

#2 (94-4)

GALLUP WOULD LIKE YOUR OPINION

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

FEBRUARY/85
494-4

SUGGESTED INTRODUCTION:

1 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

SECTION I --- ASK EVERYONE

01

1a. Would you, or would you not be willing to sign a form donating any of your vital organs for transplants, in the event of your death?

SA YES-----1-16
NO-----2
DON'T KNOW-----3
NS-----4
IF 'YES', ASK: → GO TO Q.2

b. Have you, by any chance, already signed such a form?

SA YES-----1-17
NO-----2
NS-----3

ASK EVERYONE:

2. Do you ever have occasion to use alcoholic beverages, such as liquor, wine or beer, or are you a total abstainer?

SA YES, USE-----1-18
NO DO NOT, ABSTAINER-----2
NS-----3

3. Do you think children today are being better educated or worse than you were?

SA BETTER-----1-19
WORSE-----2
THE SAME-----3
DK/CAN'T SAY-----4
NS-----5

4. Here are some of the things labor unions try to do for their members. Which one of them do you think is the most important at the present time? HAND CARD 1
ACCEPT ONE ANSWER ONLY.

SECURITY OF EMPLOYMENT-----1-20
BETTER WORKING CONDITIONS-----2
HIGHER WAGES-----3

SA BETTER PENSION PLANS-----4
PROFIT SHARING-----5
SHORTER WORKING HOURS-----6
OTHER(SPECIFY)-----7

DK/CAN'T SAY-----8
NS-----9

5. 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?

\$ _____ () DON'T KNOW
21
22
23
24

ACCEPT 0001 → 9996

9997 = 9997 or over
9998 = DK

6a. Have you seen or heard anything about the budget cuts recently imposed upon the C.B.C. - The Canadian Broadcasting Corporation?

SA YES-----1-25
NO-----2
DK/NS-----3
IF 'YES' ASK: → GO TO Q.7A

b. What is your reaction to these cuts - on the whole would you say you reacted favorably or unfavorably?

SA FAVORABLY-----1-26
UNFAVORABLY-----2
DK/CAN'T SAY-----3
NS-----4
IF 'FAVORABLY OR UNFAVORABLY' ASK: → GO TO Q.7

c. Would you tell me why? _____ 27

(see attached code list) 28

_____ 29

_____ 30

_____ 31

_____ 32

ASK EVERYONE:

7a. Do you think that workers should or should not have the right to strike?

SA YES, SHOULD-----1-33
NO, SHOULD NOT-----2
DK/UNDECIDED-----3
NS-----4

b. What about strikes in occupations where the public is seriously inconvenienced - such as strikes by employees of the postal service, airlines, railroads, or the telephone service - do you think they should or should not be permitted to strike?

SA YES, SHOULD-----1-34
NO, SHOULD NOT-----2
DK/UNDECIDED-----3
NS-----4

8a. Would you favor or oppose requiring every able bodied young man in this country, when he reached the age of 18, to spend one year in military training?

SA WOULD FAVOR-----1-35
WOULD OPPOSE-----2
DK/NO OPINION-----3
NS-----4

b. And how about women, would you favor or oppose compulsory military training for one year for women, at age 18?

SA YES-----1-36
NO-----2
DON'T KNOW-----3
NS-----4

#484-4

9. If you were taking a new job and had your choice of a boss, would you prefer to work under a man or a woman?

SA PREFER MAN BOSS-----1-37
 PREFER WOMAN BOSS-----2
 NO DIFFERENCE-----3
 DK/NO OPINION-----4
 NS -----> 5

10. Do you think that taxes are too high or about right?

SA TOO HIGH-----1-38
 ABOUT RIGHT-----2
 DK/CAN'T SAY-----3
 NS -----> 4

11a. The C.B.C. - Canadian Broadcasting Corporation - produces many types of television programs. In your opinion, which of these types of programs does it produce best? HAND CARD 2 & RECORD BELOW

b. And which would you say the C.B.C. does the poorest job with? HAND CARD 2 & RECORD BELOW

	BEST	POOREST
COMEDY-----	1-39	1-40
CHILDREN'S PROGRAMS-----	2	2
DOCUMENTARIES-----	3	3
DRAMA-----	4	4
NEWS PROGRAMS-----	5	5
SPORTS-----	6	6
VARIETY SHOWS-----	7	7
NONE-----	8	8
DK/CAN'T SAY-----	9	9
NS ----->	0	0

12a. Do you think parents do a good job or a bad job in preparing children for their future?

