

CULTURAL BEEAVIOUR
CULTURAL ATTITUDES
AND NATIONAL IDENTITY

A project undertaken under<br>the Department of Comminications' University Grants Program<br>\section*{Carleton University}<br>Principal Investigator: Dr. Conrad Winn

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## AUTHOR'S PREFACE

The point of departure for this project was the author's premise that the first priority of a central government is usually and ought normally to be to sustain the territorial integrity of the state. When the citizens of a country are overwhelmingly committed to the integrity of that country, the goal of territorial integrity -sometimes called national unity or national identity -- is placed in abeyance. But, when a significant minority is committed to separation, the central government must give thought to how its programs and expenditures can contribute effectively and efficiently to strengthening the commitment of the citizens to the existing country (i.e. national identity) and how ethnic conflicts which threaten the persistence of the country can be diminished (national unity).

Federal Liberal and Conservative cabinets have been consistently committed to national identity and national unity as their highest priority. Their commitment to national unity is reflected, in pronouncements in the Broadcasting Act, in descriptions of cultural expenditure
programs, in cabinet appointments, in public service career planing, in the distribution of federel contracts, in voting at the United Nations, in foreign aid policy, in military policy, in social policy, and in the creation of unique institutions such as the Canadian Unity Information Office.

Sometimes the commitment to national unity takes the form of seeking to assure a francophone presence in leadership positions. According to the prevailing reasoning, the federal government requires a significant francophone presence in cabinet and in the public service so that the federal government is able to respond quickly and effectively to the needs of French Canada and so that French Canadians at large perceive the federal government as a legitimate embodiment of their interests. The desire to legitimate the federal government in French Canada has also led to a strong foreign aid program among former French colonies and attempts to improve France-Canada relations. The desire to legitimate the federal government in French Canada explains Ottawa's interest in encouraging prospective French-speaking immigrants and in encouraging them to locate in Quebec. The desire for legitimation in French Canada accounts for Ottawa's commitment to bilingualism and to rights of francophones hors Quebec. The Canadian Unity

Information Office, a uniquely Canadian institution, was created as a means of using advertising and marketing methods for purposes of legitimation.

The preceding enumeration is a partial list of manifest instruments of legitination. However, latent instruments of legitimation are often more important to scrutinize. Latent instruments are often considered more effective precisely because citizens are less likely to be aware of and therefore resistent to their purposes. Latent instruments are also a good gauge of a government's commitment to a given objective, in this instance, national unity. Direct transfer payments are an example of a latent instrument of nation-building. Though family allowances are probably a mediocre way of achieving the redistributive or family policy goals, they are believed to be an effective method of reminding citizens that the federal government continues to exist and does good things for people. Other latent instruments are de facto affirmative action for francophones in public service employment and the contracting of services.

Although latent instruments can be especially effective, they are nonetheless a mixed blessing. One reason is that the public servants who are responsible for determining the details of programs are less likely to be aware
of the importance attachea to a nacro policy goal by abinet than if exclusively manifest instruments vere used. Bridence that public servants nanaging cultural prosians sometines Porcet the priority attached to national unity by cabinet exists, for example, in support for Canedian boo': publishing. In this particular program, only about 18 of the total outlay is directed toward the translation of works between Canada's two official languages.

Another reason why the reliance on latent instruments is a mixed blessine is that it is difficult to evaluate the effectiveness of latent instruments. If, for example, family allowances are supposed to contribute to the salience of and legitimacy of the federal government, it is reasonable to enquire whether the family allowance budget might yield greater nation-ouilding benefits if devoted to another, more efficient profram.

The federal government needs to identify nationbuilding programs which are effective and efficient. Mation-building programs nust be efrective because Canada's bicultural conflicts have been the main source of internal instability in Canadian history. Current disputes over language issues in Manitoba and the Morth are linear descendents of disputes between English and French Canada over the Constitution, bilingual services, Vorld Var II conscription, Mussolini's invasion of Abyssinia, Morld Mar I
conscription, dreadnoughts, the Boer War, the Manitoba Schools' Crisis, Jouis Riel, the Jesuit Bstates conilict and other such issues.

Nation-building programs must be efficient because of the severe budgetary constraints being encountered by the Canadian and by other. Western governinents. Secause budgetary constraint is likely to continue into the extended future, it is vital that nation-building programs be evaluated for their efficiency so that rational re-allocations can be made among nation-building programs.

The purpose of this project is to assemble objective empirical data which can be used to assess the effectiveness and efficiency of cultural, communications and other nation-building programs. My relationship with the Department of Communications began with a letter addressed to then Deputy Minister Pierre Juneau. I proposed that the Department pay for the costs of survey research conducted by me for independent scholarly purposes. I would retain use of the data for independent publication but would provide the Department with a report in advance of publication in exchange for its support of the research endeavour. Two university grants were offered, one in 1982 and one in 1983. The first grant required me to undertake a small, local, exploratory survey. The second grant was
intended to cover the costs of preparing a nachine readable dataset, conducting initial analyses based on the exploratory dataset, and preparing a report. The two deliverables were to be (a) an SPSS datafile based on the exploratory survey and (b) a report. From the perspective of the requirements of the Department, the SPSS datafile and report were to become inputs for a fullfledged national study to be undertaken in the hypothetical future.

The dataset actually produced was an international dataset, consisting of a fullfledged national survey in Canada and a small U.S. sample for comparative purposes. The dataset assembled was approximately 30 times larger and more complex than required under the contract. The sample was much larger ( $N=1091$ ); the questionnaire was much more comprehensive; and many questions were open-ended, requiring costly labour-intensive analysis. The larger dataset was made possible as aresult of the efforts of the Department and the project team. Both Dr. Kinsley, the project officer, and $I$ were very pleased with the data product.

Nonetheless, the success in data collection became a nixed blessing for budgetary reasons. The second year's grant (\$7,672 + university overhead) was sufficient for the preparation and analysis of an exploratory study, but fell
far. short of the requirenents of a fulliledged study. The Grant was insurficient for the analysis of the data, nor even for the preparation of the SPSS datafile. The budgetary problem was not foreseeable since the second Jear's grant had to be decided before it was evident that a fullfledged national survey was realizable.

At the tine of writing, a fullfledged SPSS datafile has been prepared. Considerable, but not enough, computer analysis of the data has been undertaken. These tasks have been possible because of grants totalling $\$ 3,500$ from the university, use of $\$ 1,000$ from a personal grant, plus approximately $\$ 10,000$ of labour by the principal investigator which would normally be performed by research assistants.

All errors in data collection and analysis are the responsibility of the principal investigator. Nonetheless, both Andrew Cameron and Brian Kinsley merit my unstinting appreciation for their continuous administrative help, technical assistance, intellectual advice, and cooperative spirit.

## CHAPTER 1

## NATION-BUILDING

## AND CULTURE-COMMUNICATIONS PROGRAIS

As a result of the federal government's commitment to the cyclical evaluation of programs, the Department of Communications must each year consider the possibility that some of its programs require a different level of funding and/or adifferent institutional setting. The Department's assessment of the desirable budget and setting for each program depends in principle on how it answers the following questions:

1. How important is nation-building to the government as a whole and to the particular program being evaluated?
2. Precisely which features of Canadian society does nation-building encompass?'
3. Do and should all programs contribute to nationbuilding or only programs in culture and commnications?
4. What is the relative importance of nation-building among the goals of culture and communications programs?
5. How can the nation-building performance of government programs be measured empirically?
6. How can measurenent data on nation-buildins perPomance be used in policy formulation?

The author's preface has already discussed the relative importance of nation-building among the priorities of the federal cabinet. Compared to other advanced industrial countries, Canada has experienced limited internal violence, even considering the October 1970 crisis. Belgium has had to reorganize or relocate major institutions, including a major university, in order to diminish interethnic interaction and therefore diminish the possibility of violent outbreaks. Florida and other regions of the United States continue to experience incidents of racial violence. On the basis of the incidence of inter-ethnic violence, the Canadian government ought not to be highly concerned about inter-ethnic relations and the goal of nation-building could be assigned a less dramatic priority. Yet, other considerations recommend an intense priority for nation-building on the federal agenda. The most obvious consideration is the continued presence of a strong separatist movement in Quebec. A persistently strong separatist movement keeps alive the possibility of secessionist initiatives by legitimate parliamentary means. By accelerating the outflow of capital from Quebec, a strong separatist movement contributes to the situation of inequa-
 to timeatening lesitimate secessionist initiatives and frustrating Peceralist efforts to achieve equality, a strong separatist moveneat impedes ottama's ability to adojt eqficient long-tem induntrial stratezies. Fith separatisin as a sword of Damocles, Ottava feels pressured to opt for short-term gain and long-term pain where the nebec economy is concerned.

