1-34  
Somewhat likely-----2  
Not too likely-----3  
Not at all likely-----4  
DON'T KNOW-----5  
NS → 6

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

LIBERAL-----1-35 OTHER PARTY(WRITE IN)  
PRG.CONS-----2  
N.D.P.-----3 6  
CREDITISTE-----4 UNDECIDED-----7  
SOCIAL CREDIT-----5 NS/REFUSED-----8  
NOT ELIGIBLE-----9

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

YES-----  NO-----1-36  
TOO YOUNG-----2

IF 'YES' ASK:  
Which party did the candidate for whom you voted represent?

LIBERAL-----3 OTHER PARTY (WRITE IN)  
PRG.CONS-----4  
N.D.P.-----5 8  
CREDITISTE-----6 DON'T KNOW-----9  
SOCIAL CREDIT-----7 NS/REFUSED-----0

MEN: Are you the male head of the household?  
 WOMEN: Are you the female head of the household?  
 SA YES-----1-6 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 "D"  
 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)		
NO FORMAL SCHOOLING-----	9	
REFUSED-----	0	

What is your occupation?  
 SPECIFIC JOB: Standard Gallup  
 TYPE OF COMPANY: Occupations Code List 79  
 CHECK IF: ( ) STUDENT  
 ( ) HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY  
 SPECIFIC JOB: Standard Gallup  
 TYPE OF COMPANY: Occupations Code List 79

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  
 YES, MY SPOUSE-----2 Both→5  
 NO-----3  
 NS-----4

What was the year of your birth?  
 SA Below 1901→78  
 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?  
 SA 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  
 NS/REFUSED-----7

RECORD IF: FARM-----1-79  
 RURAL, NON-FARM-----2  
 SA 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

CARD 1

LLOYD AXWORTHY

JEAN CHRETIEN

DON JOHNSTON

MARK MACGUIGAN

JOHN MUNRO

JOHN ROBERTS

JOHN TURNER

EUGENE WHELAN

# 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

485-1

## PRESENTATION SUGGEREE

Dominateur, 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.

### DEMANDEZ A TOUS:

- 1a. Avez-vous entendu ou lu quelque chose concernant le prochain congrès Libéral pour élire un nouveau chef libéral fédéral?

OUI-----1-16  
NON-----2

### DEMANDEZ A TOUS:

- b. Voici une liste de certains candidats possibles. PASSEZ LA CARTE 1

Si vous pouviez voter, quel serait votre choix parmi ceux-ci comme Chef du Parti Libéral Fédéral? INSCRIVEZ SOUS LA COLONNE 'AVEC AIDE'.

LLOYD AXWORTHY-----	1-17
JEAN CHRETIEN-----	2
DON JOHNSTON-----	3
MARK MACGUIGAN-----	4
JOHN MUNRO-----	5
JOHN ROBERTS-----	6
JOHN TURNER-----	7
EUGENE WHELAN-----	8
AUTRE (PRECISEZ)-----	9
NE SAIS PAS/AUCUN/NE PEUX DIRE	0

### SI UN CANDIDAT EST MENTIONNE A LA Q.1b, DEMANDEZ:

- c. Si... (PERSONNE NOMMEE A LA Q.1b) était choisie comme prochain chef du parti libéral fédéral, à quel point est-ce probable que vous l'appuyiez à la prochaine élection fédérale - est-ce très probable, assez probable, pas très probable ou pas du tout probable?

TRES PROBABLE-----1-18  
ASSEZ PROBABLE-----2  
PAS TRES PROBABLE-----3  
PAS DU TOUT PROBABLE-----4  
NE SAIS PAS-----5

- 2a. En oubliant vos penchants politiques, selon vous, quel type d'homme ferait présentement le meilleur premier ministre pour le Canada - devrait-il appuyer ou ne pas appuyer l'investissement étranger dans le pays?

APPUYER-----1-19  
NE PAS APPUYER-----2  
NI L'UN NI L'AUTRE/DEMEURE LA MEME-----3  
NE SAIS PAS-----4

- b. Devrait-il s'engager à réduire les dépenses du gouvernement en dépit du haut taux de chômage ou s'il devrait continuer les dépenses élevées du gouvernement afin de créer des emplois?

REDUIRE LES DEPENSES DU GOUVERNEMENT-----1-20  
CONTINUER LES DEPENSES ELEVEES DU GOUVERNEMENT-----2  
NI L'UN NI L'AUTRE/DEMEURE LA MEME-----3  
NE SAIS PAS-----4

- c. Devrait-il entraîner le Canada vers le socialisme ou l'éloigner du socialisme?

ENTRAINER VERS LE SOCIALISME-----1-21  
ELOIGNER DU SOCIALISME-----2  
NI L'UN NI L'AUTRE/DEMEURE LA MEME-----3  
NE SAIS PAS-----4

- d. Devrait-il s'engager à augmenter les programmes d'aide sociale, ou à les réduire?