SA GOOD JOB-----1-41
 BAD JOB-----2
 FAIR JOB-----3
 DK/UNDECIDED-----4
 NS -----> 5

b. And do you think the schools do a good job or a bad job in preparing children for their future?

SA GOOD JOB-----1-42
 BAD JOB-----2
 FAIR JOB-----3
 DK/UNDECIDED-----4
 NS -----> 5

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

SA LIBERAL-----1-43
 OTHER PARTY (WRITE IN)
 PROG. CONS.-----2
 N.D.P.-----3
 DK/UNDECIDED-----4
 NS/REFUSED-----5
 NOT ELIGIBLE-----6

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

YES----- NO-----1-44
 TOO YOUNG-----2

IF 'YES' ASK:

Which party did the candidate for whom you voted represent?

SA LIBERAL-----3
 OTHER PARTY (WRITE IN)
 PROG. CONS.-----4
 N.D.P.-----5
 DON'T KNOW-----6
 NS/REFUSED-----7

#484-4

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-----1-63 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 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

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-79
CHECK IF: () STUDENT
() HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY
SPECIFIC JOB: Standard Stallop
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?
Below 1901->78
YEAR REFUSED->79

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
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

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

SECTION I -- DEMANDEZ A TOUS

0/1

1a. Seriez-vous d'accord ou non à signer une formule afin de faire un don de vos organes vitaux, après votre décès, pour fins de transplantations?

OUI----1-16
NON-----2
NE SAIS PAS---3

SI 'OUI', DEMANDEZ:

b. Auriez-vous, par hasard, déjà signé une telle formule?

OUI---1-17
NON-----2

DEMANDEZ A TOUS:

2. Consommez-vous à l'occasion des boissons alcoolisées, tel que de la boisson forte, vin ou bière, ou si vous vous en abstenez complètement?

OUI, BOIS DES BOISSONS ALCOOLISEES----1-18
NON, M'EN ABSTIENS-----2

3. Pensez-vous qu'aujourd'hui les enfants reçoivent une éducation supérieure ou inférieure à celle que vous avez reçue?

SUPERIEURE---1-19
INFERIEURE-----2
A PEU PRES LA MEME---3

NE PEUX DIRE-----4

4. Voici quelques-unes des choses que les syndicats ouvriers essaient de faire pour leurs membres. Selon vous, parmi ces choses, quelle est celle qui est présentement, la plus importante? PASSEZ LA CARTE 1 UNE REPONSE SEULEMENT.

SECURITE D'EMPLOI-----1-20
MEILLEURES CONDITIONS DE TRAVAIL---2
SALAIRES PLUS ELEVES-----3

MEILLEURS PLANS DE PENSION-----4
PARTAGE DES PROFITS-----5
HEURES DE TRAVAIL PLUS COURTES-----6

AUTRE (PRECISEZ) _____ 7

NE PEUX DIRE-----8

5. En général, quel serait le montant d'argent minimum qu'une famille de quatre (mari, épouse et deux enfants) a besoin chaque semaine afin de joindre les deux bouts, dans cette communauté?

\$ _____ () NE SAIS PAS

21
22
23
24

6a. Avez-vous vu ou entendu quelque chose concernant les récentes coupures budgétaires imposées à la Société Radio-Canada?

Oui-----1-25
Non-----2

SI 'OUI', DEMANDEZ:

b. Que pensez-vous de ces coupures - dans l'ensemble diriez-vous avoir réagit favorablement ou défavorablement?

FAVORABLEMENT-----1-26
DEFAVORABLEMENT-----2
NE PEUX DIRE-----3-- PASSEZ A LA 0.7

SI 'FAVORABLEMENT' OU 'DEFAVORABLEMENT', DEMANDEZ:

c. Veuillez m'expliquer pourquoi?

_____ 27
_____ 28
_____ 29
_____ 30
_____ 31
_____ 32

DEMANDEZ A TOUS:

7a. Croyez-vous que les travailleurs devraient ou ne devraient pas avoir le droit de grève?

OUI---1-33
NON-----2

NE SAIS PAS-----3

b. Que pensez-vous des grèves dans les domaines où le public est sérieusement incommodé - tels que les grèves des employés du service postal, les compagnies aériennes, ferroviaires ou le service téléphonique - croyez-vous qu'ils devraient ou ne devraient pas avoir le droit de grève?