Demanding guebec governinents have becone models for other provincial authorities to imitate. Althoush the major provincial social programs are the fruit of federal initiatives and funds, the provinces have successfully claimed the credit. OHIP is almost entirely federally Iunded, but it is an "Ontario" progran. Figure 1 illustrates the success with which provincial governments have campaigned for the allegiance of the Canadian public.

With the brief exception of the Referendum period, Canadians have been more satisfied vith their provincial government than with the federal government. Other polling data show that Canadians are twice as likely to hold the federal government accountable for inter-govemmental disputes and that they are twice as likely to believe the provincial goveraments to be very effective. Canadians in every refion are apt to hold Ottawa responsible, especially

Fig. 1
Public Satisfaction with Two Levels of Goverment

in the ilest, where the ratio is almost $4: 1$. Overall, most Canadians indicate that they would align themselves on the provincial side in the event of serious conflict.

The provincial loyalties of Canadian citizeñs might not matter if Canada were an island to herself. But, the decentralized allegiances of Canadians affect Canada's ability to bargain effectively in international economic relations. Canada's ability to bargain effectively with foreign economic and political units is particularly affected by the fact that natural resources, which occupy a special position in our international economic relations, fall under provincial jurisdiction. It is less difficult for the federal government to win the allegiance of the Canadian public than to amend the constitution to make resources a federal matter. In any case, the former change would be a necessary condition for achieving the latter.

The first question raised in this chapter relates to the importance of nation-building. My answer is that it is supremely important. The second question relates to the specific content of nation-building. Precisely which national, ethnic, or communitarian conflicts need to be bridged? Which people or peoples need to be unified? Virtually every reader will agree that the English-French cleavage holds primacy. But, other conflicts rooted in
ethnicity and/or region, but not primarily in class, need attention as tell. These secondary cleavages are between Buropeans and natives, blacks and whites, Asians and whites, Jews and Christians, Protestants and Catholics, and Westerners and central Canadians. Each of these cleavages varies greatly in importance from period to period and fron region to region. For example, once the most bitter conflict, the Protestant-Catholic cleavage is today relatively moderate and emerges only occasionally in selected provincial disputes over the funding of separate Catholic schools. The federal government needs to monitor by survey research the strength of each cleavage for purposes of nation-building policy.

Each of these secondary conflicts needs to be monitored for its own sake because each could emerge as a source of severe disturbance. Furthermore, each of these secondary conflicts could acquire a particularly explosive quality if associated with the principal English-French dimension.

The third question raised in this chapter is whether all government programs can contribute to nation-building or whether the nation-building mandate is the exclusive property of programs in culture and communications. In Cultural Regulation in Canada (IRPP, 1983), Steven

Globerman asks if non-cultural programs could contribute more effectively and efficiently to national identity than cultural programs. He wonders if more funds for the army might make a better contribution to unity and identity. Globerman asks a legitimate empirical question although he himself denies -- wrongly, in my view -- that his question is amenable to an empirical inquiry.

In principle at least, non-cultural and non-communications programs can contribute effectively and efficiently to identity and unity. For example, many Canadians might become intensely more proud of their country at the thought that we may experience less pollution than some other countries. In the same vein, it is conceivable that few Canadians would become excitedly proud of their country at the thought that our ballet or opera may be world class. The relative contribution to national pride and identity made by good ballet, good environmental policy and other cultural and non-cultural achievements is capable of being measured, at least in part, with suitable survey data.

All activities of the federal government can contribute in some fashion to national identity and unity. In certain circumstances, every program of the federal government could conceivably undermine unity and identity if the program became a symbol in the public imagination of the
perceived inconpetence, computibility, on mon-andoness of the federal government. Any grogram rould underminc unity and identity î it becane a symbol ia Rronch Canada of the inhospitality of the federel covernment to a Prench presence.

Though all Eederal prograns can affect unity end identity, cultural and commuications programs have a special responsibility and the Department of Commaications and/or some other federal agency ought to have a special role in monitoring the nation-building effectiveness of prograns. As we shall see later in this report, the dataset constructed during the course or the project provides sone objective erpirical information about the nation-building contributions of sundry cultural and non-cultural programs, ranging from support for theatre to support for science and the armed forces.

The fourth question raised in this chapter relates to the relative importance of nation-building anong the goals of culture and communications programs. Apart from nationbuilding, the goals of cultural and commuicotions programs are (a) to sustain our civilizational heritage (e.g. Shakespearian theatre), (b) art for art's sake (the guiding theme of the Applebert Report), (c) individual selfdevelopment (popular arts and crafts programs), (d) freedoin
of expression (the reason for keeping cestain culturalcommuncations agencies at arm's length), (e) redistrioution (the goal oi Pelletier's mobile exhibits), and (f) economic development (especially in high technology ).

The presence of so many different goals makes the formulation of cultural policy difficult. I could easily write 100 pages on just this issue. But, I won't. Instead, I will focus on the single greatest conundrum, the apparent conflict between the desire to unify the nation and the desire to permit and encourage freedom of expression. There are many reasons while cultural programs may fail to contribute to nation-building. One oldfashioned reason is sometimes mediocre thinking. But, on the positive, one reason for the nation-building failure of some cultural programs is the conscious or unconscious anxiety of policy-makers that attempts to mold national character necessarily infringe on freedom of expression. Nation-building tasks can interfere with freedom of expression, but they need not and ought not. Indeed, to be effective a nation-building program must not interfere with Ireedom of expression. Censorship undermines democracy; $i t$ also undermines the essential basis of national unity, genuine good feeling.
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A nation-building progran structures incentives for comunication and cultural expression in order to encourage the dissemination op messages which are likely to contribute to harmony and understanding. A democratic and therefore effective nation-building program neither prohibits nor censors messages, even those hostile to territorial integrity. For example, an effective nation-building program in the field of book publishing provides substantial financial incentives for Canadian works to be translated and marketed in the other official language. Translation support entails absolutely no element of censorship or prohibition. And yet, translation support increases the likelihood of mutual knowledge and therefore understanding across. the economic barrier posed by language. More generally, any cultural or communications program devoted to nation-building will allocate significant incentives in support of communication across the barrier considered to be a threat to national unity.

The fifth question raised in this chapter relates to how the nation-building performance of government programs can be measured empirically. The answer must begin with the attitudes and behaviours of ordinary Canadians since nation-building is concerned with the national orientations of ordinary citizens. Intelligent policy-makers can guess
about the impact on national unity of the GBC, the Rational ifuseums or other institutions. But, survey research or other data which can be replicated by verifiable means are needed to provide any confidence that the cultural institutions in question are affecting national attitudes in the intended directions.

No single survey question is sufficient for measuring the nation-building performance of institutions because national unity and identity have various facets and because different survey questions are required to measure the performance of different cultural institutions. Nonetheless, if we want to compare the potential contributions of various programs to national identity and national pride, the national survey could ask respondents to employ a psychometric scale to show how proud they would be under various hypothetical circumstances. Indeed, our national survey asked Canadians how proud they would be of their country if "our museums were magnificent by world standards," "if our ballet dancers were among the best in the world," "if Canadian programs on TV were a lot better," "if Canada produced more famous writers and excellent books," "if Canadian scientists were world famous," "if Canada's armed forces were truly powerful," and so forth. Sixteen different contingencies were employed.

The answer to this oattery or questions would enable us to know how much potential contribution to national pride could be expected from a variety of government programs. Since respondents to this battery of questions were allowed to indicate if they thought that Canada had already achieved its potential, the answers to this battery can show what areas of government service already contribute to national pride.

Because individual cultural programs are multifacetted, more than one trpe of survey question is required to measure the nation-building impact of a cultural program. In the case of television, we mentioned above that respondents were invited to score how proud they would become of Canada if our programs were much better. In a separate battery of questions, respondents were also invited to indicate the names of specific television programs which make them more proud of their country or of their province. The answers to this battery of questions can be used to help elucidate the impact on English Canadian, French Canadian and pan-Canadian nationalism of the CBC.
' Without survey data, policy-makers designing programs with nation-building in mind are blindfolded to some degree. Nonetheless, survey data do have limitations on their usefulness. We mentioned above the need for multi-

Pacetted questioning. Eo single question is suitable Eor all prograns or enough to describe the impact of just one progran. IIo single survey, however comprehensive, is satistactory because public attitudes are not necessarily stable and because indiviclual survey projects may contain unintentional sources of bias. Pinally, survey data are a. very limited tool for measuring the impact or moposed cultural programs. Respondents have difficulty providing neaningful responses about services about which they have little snowledge and with which they have no experience. Survey research is more useful for allocating resources to existing programs than for deciding how to evaluate new proposals.