AUGMENTER LES PROGRAMMES D'AIDE SOCIALE--1-22  
REDUIRE LES PROGRAMMES D'AIDE SOCIALE----2  
NI L'UN NI L'AUTRE/DEMEURE LA MEME-----3  
NE SAIS PAS-----4

3. En général, quel est le montant minimum qu'une famille de quatre - le mari, la femme et deux enfants - a besoin chaque semaine pour subvenir à ses besoins dans cette localité?

\$ \_\_\_\_\_<sup>23</sup>/<sub>25</sub> ( ) NE SAIS PAS

4. Quelle importance attachez-vous à votre foi religieuse? Est-ce très important, assez important, pas très important, ou pas important du tout?

TRES IMPORTANT-----1-26  
ASSEZ IMPORTANT-----2  
PAS TRES IMPORTANT-----3  
PAS IMPORTANT DU TOUT-----4

5. Croyez-vous en Dieu?

OUI-----1-27  
NON-----2  
NE SAIS PAS-----3

6. Croyez-vous à la vie éternelle, c'est-à-dire la vie après la mort?

OUI-----1-28  
NON-----2  
NE SAIS PAS-----3

- 7a. Avez-vous, personnellement, visité une église, ou une synagogue au cours des sept derniers jours?

OUI-----1-29  
NON-----2

- b. Est-ce que la religion est une partie intégrale de votre vie actuellement, oui ou non?

OUI-----1-30  
NON-----2  
NE SAIS PAS-----3

8. Idéalement, quel est le nombre d'enfants qu'une famille le doit avoir? ENCERCLEZ LE NOMBRE APPROPRIE.

1 2 3 4 5 6 OU PLUS<sup>-31</sup>

9. D'une façon générale, pensez-vous que les conditions de vie pour les gens comme vous dans ce pays sont meilleures ou pires qu'il y a cinq ans?

MEILLEURES----1-<sup>32</sup>  
PIRES-----2

NE SAIS PAS-----3

10. Selon quelle probabilité pensez-vous qu'il y aura une guerre nucléaire de votre vivant? Est-ce que c'est très probable, assez probable, pas très probable ou pas probable du tout?

TRES PROBABLE-----1-<sup>33</sup>  
ASSEZ PROBABLE-----2  
PAS TRES PROBABLE-----3  
PAS PROBABLE DU TOUT-----4

NE SAIS PAS-----5

11. S'il y avait une guerre nucléaire, selon quelle probabilité pensez-vous y survivre? Est-ce que c'est très probable, assez probable, pas très probable ou pas probable du tout?

TRES PROBABLE-----1-<sup>34</sup>  
ASSEZ PROBABLE-----2  
PAS TRES PROBABLE-----3  
PAS PROBABLE DU TOUT-----4

NE SAIS PAS-----5

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

LIBERAL-----1-<sup>35</sup> . AUTRE (PRECISEZ)  
PROG. CONS.-----2  
N.P.D.-----3  
CREDITISTE-----4  
CREDIT SOCIAL---5

INDECIS-----6  
REFUS-----7  
NON ELIGIBLE-----9

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

OUI----- NON -----1-<sup>36</sup>  
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)  
NE ME SOUVIENS PAS---8  
REFUS-----9

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 -63

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 "O"

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 déduction des taxes?

MOINS DE \$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 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'AUTHEMATICITE  
 ET L'HONNETETE DE CETTE INTERVIEW -- SIGNATURE DE L'INTERVIEWEUR:

PLAN 1

LINE	NO.	DESCRIPTION	AMOUNT	TOTAL
1	100		0	0
2	100		0	0
3	100		0	0
4	100		0	0
5	100		0	0
6	100		0	0
7	100		0	0
8	100		0	0
9	100		0	0
10	100		0	0
11	100		0	0
12	100		0	0
13	100		0	0
14	100		0	0
15	100		0	0
16	100		0	0
17	100		0	0
18	100		0	0
19	100		0	0
20	100		0	0
21	100		0	0
22	100		0	0
23	100		0	0
24	100		0	0
25	100		0	0
26	100		0	0
27	100		0	0
28	100		0	0
29	100		0	0
30	100		0	0
31	100		0	0
32	100		0	0
33	100		0	0
34	100		0	0
35	100		0	0
36	100		0	0
37	100		0	0
38	100		0	0
39	100		0	0
40	100		0	0
41	100		0	0
42	100		0	0
43	100		0	0
44	100		0	0
45	100		0	0
46	100		0	0
47	100		0	0
48	100		0	0
49	100		0	0
50	100		0	0
51	100		0	0
52	100		0	0
53	100		0	0
54	100		0	0
55	100		0	0
56	100		0	0
57	100		0	0
58	100		0	0
59	100		0	0
60	100		0	0
61	100		0	0
62	100		0	0
63	100		0	0
64	100		0	0
65	100		0	0
66	100		0	0
67	100		0	0
68	100		0	0
69	100		0	0
70	100		0	0
71	100		0	0
72	100		0	0
73	100		0	0
74	100		0	0
75	100		0	0
76	100		0	0
77	100		0	0
78	100		0	0
79	100		0	0
80	100		0	0
81	100		0	0
82	100		0	0
83	100		0	0
84	100		0	0
85	100		0	0
86	100		0	0
87	100		0	0
88	100		0	0
89	100		0	0
90	100		0	0
91	100		0	0
92	100		0	0
93	100		0	0
94	100		0	0
95	100		0	0
96	100		0	0
97	100		0	0
98	100		0	0
99	100		0	0
100	100		0	0