OUI, DEVRAIENT-----1-34
NON, NE DEVRAIENT PAS---2
INDECIS-----3

8a. Seriez-vous en faveur ou contre que chaque garçon atteignant l'âge de 18 dans ce pays et ayant les capacités physiques, soit demandé de se joindre à l'entraînement militaire pour une durée d'un an?

EN FAVEUR---1-35
CONTRE-----2
AUCUNE OPINION-----3

b. Et pour les femmes, seriez-vous en faveur ou contre l'entraînement militaire obligatoire pour une durée d'un an pour les femmes atteignant l'âge de 18 ans?

OUI---1-36
NON-----2

NE SAIS PAS---3

9. Si vous deviez occuper un nouvel emploi et si vous pourriez choisir votre patron, préféreriez-vous travailler sous les ordres d'un homme ou d'une femme?

PREFERE UN HOMME---1-37
PREFERE UNE FEMME---2
AUCUNE DIFFERENCE---3

AUCUNE OPINION-----4

10. Croyez-vous que les impôts sont trop élevés ou assez raisonnables?

TROP ELEVES-----1-38
ASSEZ RAISONNABLES---2
NE PEUT DIRE-----3

11a. Radio Canada produit plusieurs sortes de programmes pour la télévision. Selon vous, laquelle de ces sortes de programmes produit-il le mieux? REMETTEZ LA CARTE 2 ET MARQUEZ CI-DESSOUS.

b. Et laquelle, diriez-vous, Radio Canada produit-il le pire? MARQUEZ CI-DESSOUS.

	(a) MIEUX	(b) PIRE
COMEDIES-----	1-39	1-40
PROGRAMMES POUR ENFANTS----	2	2
DOCUMENTAIRES-----	3	3
DRAMES-----	4	4
ACTUALITES-----	5	5
SPORTS-----	6	6
VARIETES-----	7	7
AUCUNES-----	8	8
NE PEUT DIRE-----	9	9

12a. Pensez-vous que les parents s'accomplissent bien ou mal leur tâche de préparer leurs enfants à l'avenir?

BIEN---1-41
MAL-----2
ASSEZ BIEN---3

INDECIS-----4

b. En pensez-vous que nos écoles s'accomplissent bien ou mal leur tâche de préparer les enfants à l'avenir?

BIEN---1-42
MAL-----2
ASSEZ BIEN---3

INDECIS-----4

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

LIBERAL-----1-43	AUTRE PARTI (INSCRIVEZ)	
PROG. CONS.-----2		
N.P.D.-----3		
	INDECIS-----	4
	REFUS-----	5
	NON-ELIGIBLE-----	6
		7

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

OUI----- NON-----1-44
TROP JEUNE POUR VOTER--2

SI 'OUI', DEMANDEZ:

Quel parti représentait le candidat pour lequel vous avez voté?

LIBERAL-----3	AUTRE PARTI (INSCRIVEZ)	
PROG. CONS.-----4		
N.P.D.-----5		
		6
	NE SAIS PAS-----	7
	REFUS-----	8

111-11

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 -43

DEMANDEZ A TOUS:
Actuellement, travaillez-vous à l'extérieur du foyer à plein temps, à temps partiel, ou pas du tout?
PLEIN TEMPS-----1 -44
TEMPS PARTIEL-----2
PAS DU TOUT-----3

DEMANDEZ A TOUS:
Quel est votre état civil?
CELIBATAIRE-----1 -45
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 -46
FRANCAISE-----2
AUTRE(PRECISEZ)-----3

Maintenant une question sur la religion. Quelle religion préférez-vous - Protestante, Catholique Romaine ou Juive?
PROTESTANTE-----1 -47
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 -48	2	
ECOLE SECONDAIRE-----3	4	
UNIVERSITE-----7	8	
POST SECONDAIRE A 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? _____ -49
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

INSCRIVEZ SEXE: HOMME-----1 FEMME-----2 -76

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 -77
\$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 PRES 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'AUTHEENTICITE ET L'HONNETETE DE CETTE INTERVIEW -- SIGNATURE DE L'INTERVIEWEUR: _____