The sixth and last question raised in this chapter relates to how survey data can be used in policy formuletion. Pigure 2 contains a quasi-causal model of the policy formulation process as a rational planning task. At the end of the process (on the far right of the page), the Departaent of Commuications must male allocative and institutional decisions. It must decide how much inore a program should receive and how and where it is to be organized. These twin budgetary-institutional decisions are affected by the Department's knowledge of the efficiency of achieving various nation-building and non-nation-building

## RATIONAL PLANNING MODEL AND NATION-BUIIDING


goals. The final budgetary-institutional decisions are also macle by the Department after weighing the relative importance of nation-building and non-nation-building goals.

From the exclusive perspective of nation-building (top half of the page), the Department's judgement of the nation-building efficiency of a given cultural progran (e.g. Museums) is reached as a result of combining empirical information about the cost of the program with information about its effectiveness. Judgements about a program's effectiveness are reached as a result of combining objective behavioural or sufvey data with expertise about the communications process.

The case of support for book publishing can be used to illustrate the causal model. At stage A, behavioural or survey data are collected in order to provide some objective information about the contribution of books to national identity and pride. In the case of survey research, several possible questions are possible. Our particular survey invited respondents to reveal on a psychometric 10 point scale how proud they would feel of Canada if we produced more famous writers and excellent books. (The survey asked other questions about book publishing, but the discussion of these other questions will
wait until later in this report.) Dur survey dsta revealed that books contributed potentially more to national pride than ballet but less than scientific achievement. Respondents would be prouder of Canada if we had famous scientists than if we had famous writers.

Our survey data are clear that book publishing contributes more to national pride than ballet and other sectors of culture. From this datum one could reasonably conclude that publishing support should receive greater financial support than some other cultural programs, assuming for the moment equal efficiency in the contribution to nationbuilding among publishing and the other cultural programs With which publishing is compared. In this instance, a program's efficiency refers to its impact on nationbuilding per unit of expenditure.

Given that respondents place a higher nation-building value on science than on publishing, should policy-makers also conclude that budgetary preference should be granted to scientific. research over publishing? It is at this point, Stage $B$ in the rational planning model, that expertise in nation-building and communications comes into play. Although citizens may place a lesser value on publishing than science, publishing is the means by which citizens become avare of scientific accomplishments and the other
achievaments which imbue citizens with pride in their country.

When citizens contemplate publishing, they nay be thinking of Margaret Atwood, Pierre Burton, or even Farlequin romances. A survey could of course explain to respondents the essential role of publishing in the dissemination of information about national achievement. However, to provide such complex information to respondents in a survey would change radically the policy use of the survey instrument. In this instance, the survey instrument would be used to enlist the expertise of respondents instead of to elicit behavioural information about the nation-building process.

To return to the rational planning model, the nationbuilding effectiveness of a program or sector such as support for publishing is determined as a result of considering objective information about the nation-building process from survey and other data and as a result of using expertise on the nation-building and communications process. At the next stage, Stage $C$, the efficiency of a program or sector is determined as aresult of comparing its effectiveness with its cost. Cost, of course, is a complex matter but it includes latent costs such as tax expenditures and inefficiencies imposed by regulation. At
the final stage in the rational planning model, Stage D, the efficiency of different prograns or sectors are compared along with the relative inportance of achieving the nation-building and other objectives of government

I fully appreciate that policy decisions are almost never made according to a process which resembles the rational planning model described above. This rational planning was developed in order to describe the uses and limitations of the survey data collected in the course of this project.

This chapter began by identifying six issues to be considered from the perspective of nation-building and the culture-communications programs. These questions relate to (a) the relative importance of nation-building, (b) the precise content of nation-building, (c) the appropriateness of the nation-building goal in cultural and non-cultural programs, (d) the relative importance of nation-building and non-nation-building goals in culture and communications programs, (e) measuring the nation-building performance of government programs, and ( $f$ ) the role of data on nationbuilding performance in policy formulation as a rational planning model.

## GHAPTE? ?

## AII OVERVIES OF

## THE RESEARCH PROJECT

This chapter describes the procedure by which the questionnaire was developed, the sampling procedure, the data collection procedure, the procedure by which the rav data were made machine readable, and some of the procedures by which certain key open-ended questions were transformed. A substantial portion of this chapter proceeds serially through the questionnaire in its English Canadian version. This chapter should be read along with one or more versions of the questionnaire, which arefound in the appendices. Some readers may not find it necessary to read this chapter, but other readers may find that it has special interest for them.

The final dataset consists of 962 adult Canadians (16 jears or older), selected by stratified random sampling across Canada, plus 129 adult Americans selected by stratified random sampling, but only in Greater New York and Greater Washington, D.C. Three different questionnaires were used with the English Canadian version as the point of
departure. Bost of the questions in the English and French Canadian versions were identical, but some were competely difierent. Thus, the psychometric battery of national pride questions, listed, as questions 25 and. 46 in the Canadian questionnaires, asked anglophones about the Stratford Theatre and francophones about the Theatre du Houveau ionde. The two-part iational Film Board question (it 29) asked anglophones about "Paddle to the Sea" and "iot a Love Story" while the francophone version asked about "Cordelia" and "C'est surtout pas de I'anour."

The three questionnaires did not ask respondents about precisely the same feature films. Anglophones were asked about "Why Shoot the Teacher?", "The Apprenticeship of Duddy Kravitz," "Lies My Father Told He," and "Les Plouffes." Prancophones were asked about "Les Plouffes" and "L'apprentissage." They were also asked about "Quelques arpents de neige" and "Les Ordres." Americans were asked about "Apprenticeship" as well as "48 hours" and "Chariots of Fire."

The American questionnaire was the most different. It was shorter because we did not require behavioural information with the same depth. The U.S. was also restructured so that questions about American culture were placed first. The American respondents were nonetheless struck by the
large number of questions asked of them about canada. Te could only imagine their consternation had we begun the interviews with questions about Canada.

The long ethaic battery (/ 56 in the Canadian versions) has one slight difference in the three data subsets. Anslowhones were asked about their attitudes to francophones. Trancophones were asked about their attitudes towards anglophones. Americans were asked about their attitudes towards Hispanics. In the SPSS datafile, the three attitudes are located on the sane space. More generally, the raw data from all three questionnaires were re-ordered to produce maximum symmetry on the SPSS datafile.

In sampling, our highest priority was to produce a large accurate national sample. One Ph.D. student devoted three weeks using the latest telephone directories to produce a multi-stratified random sample for Canada. The national sample was stratified both by province and by degree of urbanization within each province. Once our interviewers achieved a large national sample (ij=962), they produced a small American sample for comparative purposes. The American sample did not need to be large since we were not interested in reaching conclusions about clifferences
anone Anericans but only in usins Anericen responses to shed light on Ganadian responses.

We were initially a little concerned that ve could only develop an Anerican sample in Greater Now York and Greater Vashington for budgetary reasons. We worried that New Xorkers and Washingtonians would greatly nispepresent Anericans as a whole. This concern dissipated somewhat as we analysed the Canadian data. Among Canadians, regional differences are not enormous, which suggests the possibility that the attitudes of Nes Yorkers and Vashingtonians may not misrepresent the views of their fellow nationals to a very high degree.

Interviews were conducted by longdistance telephone and lasted between 35 and 150 minutes. Most interviews lasted about an hour. The longer interviews usually involved senior citizens who had a great deal of information to share and who expressed a need for human interaction. liost interviewers were students at Carleton University or the University of Ottawa. All interviewers were screened for their ability to encourage interviewee participation and for their ability to encourage participation without departing from a stance of neutrality. French-speaking (nother tongue) interviewers were employed where we had
reason to anticipate that respondents would prefer a French language interview.

In commercial survey work, little effort is expended on Sollow-ups with respondents who are difficult to reach or uncooperative. It is financially expensive to do so because a small number of respondents account for a large portion of recalcitrant behaviour. It is easier and cheaper to select another respondent. However, our interviewers received intensive training in how to elicit cooperation. Even pugnacious respondents were repeatedly solicited. The fact that the intervievers could introduce themselves as students, which they did, helped. Buen the most mistrustful sometimes felt a moral impetus to help an underdog student working for his/her professor.

Mistrust is an important element in survey research. Mistrust affects respondents' willingness to participate and candidness of response. The fact of a telephone survey helped solve both difficulties. Previous experimental research has shown that impersonal survey methods (e.g. telephone vs. face-to-face) are more likely to elicit candid views which respondents believe that high status people are unlikely to share. Many interviewees feared that our telephone calls were a pretext for an anticipated robbery, income tax investigation, or other intrusion or threat.

Our interviewers were trained in how to cope witin such anrieties. Furthermore, the intervievers vere constantly supervised and their questionnaires reviewed quickly upon completion.

