

GALLUP WOULD LIKE YOUR OPINION

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

493-1

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 1 -- ASK EVERYONE 01

1. What one wish, over everything else, would you like to see fulfilled during the next 10 years?

no attached code last 16
17

2a. Regardless of your personal opinion, do you think most people in Canada hold a favourable opinion of the Federal Progressive Conservative Party, or don't you think so?

SA YES, MOST DO-----1-18
NO-----2
DON'T KNOW-----3
NS-----4

b. Regardless of your personal opinion, do you think most people in Canada hold a favourable opinion of the Federal Liberal Party, or don't you think so?

SA YES, MOST DO-----1-19
NO-----2
DON'T KNOW-----3
NS-----4

c. Regardless of your personal opinion, do you think most people in Canada hold a favourable opinion of the Federal New Democratic Party, or don't you think so?

SA YES, MOST DO-----1-20
NO-----2
DON'T KNOW-----3
NS-----4

3a. Do you approve or disapprove of the way Brian Mulroney is handling his job as Prime Minister? RECORD BELOW

b. Do you approve or disapprove of the way John Turner is handling his job as leader of the Opposition? RECORD BELOW

c. And do you approve or disapprove of the way Ed Broadbent is handling his job as leader of the New Democratic Party? RECORD BELOW

	MULRONEY	TURNER	BROADBENT
APPROVE-----	1-21	1-22	1-23
DISAPPROVE-----	2	2	2
DK/NO OPINION-----	3	3	3
NS-----	4	4	4

4. Which, if any, of these things is the main cause of the present unemployment figures? HAND CARD 1

SA WORLD ECONOMIC PRESSURES-----1-24
PEOPLE NOT WANTING TO WORK-----2
LABOR UNIONS-----3
GOVERNMENT-----4
EMPLOYERS-----5
OTHER REASON (SPECIFY)-----6
DON'T KNOW-----7
NS-----8

5. Do you have quite a lot of confidence, some confidence, a little confidence or no confidence in the way the government in Ottawa is handling the problem of unemployment?

SA A LOT-----1-25
SOME-----2
A LITTLE-----3
NONE-----4
DON'T KNOW-----5
NS-----6

6. There has been considerable talk recently about pension plans in Canada. To ensure that all Canadians have an adequate income upon retirement, which of the following do you think we should place most reliance on? HAND CARD 2

SA INDIVIDUAL CANADIANS SHOULD BE RESPONSIBLE FOR THEIR OWN RETIREMENT INCOME, THROUGH PERSONAL SAVINGS, INVESTMENTS, RRSP'S AND THE LIKE-----1-26
ALL PRIVATE COMPANIES SHOULD BE REQUIRED TO SET UP PENSION PLANS WHICH WOULD FOLLOW THE WORKER FROM JOB TO JOB-----2
THE GOVERNMENT SHOULD PROVIDE AN ADEQUATE INCOME FOR ALL CANADIANS AT RETIREMENT AGE-----3
DON'T KNOW-----4
NS-----5

7a. Do you think the advertising in newspapers adds to, or takes away from your interest in them? RECORD BELOW

b. And advertising in magazines, do you think it adds to or takes away from your interest in them? RECORD BELOW

c. And on radio, does radio advertising add to, or take away from your interest in it? RECORD BELOW

d. And television commercials, do they add to, or take away from your interest in it? RECORD BELOW

	NEWS-PAPERS	MAGAZINES	RADIO	TELEVISION
ADDS TO-----	1-27	1-28	1-29	1-30
TAKES AWAY FROM	2	2	2	2
MAKES NO DIFFERENCE-----	3	3	3	3
UNDECIDED/DON'T READ/LISTEN-----	4	4	4	4
NS-----	5	5	5	5

8. Looking ahead to the year 2005 - that is 20 years' time - which of these things do you think will have happened by then...READ LIS?

	WILL	WILL NOT	DON'T KNOW	NS
A. SA Russia and the West will be living peacefully together?-----	1	2	3-3'	4
B. SA All countries will have ceased to manufacture nuclear weapons, or anything like them?---	1	2	3	4
C. SA Civilization as we know it, will be in ruins?--	1	2	3	4
D. SA Our standard of living will have doubled?-----	1	2	3-34	4
E. SA We will be working a three day week?-----	1	2	3	4
F. SA A cure for cancer will be found?-----	1	2	3	4
G. SA Expectancy of life will be 100 years?-----	1	2	3-37	4

9. Some companies insist on a person retiring when he or she reaches the age of 65 - regardless of health. Do you think this is or is not a good idea?