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

#40444
SAMPLE CHARACTERISTICS

	<u>NUMBER</u>	<u>PERCENT</u>
<u>NATIONAL</u>	1035	100
<u>Region:</u>		
Atlantic	102	10
Quebec	279	27
Ontario	362	35
Prairies	169	16
British Columbia	123	12
<u>Community Size:</u>		
Over 100,000	538	52
10,000 - 100,000	159	15
Under 10,000	338	33
<u>Sex:</u>		
Male	506	49
Female	529	51
<u>Age:</u>		
18 to 29 years	321	31
30 to 49 years	367	35
50 years and over	338	33
Did not state	9	1
<u>Education:</u>		
Elementary	170	16
Secondary	659	64
University	202	20
Refused	4	*
<u>Income:</u>		
Under \$10,000	119	11
\$10,000 - \$19,999	194	19
\$20,000 - \$29,999	148	14
\$30,000 and over	399	39
Refused	175	17
<u>Occupation of Respondent:</u>		
Prof./Executive	199	19
Sales/Clerical	125	12
Labour	241	23
Housewife	229	22
Student	77	7
Other	146	14
Refused	18	2
<u>Mother Tongue:</u>		
English	618	60
French	273	26
Other	143	14
Did not state	1	*

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

*Less than 0.5 percentage points.

DESIGN OF THE SAMPLE

The Omnibus maintains a modified probability sample in all centres over 1,000 in population. A quota sample is used in rural farm and rural non-farm centres. An independent sample of individuals is selected for each survey.

The sampling procedure is designed to produce an approximation of the adult civilian population, 18 years and older, living in Canada, except for those persons in institutions such as prisons or hospitals, or those residing in Labrador, the Yukon or the Northwest Territories. Survey data can be applied to this population for the purpose of projecting percentages into numbers of people.

The sample design incorporates stratification by six community size groups, based on the 1981 Census data: Cities of 500,000 population and over, those between 100,000 and 500,000, 30,000 to 100,000, 10,000 to 30,000, 1,000 to 10,000 and rural farm and rural non-farm areas.

The population is arrayed in geographic order by community size and within those classifications, by census enumeration areas. Enumeration areas, on the average, contain about 500 to 1,000 people.

A total of 105 enumeration areas are selected randomly from this array. Within urban centres, a random block sampling procedure is used to select starting points for interviewers. The interviewer is provided with a map of the enumeration area, showing the location of the starting point and is required to follow a specified route in the selection of households. Within the household, the youngest male, 18 years and over, at home at the time of the interview, is questioned. If there is no male available, or when the male quota is completed, the youngest available female, 18 years and over is interviewed.

The selection of rural farm and rural non-farm interviewing locations follows the sample design established for urban centres in terms of geographic dispersion and random selection of enumeration areas. Because of the low population density and wide dispersion of households, the random block sampling procedure is replaced by quota sampling based on sex and age.

The design of this sample has been based on population statistics of the Census of Canada, 1981.

SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following table may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus the figure shown) within which the results of repeated samplings in the same time period could be expected to vary 95% of the time, assuming the same sampling procedure, the same interviewers and the same questionnaire.

The table below shows how much allowance should be made for the sampling error of a percentage:

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE

In Percentage Points
(At 95 in 100 Confidence Level)*

	Sample Size				
	2000	1000	600	400	200
Percentages near 10	2	2	4	4	5
Percentages near 20	2	3	4	5	7
Percentages near 30	3	4	5	6	8
Percentages near 40	3	4	5	6	9
Percentages near 50	3	4	5	6	9
Percentages near 60	3	4	5	6	9
Percentages near 70	3	4	5	6	8
Percentages near 80	2	3	4	5	7
Percentages near 90	2	2	4	4	5

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which include 1000 respondents. Then we go to row 'percentages near 30' in the table and go across to the column headed '1000'. The number at this point is 4, which means that the 33% obtained in the sample is subject to a sampling error of plus or minus 4 points. Another way of saying it is that very probably (95 chances out of 100) the true figure would be somewhere between 29 and 37, with the most likely figure the 33 obtained.