The fact that respondents were chosen by stratified random selection of telephone numbers posed tiro problems. In Canada, we needed to be sure that every person at a given telephone number had an equal likelihood of being interviewed. To this end, our intervievers requested an interview with the person at the receiving household whose birthday was next in line. In the United States, an additional problem arose as a result of a significant number of unlisted telephone numbers. To overcome this liability, the "+1" routine was employed. A stratified random sample of telephone numbers was selected, and one digit was added to each selected number. Conpared to the method used in Canada, the $"+1 "$ routine is time consuming because many " +1 " phone numbers are not.in use. But, the routine overcomes the problen of a sample biased against upper status and single people, who are most likely to delist their numbers:

The final questionnaire experienced 5 major pre-tests: two each at the two Ottawa area universities, one among a random sample of citizens in the national capital region,
and two nationally. Because the dmerican questionaire vas essentially derivative, only one American gre-test was requirec. The pre-tests at Carleton University were in Snglish, those at the University of Ottawa in Prench. The Canadian version tas translated by two Prench-speaking doctoral students at Carleton and by a Prench-speaking professor at the University of Ottawa. The Trench version was then translated back into English as a double check.

A body of conventional wisdom and experimental evidence exists to help in the construction of effective survey instruments. For example, sensitive questions such as those relating to ethnicity and income are more likely to elicit responses towards the end of the questionnaire, once rapport between interviewer and respondent has been established. Nonetheless, pre-tests are useful for ensuring that questions are phrased clearly and unarabiguously and for increasing the probability that the questions will prove useful in later analysis. Our pre-tests were useful for eliminating some questions, particularly those which elicited almost homogeneous responses. For example, questions about national mottos were dropped because almost no respondents could name Canada's motto (From Sea to Sea). A question about Bonnie Prince Charlie, Scotland's most significant hero, was dropped because his name was almost
eatirely unacomiseble to Ganalian reppondents, even those of 3ritish descent.

Our series of pre-tests was especially useful in the development of open-ended questions about heroes and ethnic attitudes. For reasons which will become nore apperent below, we wanted respondents to reveal tieir heroes. But, most adult respondents felt too embarrassed to admit they admired heroes. Heroes are primarily for children to admire. Our final phrasing proved successful: "If a child or young person asked you for some heroes to admire, whom would you suggest? Please tell me the names of some heroes from anywhere in the world and explain why they should be respected."

Pre-tests were also useful in the developinent of openended questions about ethnicity. In addition to having respondents scale their attitudes on a 10 point psychometric scale, we wanted to know in the respondents' own words their positive and negative assessments. Positive assessments were not difficult to elicit. But, when we asked for negative assessments, hovever euphemistic the phrasing, we encountered resistance. Some respondents wondered if we were breaking the law. Others accused us of racisn. Still others indicated that they knew what we were driving at but they vould not cooperate. Our final wording

Proved erfective in eliciting wesponses: "Fou could they [i.e. the ethaic group to whom reference has inade] change for you to like then better?" The expressed anger was sometimes astonishing. Indeed, we sometimes resretted being quite so successeul in eliciting candid responses.

Commercial surveys use open-ended questions with great rarity because of the enorinous cost of their analysis. Scholarly surveys tend to avoid open-ended questions for the same reasons. Yet, the lack of open-ended questions in survey research is severely condemed by critics of survey research because closed questions impose the investigators' preconceptions on respondents and rule out the opportunity for analysing the valuable spontaneous attitudes of respondents. Our open-ended questions about heroes and ethnic attitudes turned out to be very costly to analyse, but every bit as revealing as the critics of traditional survey research have claimed.

The renainder of this chapter reviews serially our questions, using the English Canadian version of the questionnaire. For each question or set of questions, the numbered paragraphs which follow will describe the intended use and eventual usefulness.

1. The demographic questions prior to question \# 1 . These are standard demographic variables. The city size
variable is a five-valued measure of dearee oî urbenization, described more fully in the SPSB file.
2. Question \# 1. Its purpose is to elininate foreign diplomats and other visitors to the country from the sample.
3. Question \# 2, 7, 8, and 15.. Te anticipated that these questions might prove useful as measures of national identification. But, our analysis to date has not revealed these questions to be highly fruitiful.
4. Question \# 3, 4, 10, 12, 13, and 16. These questions about national flags and anthems were intended to be and proved in the end to be very fruitful neasures of national identification. Flags, after all, are the most sacred symbol of nations and anthems, their most sacred rite.
5. Question \# 5, 6, 14, 17. Like the questions listed in the preceding paragraph, these questions about national heroes were designed to reveal respondents' familiarity with their national political cultures. Laura Secord and Paul Revere, close thematic analogues of each other, were selected because they were national heroes from the outset. Louis Riel and Robert $\mathbb{E}$. Lee were selected because they were major regional rebels who, at least in the latter case, were transformed into national heroes.
6. Zuestion \# 18. This open-ended guestion on heross was inteaded to complement the closed hero auestions, to capture infomation about nonhyothesized heroas. It turned out to be an extrenely valuable source of information abont the inter-generational and inter-ethnic impacts oi the mass media. The proportion of respondents drawing upon the media for their heroes varied freatly by ethnicity and generation.
7. Question \# 19-20. Standard questions used to identify opinion-leaders.
8. Question \# 21-24. These questions about financial incentives for emigration from province or country were intended to measure provincial and national loyalties, and they proved effective in so doing.
9. Question \# 25 and 46. This psychometric battery, split into two parts to reduce respondent fatigue, was intended to measure the potential as well as actual contribution to national pride of various cultural and noncultural programs. The battery proved successful in analysis.
10. Question \# 26-29. Questions 26, 27, and 29 are designed to measure the degree of impact of NFB productions, and question 28 , the content (e.g. positive vs. negative) of the impact. The particular Inglish and French

Iancuaze MP productions selected for inclusion in the Guestionaires were chosen because information on estimated audience sizes provided by iph indicated that these were the most widely seen and/or discussed.
11. Question \#30-31. Designed to measure the contribution of historic sites, museums, and galleries to national and provincial identity.
12. Question \# 34-45. These questions vere designed to measure the impact of the most popular Canadian content Peature filns upon national identity and/or ethnic relations, as appropriate to a particular film. Only thematically Canadian films were considered for inclusion in these questions. The particular English and French language films eventually selected for inclusion were chosen as a result of information on gross receipts and estimated audiences as provided by the Canadian Film Development Corporation. Coding schemes, described in the SPSS file, were developed to measure the socialization impact of these films.
13. Question \# 47. An additional question to measure the impact on national identity of the Canadian film industry.
14. Question \# 49, 54, and 55. These are structurally analogous questions intended to measure the impact on
netionsl anc movincial identities of television, writers, and music groups.
15. Question \#50-53. Designed to reveal the ethnic impects of television programs with substantial ethic content.
16. Question \# 56. Designed to reveal the content and degree of affect of various ethinc and resional attitudes important in nation-building.
17. Question \# 57-65. Mainly standard demographic questions.
18. Question \# 66-68. Designed to test some hypotheses about the impact of theology on ethnic attitudes.
19. Question \# 69. A measure of secessionist attitudes.

## CEAPTER 3

## CATADIAT IDEYTITY

Chapters 3, 4 , and 5 report empirical findings from this project. Chapter 3 surveys Canadian identity --- for the country as a whole as vell as for constituent parts. Ghapter 4 focuses on inter-group relations, detined broady to cover relations that have otherwise bean termed ethnic, racial, or even regional. Chapter 5 examines data on the impact of cultural programs on Canadian identity and intergroup relations.

Those readers most interested in policy-making are quite naturally most interested in empirical information which has an obvious impact on policy choices. Chapter 5 is intended to focus on issues which are obviously relevant to policy. The issues to be raised in chapter 5 encompass broad issues such as whether publishing contributes more to national identity than ballet or theatre and narrow issues such as whether Radio-Canada broadcasting contributes to Canadian identity, Quebec identity or both.

While it is tempting for a hardnosed policy-maker to rush to material which may have obvious policy
implications, it is often the case that background information is as useful for policy-making as information which pertains to specific hypotheses about the utility of individual policy instruments. Background information indicates the seriousness or urgency of a policy dilemma. Background information may provide powerful information about the impact of alternative policy instruments which hypothesis testing may have overlooked. Indeed, in this particular project, the background information proved very useful from the perspective of policy-making.

The central themes of the three chapters are as follows. For chapter 3 on Canadian identity, the central issues are how serious the Canadian identity problem is, which constituent parts of Canada present the greatest problems and why, and what are the factors affecting Canadian identity. The central themes of chapter 4 are which are the most serious inter-group conflicts, in what parts of the country are they the most serious, and what are the factors that affect the seriousness of an intergroup problem. The central themes of chapter 5 are which cultural instruments are the most fruitful in enhancing Canadian identity and what impacts do certain cultural instruments have on identity and inter-group relations.