SAMPLE CHARACTERISTICSTOTAL OF  
RESPONDENTSPERCENT

<u>NATIONAL</u>	1059	100
<u>Region:</u>		
Atlantic	97	9
Quebec	291	27
Ontario	371	35
Prairies	169	16
British Columbia	131	12
<u>Community Size:</u>		
Rural	263	25
1,000 - 30,000	157	15
30,000 - 100,000	89	8
100,000 - 500,000	109	10
Over 500,000	440	42
<u>Sex:</u>		
Male	518	49
Female	541	51
<u>Age:</u>		
Under 35 years	445	42
35 years and over	602	57
Did not state	12	1
<u>Education:</u>		
Elementary	176	17
Secondary	701	66
University	181	17
Refused	1	*
<u>Family Income:</u>		
Under \$15,000	224	21
\$15,000 - \$29,999	311	29
\$30,000 and over	339	32
Refused	185	17
<u>Occupation of Respondent:</u>		
Prof./Executive	172	16
Sales/Clerical	155	15
Labour	232	22
Housewife	256	24
Student	64	6
Other	159	15
Refused	21	2
<u>Mother Tongue:</u>		
English	660	62
French	287	27
Other	107	10
	5	*

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

\* Less than 0.5 percentage points.

RECORD LAY-OUT

Newspaper Questions

National Omnibus (485-1)

Interviewing Dates - May 3 to 5, 1984

Tape #GP 0198 (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	Blank
	1a	16	1-3
	b	17	1-X
	c	18	1-6
	2a	19	1-5
	b	20	1-5
	c	21	1-5
	d	22	1-5
	3	23-25	001-999
	4	26	1-5
	5	27	1-4
	6	28	1-4
	7a	29	1-3
	b	30	1-4
	8	31	1-8 or 0
	9	32	1-5
	10	33	1-6
	11	34	1-6
	12	35	1-9
	13	36	1-0
		37-62	BLANK
		63-79	BASIC DATA
		80	BLANK

1-25-51

WEIGHTS APPLIED

	<u>MALE</u>	<u>FEMALE</u>
18 to 29 years	1.193	1.056
30 to 49 years	0.927	0.821
50 years and over	0.861	1.329

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

A. PROFESSIONAL/TECHNICAL

Accountants/Actuaries/Auditors  
 Architects  
 Engineers: Aeronautical  
           Chemical  
           Civil  
           Electrical  
           Flight  
           Industrial  
           Mechanical  
           Metallurgical  
           Mining  
           Petroleum  
           Sales  
 Farm & Home Management Advisors  
 Foresters/conservationists  
 Judges/lawyers  
 Librarians/Archivists/Curators  
 Mathematicians/Statisticians  
 Nurses: Registered Nurses  
           Dieticians  
           Therapists  
 Physicians and Related Practitioners:  
           Chiropractors  
           Dentists  
           Optometrists  
           Pharmacists  
           Veterinarians  
 Religious workers:  
           Clergymen  
           Ministers  
 Researchers  
 Scientists: Agricultural  
           Atmospheric & Space  
           Biological  
           Life & Physical  
           Marine  
           Chemists  
           Geologists  
           Physicists/Astronomers  
           Chef

Social  
 Scientists: Economics  
           Political/Politician  
           Psychologists  
           Sociologist  
           Urban & Regional Planners  
 Teachers on all levels/vocational &  
 Instructor: educational counsellors  
Technicians & Technologists:  
           Health; clinical  
           Dental hygienists/technicians  
           Health records, health  
           Radiologist/X-ray  
           Research technician  
 Engineering & Science: Technicians &  
           Technologists  
           Agricultural  
           Biological  
           Chemical  
           Electrical  
           Industrial  
           Mechanical  
 Other technicians:  
           Airplane pilots  
           Air traffic controllers  
           Embalmers/Undertaker  
 Writers, Artists and Entertainers:  
           Actors  
           Athletes  
           Authors  
           Dancers  
           Designers  
           Editors/Reporters  
           Musicians & Composers  
           Painters & Sculptors  
           Public Relations & Publicity  
           Producers  
           Radio & Television Announcers  
           Mortician  
           Model  
           Disc Jockey

2. BUSINESS EXECUTIVE, OWNERS, MANAGERS & ADMINISTRATORS

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

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

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  
Customs 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 Scheduler  
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