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

PLANKS	9	8	7	6	5	4	3	2	1	0
101										1035
102										0
103										0
104										0
105										0
106										0
107										0
108										0
109										0
110										0
111										0
112										0
113										0
114										0
115	103									0
116										0
117	44									0
118										0
119										0
120										0
121										0
122										0
123										0
124										0
125										0
126	398									0
127	546									0
128	1035									0
129	988									0
130	1035									0
131	1035									0
132	1035									0
133										0
134										0
135										0
136										0
137										0
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145	1035									0
146	1035									0
147	1035									0
148	1035									0
149	1035									0
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151	1035									0
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162	1035									0
163										0
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165										0
166										0
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168										0
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171										0
172										0
173										0
174										0
175										0
176										0
177										0
178										0
179										0
180										0

#114-4

RECORD-LAY-OUT

<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
	Q.1a	16	1-4
	1b	17	1-3
	Q.2	18	1-3
	Q.3	19	1-5
	Q.4	20	1-9
	Q.5	21/22/23/24	→ (SEE QUESTIONNAIRE FOR DESCRIPTION OF CODES)
	Q.6a	25	1-3
	6b	26	1-4
	6c	27/29/31 UPPER 28/30/32 LOWER	→ SEE ATTACHED CODE LIST
	Q.7a	33	1-4
	7b	34	1-4
	Q.8a	35	1-4
	8b	36	1-4
	Q.9	37	1-5
	Q.10	38	1-4
	Q.11a	39	1-0
	11b	40	1-0
	Q.12a	41	1-5
	12b	42	1-5
	Q.13	43	1-7
	Q.14	44	1-8
		45-62	BLANK

#-19-1-41

....2

<u>CARD NO.</u>	<u>QUESTION NO.</u>	<u>COLUMN NO.</u>	<u>CODE/DESCRIPTION</u>
01 (Con't)		63-79	BASIC DATA (SEE PAGE 3 OF THE QUESTIONNAIRE AND ATTACHED CODE <u>LISTS</u>).
		80	BLANK

Because of an imbalance by sex and age the following weights were applied in tabulation:

	<u>MALE</u>	<u>FEMALE</u>
18 to 29 years	1.234	1.242
30 to 49 years	0.935	0.777
50 years and over	0.865	1.182
Did not state	1.004	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-Occupation of Respondant & COL 70-Occupation of Head of Household)

- 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 hygenists/technicians
Sales	Health records, health
Farm & Home Management Advisors	Radiologist/X-ray
Foresters/conservationists	Research technician
Judges/lawyers	Engineering & Science: Technicians &
Librarianas/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 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, Cranesmen, 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
 Sillers & 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

CROSS SECTION FOR GALLUP # 494-4

<u>ASSIGNMENT NO</u>	<u>LOCATION</u>
NEWFOUNDLAND	
0501	Dunville
0601	near North River
P. E. I	
1601	near Cornwall
NOVA SCOTIA	
2201	Halifax
2401	Glace Bay
2501	Pictou
2601	North-West of Bedford
NEW BRUNSWICK	
3301	Saint John
3601	West of Oromocto
3611	Jaquet River
QUECEC	
4202	Ascot
4212	Jonquiere
4302	Granby
4312	Beloeil
4402	Cowansville
4412	Matane
4502	Saint Prosper
4512	L'Assomption
4602	near Riviere-du-Loup
4612	St. Cecile-de-Witton
4622	near Deauville
4632	Dunham
4642	near Les Cedres
4652	St. Ludgun-de-Milot
4102	St. Basile-le-Grand
4112	Lonqueuil
4122	Ste. Louis-de-Terrebonne
4132	Laval
4142	St. Leonard
4152	Montreal
4162	Montreal
4172	Montreal
4182	Montreal
4192	Lasalle
4104	Dorval
4114	Brossard
4108	charlesbourg
4118	Quebec City
4106	Gatineau

ASSIGNMENT NO	LOCATION
ONTARIO	
5101	Aurora
5111	Scarborough
5121	Scarborough
5131	Toronto
5141	Toronto
5151	East York
5161	North York
5171	North York
5181	York
5191	Etobicoke
5103	Mississauga
5113	Brampton
5107	Ottawa
5117	Ottawa
5109	Burlington
5119	Hamilton
5201	Welland
5211	St. Catharines
5221	Waterloo
5231	Windsor
5241	London
5251	Thunder Bay
5301	Kingston
5311	Brantford
5321	North Bay
5401	Tillsonburg
5411	Elliot Lake
5501	Goulbourn
5511	Wilmot
5521	Huntsville
5601	Ottawa (Rideau)
5611	near Keene
5621	Puslinch
5631	Winterbourne
5641	near Thedford
5651	near Port Severn
5661	Thunder Bay
MANITOBA	
6101	Winnipeg
6111	Winnipeg
6121	Winnipeg
6501	Pauphin
6601	near Gunton
SASKATCHEWAN	
7201	Saskatoon
7301	Prince Albert
7601	McMahon
7611	Green Acres