Before beginning a review of our data on Canadian identity, the reader is asked to reflect on some of the opening remarks in the author's preface as a way of gauging the reliability of the observations which follow. Originally, the first.year of this two year project called for the creation of a small exploratory dataset based on responses to a modest questionnaire administered to a modest sample of local respondents. Instead, a large Canada-U.S. dataset was created on the basis of a very large questionnaire employing many open-ended questions. The resources available for the second year of the project were predicated on a small exploratory dataset. Had the small exploratory dataset been created, this report would be able to define with precision and confidence a limited number of findings of limited thematic and geographic scope. Because the actual dataset has a broad thematic and geographic scope, its potential usefulness is very substantial. However, as a result of the insufficient resources available for analysis, the findings described in the pages which follow must be regarded as preliminary and tentative.

I have no specific reasons for doubting the accuracy of what follows. However, data findings should not be made public or relied upon in policy formulation without substantial corroboration by qualitative expertise until the
quantitative findings have been tested. Quantitative findings need to be tested by (a) the exact duplication of statistical procedures, (b) the use of parallel statistical procedures and (c) the full testing of models of spurious association or spurious non-association (i.e. suppression). These three tests of accuracy will be undertakif.: in coming weeks as additional resources become available. The computer analysis for chapters $3-5$ was conducted in sequence with the result that much more computer analysis was performed for chapter 3 than for chapter 5. The computer analysis for the three chapters was conducted in sequence both for logical scholarly reasons and for technical reasons requiring the construction of variables in chapters 3 or 4 for use later in chapter 5. The findings presented in chapter 3 are offered with the confidence which comes from the testing of many alternative hypotheses and the exploration of sources of spurious association. By contrast, much of the evidence discussed in chapter 5 is based on my qualitative judgement as a result of interpreting gross frequency distributions for the entire dataset and as a result of my personal familiarity with the raw data.

One final point needs to be made. The pages which follow are written tersely for the benefit of the hardnosed policy maker. There are risks in doing so because the
related fields of nation-building, cultural policy, and national or political culture are complex fields, each with a multitude of definitions and scholarly perspectives. Readers of this report interested in the perspective on national culture and cultural policy upon which this report rests are invited to read the chapter on cultural policy in Robert Babe and Conrad Winn, Broadcasting Policy and Copyright Law (Ottawa: Department of Communications and Supply and Services, 1984, to be released). Readers requiring more information on the link between nation-building and cultural policy are invited to read Luc Fortin and Conrad Winn, "Communications and Culture - An Impossible Portfoliol in Bruce Doern, ed., How Ottawa Spends (Toronto: Lorimer, 1983).

The most elementary question to which policy makers require an answer is how serious the national identity problem is. One way of measuring how bonded Canadians feel to their country is to ask them how much more money a job in another country would need to provide for them to think of emigration. Both Canadians and Americans were asked this question. A comparison of the responses of the two samples suggests that Canadians are alnost as linked to their country as Americans are to theirs, but not quite. In both countries, one-fourth of respondents are staunch
patriots. They would never leave or would leave only for a gigantic increment such as one million dollars annually. In both countries, our prelininary analysis shows that one tenth would readily leave -- for an incentive as low as $\$ 5000$ a year or even for no financial incentive at all. Canadians and Americans are remarkably alike at the extremes. But, they are somewhat different in the middle. The sixty-five percent of Americans who are in the middle are more reticent about leaving than their Canadian counterparts. Americans in the middle would either require more money or would need to think seriously about noneconomic considerations. Few Canadians mention noneconomic considerations, partly perhaps because Canadians are more certain about where they would relocate -- the United States. Both francophones and anglophones were most likely to mention the United States in answer to a question about which country they would prefer such a job offer to be in.

Another way of measuring the national bonding or identity of citizens is to measure their familiarity with the national culture. The most important components of a national culture are (a) its sacred symbol, its flag, (b) its sacred rites, its anthem, and (c) its historic heroes or heroic myths. People cannot feel profoundly attached to
their nation if they are unfamiliar with its sacred symbol, its sacred rite, and its heroic myths. The sacred origins of flags and anthems are millenial. Nations make much of the special or sacred character of their flags and anthems. Mational flags are always fulsomely protected by common law tradition. Many countries also have specific legislative acts to prescribe punishments for their misuse or desecration. When a country's old regime is replaced by a new regime and new constitution, the national flag and anthem are typically replaced, as well. Flags are also redesigned when the territorial boundaries of a state are changed or when the power of the ethnic components of the country is redistributed.

Thousands of pages could be written about the role of flags and anthems as symbols of nations and regimes, as causes of strife, and as the result of the resolution of strife. Readers will recall the extraordinarily heated debate in the Parliament of Canada during the flag debate in the 1960's. Anglophiles were deeply troubled by the departure of symbols of Canada's British connection, a departure that was hastened in order to legitimate Canada in the eyes of the increasingly alienated francophone community. Should or should not Canada's flag embody the Union Jack was the issue. The Union Jack was itself
created in order to bring harmony among the constituent elements of the United Kingdom, being a combination of the regional crosses of England, Scotland and Northern Ireland. The design of Canada's new flag was an extraordinarily controversial issue. Indeed, flag design has been an issue of major importance in almost all the countries of the world. In Western Europe, for example, about half the nations have crosses as a motif. The countries whose flags have crosses as a motif are basically Protestant countries. Christian symbols are generally retained in Protestant countries because the Protestant churches were generally not as well organized nor as influential as was the Catholic church in Catholic countries. Protestantism in Protestant countries did not stimulate as strong a secular reaction as did Catholicism.

If flags and anthems are as important as suggested in the preceding paragraphs, what Canadians know about their own flag and anthem and what they know about foreign flags and anthems may reveal a great deal about their national identity. Canadian respondents were asked to explain why the Canadian and American flags were the way they are. Fully correct answers would point to the Maple Leaf as a Canadian symbol, the red bars as symbols of the seas, the American stars as representing the states, and the stripes
as symbols of the 13 founding colonies. Respondents were asked to explain the Union Jack (combination of regional flags) and to identify the Quebec flag. They were asked to say the first two lines of the Canadian anthem and of the U.S. anthem. American respondents were asked all the same questions except for the one about the flag of Quebec.

The answers to these questions show Canadians to be reasonably familiar with Canadian culture and, for foreigners, remarkably familiar with American culture. From the perspective of nation-building, the most positive item of information was that almost all Canadians. (84\%) know the title of their anthem as compared to $76 \%$ of Americans who know the title of theirs. However, this is an unfair comparison because the title and opening words of the Canadian anthem are similar to the name of the country, but this is not the case for the Americans.

The answers to the other questions were less heartening. Far more Canadians could explain why the American flag is the way it is as compared to the number who could explain why the Canadian flag is the way it is (preliminary percents: 67 vs. 47). Indeed, the percent of Canadians who could explain the U.S. flag was apparently as high as the percent of Americans who could do so. One-third of Americans could explain the U.S. flag fully as compared to
about one in firteen Canadians who could explain fully the Canadian flag. In summary, Canadians are less Pamiliar with their own flag than the American and are essentially as familiar with the Stars and Stripes as are the Americans themselves.

Canadian knowledge of things American was not reciprocated. Few Americans knew anything about our anthem and fewer could explain the Canadian flag than could explain the British. Few Canadians could explain the British flag either (preliminary: $22 \%$ vs., $14 \%$ for Americans knowing British flag). We asked respondents to identify but not explain the Quebec flag. The question was different and so a fair comparison is not possible. Nonetheless, it is interesting that as many as $70 \%$ could indeed describe the Quebec flag correctly. Furthermore, most Canadians used the French expression "Fleurs de lis," a majority doing so in almost every English speaking province. The respondents' familiarity with the Quebec flag and the ability of unilingual anglophones to use the French language term suggests something of the perceived salience of Quebec in the minds of both English and French Canadians.

Compared to flags and anthems, knowledge of a nation's mythic heroes is a more personal link between citizen and nation. Canadian respondents were asked to identify Laura

Secord and Paul Revere, Louis Riel and General Robert E. Lee. American respondents were asked only to identify the American hero in each of the two pairs. Secord and Revere were selected as obvious national heroes, both having warned the defending army against invading forces. Riel and Lee were selected as regional secessionist heroes subsequently co-opted as national heroic figures. Successful nations often co-optheroes and other facets from their sub-regions. Lee led the forces of the Confederacy in the American civil war. According to the accepted wisdom about American political culture, Lee became a national folk hero two generations later, even among staunch supporters of the North. Riel led the uprisings in the Canadian Pacific Northwest. Lee and Riel are not absolutely strict counterparts because the former was a military leader and the latter a political spokesman. But, each was the best known figure in his respective movement.