SA
 GOOD IDEA-----1-3'
 NOT A GOOD IDEA-----2
 QUALIFIED(SPECIFY) _____
 _____3
 DON'T KNOW-----4
 NS -----5

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

SA
 LIBERAL-----1-5'
 PROG. CONS.-----2
 N.D.P.-----3
 OTHER PARTY (WRITE IN) _____4
 DK/UNDECIDED-----5
 NS/REFUSED-----6
 NOT ELIGIBLE-----7

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

SA
 YES-----1-40
 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
 NS/REFUSED-----8

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 "0"

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

Table with columns: SCHOOLING LEVEL, 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 Gallup
TYPE OF COMPANY: Occupations Code List 69
CHECK IF: () STUDENT () HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB: Standard Gallup
TYPE OF COMPANY: Occupations Code List 70

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 79-86

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 CASUS

493-1

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 01

1. Quel est le vœu le plus cher que vous aimeriez voir se réaliser au cours des 10 prochaines années?

_____ 16
_____ 17

2a. En omettant votre opinion personnelle, croyez-vous que la plupart des gens au Canada conserve une opinion favorable du parti progressiste conservateur ou si vous ne le croyez pas?

OUI, LA PLUPART-----1-18
NON-----2
NE SAIS PAS-----3

b. En omettant votre opinion personnelle, croyez-vous que la plupart des gens au Canada conserve une opinion favorable du parti libéral fédéral, ou si vous ne le croyez pas?

OUI, LA PLUPART-----1-19
NON-----2
NE SAIS PAS-----3

c. En omettant votre opinion personnelle, croyez-vous que la plupart des gens au Canada conserve une opinion favorable du nouveau parti démocratique, ou si vous ne le croyez pas?

OUI, LA PLUPART-----1-20
NON-----2
NE SAIS PAS-----3

3a. Approuvez-vous ou désapprouvez-vous la façon dont Brian Mulroney accomplit sa tâche de premier ministre? INSCRIVEZ CI-DESSOUS

3b. Approuvez-vous ou désapprouvez-vous la façon dont John Turner accomplit sa tâche comme chef de l'opposition? INSCRIVEZ CI-DESSOUS

3c. Approuvez-vous ou désapprouvez-vous la façon dont Ed Broadbent accomplit sa tâche comme chef du N.P.D.? INSCRIVEZ CI-DESSOUS

	MULRONEY	TURNER	BROADBENT
APPROUVE-----	1-21	1-22	1-23
DESAPPROUVE----	2	2	2
AUCUNE OPINION--	3	3	3

4. Quelle est, selon vous, la principale cause du présent pourcentage de chômage? PASSEZ LA CARTE 1. EN CERCELEZ UNE SEULE REPONSE.

- PRESSIONS ECONOMIQUES DANS LE MONDE-----1-24
- LES GENS QUI NE VEULENT PAS TRAVAILLER-----2
- SYNDICATS OUVRIERS-----3
- GOVERNEMENT-----4
- EMPLOYEURS-----5
- AUTRE (PRECISEZ)-----6
- NE SAIS PAS-----7

5. Avez-vous très confiance, quelque peu confiance, peu confiance ou aucune confiance en la façon dont le gouvernement à Ottawa traite le problème du chômage?

- TRES CONFIANCE-----1-25
- QUELQUE PEU CONFIANCE--2
- PEU CONFIANCE-----3
- AUCUNE CONFIANCE-----4
- NE SAIS PAS-----5

6. Récemment on a beaucoup parlé des régimes de pension au Canada. Afin de s'assurer que tous les canadiens aient un revenu convenable au moment de la retraite, quel est celui sur lequel nous devrions nous fier le plus, de ce qui suit? PASSEZ LA CARTE 2

- LES CANADIENS DEVRAIENT POURVOIR A LEURS PROPRES REVENUS DE RETRAITES GRACE A DES EPARGNES PERSONNELLES, PLACEMENTS, REER ET D'AUTRES SEMBLABLES-----1-26
- TOUTES LES ENTREPRISES DU SECTEUR PRIVE DEVRAIENT ETRE OBLIGÉES D'ETABLIR DES REGIMES DE RETRAITE QUI SUIVRAIENT L'EMPLOYE D'UN EMPLOI A L'AUTRE-----2
- LE GOUVERNEMENT DEVRAIT FOURNIR UN REVENU CONVENABLE A TOUS LES CANADIENS A L'AGE DE LA RETRAITE-----3
- NE SAIS PAS-----4