ASSIGNMENT NO

LOCATION

ALBERTA

8101	Calgary
8111	Calgary
8121	Edmonton
8131	Edmonton
8141	Edmonton
8501	Cochrane
8601	Hay Lakes
8611	Driftpile

BRITISH COLUMBIA

9101	Surrey
9111	Vancouver
9121	Vancouver
9131	Burnaby
9141	North Vancouver
9201	Oak Bay
9301	Abbotsford
9311	Prince George
9401	Penticon
9501	Kimberley
9601	near Alvin
9611	Arrowhead

#019-21
CODE LIST FOR Q.6 FAVORABLE REACTION

Q. 6C - Would you tell me why you reacted favorably to these cuts?

UPPER

1 C.B.C. SPENDING TOO EXTRAVAGANT: Cuts are not big enough- private enterprise could make money so why should we subsidize the C.B.C., they could have gone much deeper-they could have cut out a few more programs, they spend far too much money needlessly-there are no controls, they spend too much money on unnecessary programs anyway, they are so highly paid-they can do with less like everybody else, employees paid high raises-it was overspending, those in charge are drawing enormous wages, the pensions they are getting are too high, there is lots of featherbedding-too many people for the jobs that have to be done, they have a lot of 'hangers-on', a lot of fat-surplus of employees at the top, there is too much bureaucracy in the C.B.C.-they should have a different group to decide where the cuts should have been, too many chiefs-not enough indians, planning room for productivity-improvement-don't produce much.

2 TIME OF RESTRAINT/HAVE TO CUT SOMEWHERE: if they want to put the country back on it's feet they have to cut back on something. Deficit is too big, there is a need to cut back on extravagant expenses, living in an age of restraints and its one place it could be cut from, all of us should be able to squeeze the purse-so why not them, I think the large corporations get so big-especially the government-they have to cut back eventually, spending will run rampant if controls not placed, this means we pay less tax.

3 PREFER PRIVATE ENTERPRISE: too much government involvement in too many things, I am not at all sure government should be in entertainment-the market place should maintain a high quality station, C.B.C. should be sold to the public regarding stock competitions with C.T.V.

4 GENERAL DISLIKE C.B.C: I think they've got lousy programming, not a great love of C.B.C.-they have awfully bad programming, should have more emphasis on the arts.

5 to 8 NOT USED

9 QUALIFIED: wouldn't want to see it closed

0 OTHER: you have to give a little bit to get a little bit, wouldn't want to see it closed, I think there's something there for everybody.

X DON'T KNOW

V NOT STATED

CODE LIST FOR Q.6 UNFAVORABLE REACTION

Q.6c Would you tell me why you reacted unfavorably to these cuts?

UPPER

1 PROGRAMMING CUTS/(LIKE) C.B.C. PROGRAMMING: should not cut documentaries
THE Friendly Giant was good entertainment for children,
they are taking away good programs. that are educational,
it will cause inferior production.

2 CREATES UNEMPLOYMENT:because it cuts back on jobs, because of
layoffs and more people unemployed, it takes employment away from
Canadian artists, not in favor of extinguishing labourers.

3 SUPPORT CANADIAN CULTURE/ARTS: because its a cultral institution,
it interferes with the arts-I am a supporter of the arts, the
culture is being hurt, the arts in Canada are already underpriviled,
I think our population is getting too little of the nice things

4 WILL LOSE CANADIAN CONTENT:because its ours-its Canadian, believe
that the C.B.C. is necessary because otherwise we will be swamped
by the B.B.C. or the American networks,we have too much American
influence now as it is, we have spent millions of dollars over
the past few years to increase and improve the Canadian content
of our television

5 C.B.C. AN INDEPENDENT NON-COMMERCIAL STATION:it is important that
we have non-commercial independent network, we need the C.B.C.-
- is not a biased station, only non-commercial thing we've got.

6-8 NOT USED

9 QUALIFIED: have more people than they need, they have a lot of
people there who are getting a high wage-more than these people
are worth.

0 OTHER: too many chiefs not enough Indians, it seems that the little
person is being cut-the lower rank employee,unwanted competition
will intervene,not good to cut without examining the programs.

X DON'T KNOW

V NOT STATED