The preliminary results show that Canadians are somewhat less familiar with American national culture than are Americans, but they are at least as familiar with American culture as they are with their own. Canadians were approximately half as familiar with Paul Revere as are Americans (preliminary $43 \%$ vs. 78\%), but twice as familiar with Revere as with Laura Secord (preliminary $43 \%$ vs. 20\%).

Only one in five Canadians had the vaguest idea that Laura Secord did something for Canada. Still fewer thought that she performed some act in the defence of Canada against the Americans. About one in seven Canadians identified Secord with a Canadian-American conflict while about two in five were convinced that she had a significant role in the chocolate industry. According to preliminary results, two in five Canadians could identify correctly Riel or Robert E. Lee as compared with two in three Americans who could identify Lee.

One of the disadvantages of asking respondents if they can identify given national heroes is that the investigator may have chosen the wrong ones for identification. Perhaps Canadians are ignorant of Secord and Riel because they consider these two unimportant. Perhaps Canadians know and admire other major figures from Canadian history. Accordingly, our interviewers invited respondents to name three heroes of their own choosing. The first choices of Canadian respondents were the following in descending order: Winston Churchill (8\%), Terry Fox, Mahatma Gandhi, the Royal Family, Abraham Lincoln, the Kennedies, Sir John A. Macdonald, Martin Luther King, and Pierre Trudeau (1\%). The preceding list was named by $34 \%$ of respondents. The
remaining $66 \%$ of respondents named hundreds of different heroes, each named by fewer than $1 \%$ of respondents.

The hundreds of heroes named by respondents ranged across a very wide spectrum. They included fictional television figures such as the Incredible Hulk, show business people such as Jane Fonda, politicians such as John Diefenbaker, Golda Meir, and Eamon de Valera, scientists, suffragette leaders, New France missionaries among the Indians, evangelists, explorers, U.S., British, and Canadian military leaders, Genghis Khan, Adolf Hitler, and other tyrants, and so forth. Altogether about $40 \%$ of the heroes named by Canadians were Americans as compared to at least three-quarters among American respondents. About oneeighth of the heroes named by Canadians were Canadians.

The American heroes named by American respondents were almost identical in relative popularity to their relative popularity among Canadian respondents. Both national samples gave priority to Lincoln, the Kennedies, and Martin Luther King. But, the Americans had an overwhelming consensus which was lacking among Canadian respondents. Canadians chose their heroic models from outside Canada and from around the globe.

The first choices made by Canadians suggest three important phenomena: the power of world events, the power
of the communications meclia, and the receptivity of Canadians to Canadian culture. All of the heroes mentioned required an advanced system of communications for Canadians to become aware of their existence. This is especially the case for two unexpectedly popular choices, Terry Fox and Mahatma Gandhi. Terry Fox's marathon of hope was made possible by the existence of television, which broadcast his courageous run on a daily basis. Gandhi's choice was made possible by the recent film of that name, a film that was greatly subsidized by the government of Indira Gandhi.

However, the systems of mass communication are not the only factors in the adoption of heroes. Even Gandhi's popularity as a hero reflects world events. In the judgement of our interviewers, who heard respondents explain their choices, many respondents reported being influenced to choose Gandhi as a result of seeing or hearing about the film. However, our preliminary statistical analysis of the data shows that one particular generation of respondents was especially favourable to Gandhi, the "60's generation." This generation entered adulthood at a time when the countries of the third world were gaining independence. It was a time of the U.S. Peace Corps and great hope and sympathy for the emerging new states. The low popularity for historic Canadians figures (only $2 \%$ for Macdonald and no other

Canadian historic figure near $1 \%$ ) and the high popularity of contemporary Canadian figures (Terry Fox and Pierre Trudeau) suggest that Canadians are receptive to Canadian culture, that the Canadian media of communication can convey some important information about life in Canada, but that those agents of communication and socialization whose task is to convey Canadian history have failed. The selection of heroes by Canadians suggests that Canadians are influenced by world events, are influenced by U.S. and other biases in mass communication, are ignorant of Canadian history, and are biased in favour of Canadian heroes when exposed to information about them.

The preceding interpretation of hero selection is also appropriate to the responses of Canadians to other "survey questions. Canadians as a whole are disposed to being patriotic, almost as much as Americans, if we focus on responses to the questions about incentives to emigrate. However, Canadians are not in fact deeply rooted in Canadian culture. They are less familiar with the elements of Canadian culture than they are with the elements of American culture although they are not yet as familiar with and oriented to American culture as are Americans themselves.

To this point, the chapter has treated Canadians as a whole without exploring differences among groups of Canadians. Yet, internal differences are many instances more important than national averages. After all, if the $25 \%$ of Quebecers who are generally committed to dismemberment of the country were located across the country instead of concentrated within one province, there would likely be no problem of separation.

Several
practical themes merit consideration. Given the influence upon Canada of Arerican culture, the first practical theme to consider is whether strong Canadian identifiers or patriotic Canadians are distinctly different from Yankee Canadians or continentalists. The scholarly literature -- epitomized by George Grant's Lament for a Nation -- has generally portrayed the issue of nationalism vs. continentalism as a conflict pitting loyal vs. continentalist Canadians against each other. The preliminary analysis of our data provides no corroboration at all for this view. Quite the contrary. The data shows that Canadians who know Canadian culture are likely to know American culture and that Canadians who do not know one culture are unlikely to know the other. For example, 71\% of respondents. who can identify Robert $E$. Lee can identify Louis Riel, and vice versa.

On reflection, the image of Canadians suggested by the preliminary analysis of our data makes a great deal of sense. For Yankee and patriotic Canadians to be pitted against each other, each community would have to be relatively self-inclosed, have its own media of communication and socialization, and be protected from the systems of communication and socialization of the other community. But, no such situation exists. All Canadians -- particularly anglophones -- are exposed to much the same systems of communication and information. Furthermore, our preliminary analysis shows that knowledge of Canadian and American national cultures are correlated for English Canadians and for French Canadians as well as for provincial sub-samples. The policy consequence of this tentative finding is that the federal government should look at nation-building as it always has, as a problem of structuring information flows for all Canadians, and not worry about a putative conflict between continentalists and nationalists which may exist among professors but not in the population at large.*

[^0]A second theme reeriting study is the possible balkanization of Canada. Three subthemes are whether Canadians are more loyal to the provincial commuity than to the national community, whether provincial and national nindedness are in conflict, and whether the commuities of Alberta and French Quebec are more provincially minded or just less nationally minded than Canadians at large. Preliminary analysis shows that Canadians are much more loyal to their country than to their province. Only one-tenth of Canadians would leave the country for a modest incentive of $\$ 5000$ or less but one-fifth would leave their province for such an incentive.

Furthermore, Canadians generally do not see provincial and national loyalties as inherently conflictual. Indeed, preliminary analysis revealed a marked tendency for strong provincial and national identities to co-vary. People who would leave the country for a modest sum would leave their province for another province for an equally modest sum. Thus, $43 \%$ of those who would leave the province for an incentive of less than $\$ 5000$ per year would leave Canada for such a low incentive. Only $13 \%$ of those who would readily leave their province would refuse to leave their country. Comparing provinces, it is noteworthy that British Columbians were the most provincially minded. As
many as $34 \%$ would never leave for another province (preliminary national average of 19\%). Yet, British Columbians were also the second most likely to refuse to leave the country.

The provincial governments of Alberta and Quebec have been noteworthy for actively seeked devolution of powers and for actively asserting provincial interests and claims. Yet, Albertans and French Quebecers are not very provincially minded. They are distinguished instead by a relative absence of national mindedness. Preliminary analysis shows that Albertans and both French and English Quebecers are at least as willing to relocate to another province as the average Canadian and that Albertans and Quebecers are the most willing to emigrate to another country.

The preliminary analysis of our data on willingness to relocate suggest that the federal government need not respond with worry or defensively to provincial government attempts to build provincial identities. Provincial and national identities tend to co-vary, and the most troublesome communties lack strong provincial identities. Rather than attempt to thwart province-building attempts out of fear of competition, Ottawa should seek to encourage and to co-opt these efforts where the potential for co-optation exists. Preliminary analysis of the data on the contribu-
tion of museums to national identity, discussed in chapter 5, shows that the Royal Ontario Museum, a provincial institution, contributes very strongly to national identity. Proposed federal co-optation of provincial cultural efforts is analogous to the successful co-optation by the provinces of federal efforts in social policy. After all, health programs are widely seen as a credit to the provincial governments although they are made possible by federal monies and initiative.