- 7a. Croyez-vous que la publicité dans les journaux augmente ou diminue votre intérêt pour les journaux? INSCRIVEZ CI-DESSOUS
- b. Et la publicité dans les revues, est-ce qu'elle augmente ou diminue votre intérêt pour les revues? INSCRIVEZ CI-DESSOUS
- c. Et la publicité à la radio, est-ce qu'elle augmente ou diminue votre intérêt pour la radio? INSCRIVEZ CI-DESSOUS
- d. Et la publicité à la télévision, est-ce qu'elle augmente ou diminue votre intérêt pour la télévision? INSCRIVEZ CI-DESSOUS

	JOUR- NAUX	REVUES	RADIO	TELE- VISION
AUGMENTE-----	1-27	1-28	1-29	1-30
DIMINUE-----	2	2	2	2
NE FAIT AUCUNE DIFFERENCE-----	3	3	3	3
INDECIS/NE LIS PAS/ N'ECOUTE PAS-----	4	4	4	4

8. En prévoyant l'année 2005 - c'est-à-dire dans 20 ans d'ici - qu'est-ce qui se sera passé parmi ce qui suit...LISEZ LA LISTE

	SE SERA PASSE	NE SE SERA PAS PASSE	NE SAIS PAS
A. La Russie et l'Ouest vivront ensemble en paix?-----	1	2	3-31
B. Tous les pays auront cessé de produire des armes nucléaires, ou tout ce qui y ressemble?-----	1	2	3
C. La civilisation telle que nous la connaissons, sera ruinée?----	1	2	3
D. Notre standard de vie aura doublé?-----	1	2	3-34
E. Nous travaillerons une semaine de travail de trois jours?-----	1	2	3
F. Un traitement contre le cancer aura été découvert?-----	1	2	3
G. L'attente de longévité de vie sera de 100 ans?-----	1	2	3-37

9. Certaines compagnies insistent à ce qu'une personne prenne sa retraite lorsqu'il ou elle atteint 65 ans - sans tenir compte de sa santé. Croyez-vous que c'est une bonne ou mauvaise idée?

BONNE IDEE-----1-38
 MAUVAISE IDEE-----2
 QUALIFIEE (INSCRIVEZ) _____
 _____ 3
 NE SAIS PAS-----4

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

LIBERAL-----1-39
 PROG. CONS.-----2
 N.P.D.-----3
 AUTRE PARTI (INSCRIVEZ)
 _____ 4
 INDECIS-----5
 REFUS-----6
 NON-ELIGIBLE-----7

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

OUI----- NON-----1-40
 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 -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 "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-----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 REPDANT: _____ 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

CROSS SECTION FOR GALLUP # 493-1

ASSIGNMENT LOCATION	LOCATION
NEWFOUNDLAND	
0201	ST. John's
0601	Parson's Pond
P. E. I.	
1401	Summerside
NOVA SCOTIA	
2201	Dartmouth
2501	Lunenburg
2601	near Kentville
2611	near Dominion
NEW BRUNSWICK	
3301	Saint John
3601	near Stanley
3611	near Paquetville
QUEBEC	
4102	Longueuil
4112	Sainte-Therese
4122	Laval
4132	Montreal-Nord
4142	Montreal
4152	Montreal
4162	Montreal
4172	Montreal
4182	Westmount
4192	Saint Laurent
4104	St. Raphael-De-L'ile Bizard
4108	Beauport
4118	Quebec City
4128	Levis
4106	Hull
4202	Chicoutimi
4302	Shawnigan
4312	St. Jean-Sur-Richelieu
4402	Arthabaska
4412	Sept Iles
4502	Mont Joli
4512	St. Joseph-De-Lanoraie
4522	Port Cartier
4602	Saint Felicite
4612	near St. Nazaire
4622	near St. Leonard D'Aston
4632	near St. Pie
4642	Laval
4652	Evain

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ASSIGNMENT NO	LOCATION
ONTARIO	
5111	Scarborough
5121	Scarborough
5131	Toronto
5141	Toronto
5151	East York
5161	North York
5171	North York
5181	Toronto
5191	Etobicoke
5103	Mississauga
5113	Brampton
5107	Nepean
5117	Ottawa
5109	Burlington
5119	Hamilton
5129	Grimsby
5201	Oshawa
5211	St. Catharines
5221	Kitchener
5231	Windsor
5241	London
5251	Rayside-Balfour
5301	Kingston
5311±	Guelph
5321	Innisfil
5401	Fort Erie
5411	Valley East
5501	Halton Hills
5511	Beeton
5601	Cornwall
5611	near Bancroft
5621	Mississauga
5631	Delhi
5641	near La Salle
5651	Near Cookstown
5661	near Matachewan
5101	Markham
MANITOBA	
6101	Winnipeg
6111	Winnipeg
6301	Brandon
6501	Steinbach
6601	near Waldersee
SASKATCHEWAN	
7201	Regina
7601	Neudorf
7611	Duck Lake