Before concluding a discussion of balkanization, it makes sense to consider the distribution of knowledge of Canadian national culture among Canadians. We found few strong differences among provinces which can be explained mainly by religious denomination, provincial location, ethnic background, occupation, marital status, or religiosity. But, we found some important differences explained by education, language, and age.

Preliminary analysis revealed a marked tendency for the better educated to know a great deal more about Canadian and American culture, for young adults to know less, and for francophones to know more about certain things Canadian and less about things American. Age acquired special importance during the analysis of the heroes recommended by respondents.

Prancophones were appreciably less informed about Anerican symbols and heroes than anglophones and were less informed about Laura Secord and Louis Riel than anglophones. Riel was relatively unknown among francophones and well known among residents of the prairie provinces. Francophone ignorance of Riel is easily explained by the theory of cognitive dissonance. His memory is an unpleasant one. His memory is also incompatible with the strategy adopted by successive generations of francophone elites of focussing francophone energies on the enhancement of francophone opportunities within the province of Quebec. Indëed, preliminary analysis showed that independentistes were much more likely to know who he was than French Quebec federalists. After all, his fate reinforces the separatist cause and undermines the federalist francophone case.

Francophones were better informed about the flag and especially the anthem. Four out of five francophones could recall the first two lines of the anthem as. compared to half. of anglophones. Francophone knowledge of flag and anthem is easily explained and provides an excellent illustration of two valuable tactics in nation-building: creating new symbols and co-opting antagonist symbols. Francophones know the flag better because it was created with them in mind. The Ensign was replaced in order to
remove the Union Jack, a provocative and alienating symbol in the minds of francophones. "O Canada" is a French Canadian song. Indeed, it was originally created for and at the request of the French Quebec nationalist movement. Since it was founded in 1834, the St. Jean Baptiste Society searched for a "chant national." Calixa Iavallee eventually provided it in 1880. Lavallee himself was so imbued with anti-Canadian feeling that he emigrated to the United States, fought in the civil war, headed the American music teachers association, travelled abroad on its behalf, wrote American patriotic music, and died in Boston, where he had settled. In the 19th century, francophones called themselves "Canadians" and the rest us, the English. In contemporary language, the original meaning of "O Canada" is "O Quebec." The adoption by all of Canada of the St. Jean Baptiste Society's chant national is an excellent illustration of the successful co-optation of regional protest by nation-builders.

Still another way of exploring balkanization is to compare the heroes voluntarily named by our respondents. Dozens of pages could be written on the nature and significance of the heroes named by respondents. But, from a policy perspective, two points need to be made. First, the heroes shared by anglophones and francophones are American
heroes, especially Anerican political heroes such as Lincoln, the Kennedy's and Martin Luther King. The two language communities do not have Canadian heroes in common nor do they share heroes from other parts of the world. Secondly, French Canada appears to be experiencing rapid identity changes as a result of the mass media, especially television. The older generations of francophones tend to name as their heroes the nurses, missionaries, soldiers, and ecclesiastics of New France. But, the younger generations are more likely to draw from the mass media, especially television fiction, their heroes. Indeed, francophones are more likely to take their heroes from television than are anglophones. Among the youngest generation of francophones, those born in the 1960's, half selected heroes from U.S. television or U.S. show business as compared to one seventh among anglophones (preliminary data).

The impact of the mass media, especially television, is indeed the most important factor to consider in examining the process of acquiring national identity. As suggested in the preceding paragraph, television, particularly American television, appears to exercise a much greater influence among francophone youth than among anglophone youth. The conventional wisdom has been that language has protected French Canada from American civilization.

Propagated by French Canadian nationalists and their arglophone sympathizers, this wisdom has always been doubtful. If this conventional wisdom were true, it would be very difficult to explain French Canada's very long history or intensive emigration to the United States, arrested mainly by periodic barriers erected by U.S. immigration policy. If the conventional wisdom was ever true, it is no longer. English language broadcasting is formidable in its array and penetration and is furthermore videly available in translation. Furthermore, the success of the American mass media in French Canada is readily explained by the historic positive feelings of French Canadians towards the United States as a result of French Canadian suspicions of things British and English Canadian.

Our preliminary analysis of the data revealed the following tentative conclusions about Canadian identity. Canadians are relatively committed, to their country and disposed to identifying with components of Canadian culture which are made available to them. But, Canadians are not highly familiar with Canadian culture and, for foreigners, are strikingly familiar with American culture. Provincial and national identities do not clash. Indeed, provincial alienation is better explained by the absence of strong national loyalties than by the presence of strong
provincial identities. The mass media, especially, television has a strong impact on the culture of young Canadians, those whose childhood took place after the introduction of television. Young French Canadians are apparently the most influenced by American television.

## CHAPIER 4

## IITTER-GROUP RELATIONS

Nation-building efforts need to be founded on objective information on the intensity, location, and content of conflicts within a country and not just on conventional wisdoms, which may be outdated or just wrong. Our survey provides data on attitudes towards English Canadians, anglophones, francophones, natives, Jews, Protestants, Catholics, blacks, Asians, and Ontarians (among respondents in the four Vestern provinces only). About each target group, respondents were invited to provide a psychometric score on a 10 point scale to reflect their sentiments. Respondents were also asked to reveal what they liked best about the group and how the group could change for the respondent to like members of the group better. Readers will recall that the question about how the group could change was developed during the course of pretesting as a means of eliciting genuine negative feeling, which respondents were sometimes reluctant to share.

Patterns of ethnic attitudes were strikingly different from patterns of national identity in one important
respect. Except for English-French differences the pattern of national identity were relatively homogeneous across Canada. There were few strong differences between provinces and virtually none among religious and ethnic groups. The opposite was the situation in the case or inter-group attitudes. Nationally, all groups were viewed with almost equal favour. The problens of inter-group hostility were essential regional or characteristic of a particular subgroup. ,

The greatest hostility did not involve francophones or anglophones as targets. Francophones or anglophones do not dislike each other with two caveats in the case of francophone attitudes towards anglophones. They have a marked dislike for Protestants. The second cavear that independentistes do dislike anglophones. However, on the positive side, the preliminary analysis which shows that separatists are likely to dislike the English also show that they are less likely than francophone federalists to dislike Protestants, Jews, or other subgroups. In Prench Quebec, separatism seems to be associated with a certain modernization or inter-group attitudes, or, at least, a simplification of attitudes. Separatists are less likely to hate various groups; they simply direct their hatred against one particular group, the English.

The data suggest that three groups nerit special protection by government: native people, East Asians, and Jews. Natives are well liked across Canada except on the Prairies, especially Saskatchewan, where they are viewed abusively. On the prairies, psychometric scores towards natives are low and natives are characterized as alcoholic, lazy, and in other pejorative ways. Fast Indians, especially what respondents called "Pakis," are viewed reasonably well across Canada except in Ontario, where they are regarded with hostility. This hostility is given no content or justification by respondents. It is as if East Indians have been chosen as the target of free floating paranoia as a result of chance alone.:

Jews are viewed positively across Bnglish Caneda, especially in Toronto and Vancouver, where there are sizeable Jewish minorities. But, Jews are greatly disliked in French Canada. Scale scores are very low. While English Canadians describe Jews positively and sometirnes negatively with respect to culture, diligence, and willingness or unwillingness to assimilate, French Canadians are likely to describe Jews in terms of money. In the extreme, Jews are believed to control the world's money supply. That antiJewish sentiment is theological in origin is supported by the fact that francophone respondents characterizing them-
selves as religiously devout are more hostile and that Protestants are almost as disliked as Jews.

Money is a major theme in francophone, responses and absent from anglophone. responses. Asians are sometimes viewed as taking jobs away. Asked what they like best about English Canadians, francophones may reply that anglophones are well organized or effective or have lots of money. : . Erancophones who say that they like the English because of their money actually score the English higher on the psychometric scale than francophones who mention other likes. Francophones who say that they like Jews because of their money score Jews lower.

Money is a significant cultural theme through French Canadian history. It arose as a theological response to the threat to Catholic French Canada poses by urbanization, industrialization, and English speaking Protestant civilization. To protect French Canadians from the temptations of the city, Cure Labelle urged generations of francophones to settle the Laurentian shield and other areas unsuited to agriculture or other forms of sustenance. For generations, British Canadians dominated the private sector. During the 19th century, the British of Lower Canada also extracted the lion's share of benefits from the provincial public sector. Deprivation because a major theme of French

Canadian life. Deprivation continued to be reflected in popular literature and in radio and television broadcasting. IHomme et son Peche, better known as the Radio Canada radio and TV series "Les Pays d'en Iiaut," was probably the most influential piece of literature in French Canadian history. Its central character was a peasant miser and its central theme, regularly repeated, was financial deprivation.