ASSIGNMENT NO	LOCATION
ALBERTA	
8101	Calgary
8111	Calgary
8121	Calgary
8131	Edmonton
8141	Edmonton
8301	Fort McMurray
8401	Grande Prairie
8501	Taber
8511	Edson
8601	near Bowden
8611	near Rich Valley
BRITISH COLUMBIA	
9101	Surrey
9111	Richmond
9121	Vancouver
9131	Burnaby
9141	Port Coquitlam
9201	Saanich
9301	Kamloops
9401	Kitimat
9501	Fort St. James
9601	Langley
9611	Kelowna

RECORD LAY-OUT

Gallup National Omnibus
Newspaper Questions (493-1)
Interviewing dates: January 3-5, 1985
Tape # GP 0287 (CARLETON)

<u>CARD</u>	<u>QUESTION NO.</u>	<u>COLUMN NO.</u>	<u>CODE/DESCRIPTION</u>
01		01-02	Card No.
		02-06	Serial No.
		07-10	Assignment No.
		11-13	Study No.
		14	Week No.
		15	Not applicable
	1	16 (upper case)	see attached code list
	1	17	Blank
	2a	18	1-4
	b	19	1-4
	c	20	1-4
	3a	21	1-4
	b	22	1-4
	c	23	1-4
	4	24	1-8
	5	25	1-6
	6	26	1-5
	7a	27	1-5
	b	28	1-5
	c	29	1-5
	d	30	1-5
	8a	31	1-4
	b	32	1-4
	c	33	1-4
	d	34	1-4
	e	35	1-4
	f	36	1-4
	g	37	1-4

<u>CARD</u>	<u>QUESTION NO.</u>	<u>COLUMN NO.</u>	<u>CODE/DESCRIPTION</u>
01 (Con't)	9	38	1-5
	10	39	1-7
	11	40	1-8
		41-62	Blank
		63-79	Basic Data
		80	Blank

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

	<u>MALE</u>	<u>FEMALE</u>
18 to 29 years	1.046	1.244
30 to 49 years	1.045	0.832
50 years and over	0.860	1.096
Did not state	1.000	1.001

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

Q1. Which one wish, over everything else, would you like to see fulfilled during the next 10 years?

UPPER-Accept one mention only.

- 1 PEACE-nuclear disarmament, peace in the world, harmony amongst people
- 2 OTHER POLITICAL AND SOCIAL AMBITIONS: liberals get back in power, cost of living goes down moral standards improve, people come to know God, interest rate, economy, deficit, better programs for handicapped people, better government, feed the starving people in the third world countries, find a cure for cancer, less violence in society.
- 3 FAMILY AMBITIONS: family stays healthy, buy a house, pay off mortgage, own a farm, see my children go to college etc.
- 4 PERSONAL AMBITIONS: win a lottery, buy a car, better health, get myself a better job etc.
- 5-0 BLANK
- X DON'T KNOW
- V NOT STATED

#2103-1

OCCUPATIONS FOR BASIC DATA

1. 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	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
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 Wokers:
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

SAMPLE CHARACTERISTICS

#193-1

	<u>NUMBER</u>	<u>PERCENT</u>
<u>NATIONAL</u>	1058	100
<u>Region:</u>		
Atlantic	100	9
Quebec	291	28
Ontario	368	35
Prairies	190	18
British Columbia	109	10
<u>Community Size:</u>		
Over 100,000	552	52
10,000 - 100,000	162	15
Under 10,000	344	33
<u>Sex:</u>		
Male	517	49
Female	541	51
<u>Age:</u>		
18 to 29 years	327	31
30 to 49 years	375	35
50 years and over	345	33
Did not state	11	1
<u>Education:</u>		
Elementary	161	15
Secondary	720	68
University	171	16
Refused	6	1
<u>Income:</u>		
Under \$10,000	144	14
\$10,000 - \$19,999	181	17
\$20,000 - \$29,999	198	19
\$30,000 and over	345	33
Refused	190	18
<u>Occupation of Respondent:</u>		
Prof./Executive	182	17
Sales/Clerical	119	11
Labour	256	24
Housewife	241	23
Student	82	8
Other	160	15
Refused	18	2
<u>Mother Tongue:</u>		
English	602	57
French	327	31
Other	128	12

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