The persistent theme or deprivation may explain in part the resistance of Quebec intellectuals to new empirical information that Quebec francophones are no longer financially deprived in income compared to anglophones and are rapidly catching up if they have not already done so. The theme of financial deprivation is so important that it ought to become an important element in federalist propaganda and counter-propaganda.

Further quantitative analysis will produce more detailed and quantitative results, which I shall gladly share with the Department of Commuications in the coming weeks. But, readers can be safely left with the impression that inter-group problems are essentially regional. Government efforts must focus on attitudes to natives in the Vest, attitudes to East Indians in Ontario, and attitudes to Jews in Quebec.

As for the attitudes of Westerners to Ontario, this is not a problem. Ontarians are viewed with great favour. This preliminary finding corroborates the view of those who believe that conflict between central Canada and the West is a conflict over resources and not a conflict between cultures or nations.

## CHAPTER 5

## THE IMPACT OF CULTURAL PROGRAMS

The purposes of this theme are to identify the cultural programs which contribute to national identity, to compare the effectiveness of various cultural and non-cultural programs, to provide information useful for the assessment of the National Film Board, and to assess the impact of Canadian feature films and Canadian content television programs on national identity and inter-group relations. Some relevant computer analysis is included as an appendix to this report. But, as in the case of chapter 4 , statistical results are not included in the discussion because the initial statistical findings are too inchoate. Nonetheless, the substantive conclusions offered in the ensuing discussion are unlikely to be changed radically by the final statistical procedures undertaken in the coming weeks.

First, let us consider the two part battery inviting respondents to rate the contribution of sundry cultural and noncultural programs to their pride in Canada. An initial examination reveals that cultural programs contribute less
to national pride than major noncultural achievements such as scientific accomplishment, a clean environment, or low unemployment. These latter three achievements would make Canadians more proud of their country than achievements in ballet or theatre or even book publishing. Not all noncultural achievements would contribute quite so much to pride. For example; a strong military would not enhance the national pride of Canadians (but would in the case of Americans). Among cultural programs, the presence of excellent writers would do more for Canadian pride than excellent ballet and probably than excellent theatre.

Secondly, in the case of Quebec francophones, book publishing, music, broadcasting, and other cultural accomplishments seem to contribute more to a sense of Quebec identity than to a sense of Canadian identity. Readers will recall that respondents were invited to list the names of authors, music groups, or television programs that make them more proud of being a Canadian or more proud of being a Manitoban, Ontarian, Quebecer, etc. When Quebec francophones report that a cultural phenomenon has made them - proud of being a Canadian, the phenomenon is typically an English language phenomenon. If this preliminary finding is corroborated by subsequent stastical analysis, this finding would raise major questions about the validity of
 auesec froii Engisi languase cultural exuression sin vice-versa. :ore generally, the data suggest suoport For a general solicy of excouraging cultural communication between grouss with a country sesarated jy mistrust or sonflict.

Thircily, a oreliminary interoretation of tine data suggests that television prograras, full length films, and possibly other venicles of cultural expression often affect , ubblic attituces and identities in unoredictable and counter-intuitive Fiays. For example, one of tine Durposes of the film on the October crisis, Les Ordres, was to alert viewers to the dangers of the authoritarian state. Another purpose may have even been to alienate viewers from the federal government, which, in the view of many intellectuals, acted improperly. Yet, a preliminary look at our data suggests that Quebec francophones who saw the film did not reach a negative conclusion about the role of the federal government.

The CBC's English language television networ! has carried two longrunning and popular series involving inter-ethnic relations. King of Kensington features a solyglot neighborhood and a Jewish main character. Beachcomber features a Greek main character and native Indians. Media experts might speculate that the interethnic content of the two series might encourage better insor-etinic foelins. Five, misint even soecuiate that
the owious resional locations of the two series mignt encourage better regional understanding. However, our data suggest that most viewers were oblivious to the ethonic content of the two shows and that a significant ninority were even uncertain about their location.

The fact that venicles of cultural exoression may have unpredictable and counter-intuitive impacts on public attitudes confirms the wisdom of preventing government from influencing the content of cultural expression. For government to influence the content of cultural expression is politically and morally unacceptable; it is also futile. Of course, interfering with the content of cultural expression is quite a separate matter from influencingthe flow of communication, especially increasing the flow of communication between communities in conflict. The dataset contains a fund of aditional information about the impact of various cultural activities and prosrams. The dataset contains information about the impact on national and provincial iclentity of historic sites, museums and art galleries, authors and music groups, and so forth. These variables will be explored in the coming weeks as additional resources become available for data analysis.
ニロ: $2-\operatorname{sen}$

The most uscful conclusions from this sroject core from the earlier sections, winch benefited fror: sufficient resources for cata analysis: Danacian icentity and ethaic relations. Some preliminary conclusions about the impact of cultural programs are available; more will emerge as data analysis is conducted.

The following is a oreliminary list of tentative findings relevant to Dolicy:

1. Canadians know more about American culture than Canadian, and do so increasingly from generation to generation. Canadians nonetheless retain a sense of patriotic loyalty and are inclined to seek out and emphasize aspects of Canadian culture to which they are exposed. The policy consequence is that Canadian nation-building is an important, but not futile, task.
2. Knowledge of Canadian and American culture is correlated. The policy consequence is to ignore American culture and focus on creating a sense of Canadian identity.
3. Provincial and national identity are correlated. The policy implication is to ignore provincial government attempts to build provincial identities. This policy infomen eets acitional crectility from the
iact that the dioerta and auesec ouplics are characterized $3 y$ low national identity anc only mocerate provincial identities and by the fact that sone provincial رroorans (eg. Royal Dintario ruseum) actually contrioute to national identity.
4. Our detailed analysis of hero selection revealed the youngest generation of francophones to be highly influenced by the American content mass media. Young French Canadians are probably experienced a bigher rate of Americanization than are their anglo:hone counterparts.
5. inore generally, American culture is the equalizer between English and French Canadian societies. It is the culture which they share in common. 6. The problem of national identity is relatively homogeneous among anglophone provinces, 'out the problem of hostility to ethnic minorities is highly regionalized. The main problems are attitudes towards native people on the Prairies, especially Sas!catchewan, attitudes towards East Indians in Ontario, and attitudes towards Jews in Quebec.
6. Cultural programs appear generally to contrisute less to national pride than important non-cultural accomplisinments (eg. scientific and environmental achievements). Publishing and museusm seem more effective than theatre, winich seems more effective man mallet.
7. wost cultural orosrams do little to bind French Suebecers closer to Sanada. English lancuage cultural exoression in oublishing, music, or other realms are more likely to sind francophones to Canada than Arench language cultural expression. The volicy inference is to encourage communication across the Ianguage barrier. Intens:ive statistical analysis is an essential condition for mai<ing the dataset useful for either scholarly or zol icy-making purposes. To this point, the more valuable finding, such as the Americanization of French youth, were made possible by intensive and costly statistical manipulation. As additional resources become available, 1 shall gladly share my findings with officers of the Department, irrespective of the source of those resources.

## C.J. WINN

Personal
Conrad Winn, 931 Parkhaven Avenue, Ottawa K2B 5K4. Canadian citizen. Born 1945 at Shawinigan, Quebec. Married, three children.

## Bilingualism

F1uent. 99.5\%tile on Princeton Graduate French exam.

## Education

McGill University, B.A. in social sciences, 1966. M.A. examinations in political science with Distinction.

Wharton School of Finance and Commerce, University of Pennsy1vania, Ph.D. in political science, 1972.

Fellowships and Grants
Grant, Centre for Developing-Areas Studies, McGill University, 1968. Steinberg Research Fellowship, 1968. University of Pennsylvania and Canada Council doctoral fellowships, 1968-70. Several Wilfrid Laurier and Carleton University research grants. Canadian RadioTelevision Commission grant, 1973-74. Department of Communications research grants, 1982-84.

## University Posts

Visiting Lecturer in History, Rosemont College, Pennsylvania, 1969-70.

Visiting Assistant Professor, Graduate Faculty of Environmental Studies, York University, 1972.

Lecturer, then Assistant Professor, Wilfrid Laurier University, 1970-74. Tenure, 1974.

Assistant Professor, University of Durham, England campus of WLU, 1973.

Currently Associate Professor, Carleton University, teaching in Department of Political Science and School of Public Administration. Also, Chairman, Public Administration and Public Policy Group. Tenure, 1977.

Other Academic Posts
Secretary-treasurer, Canadian Political Science Association, 1976-79.
Currently, Sponsoring Editor for Political Science, Addison-Wesley Publishing Company.

## Publications

The Minicar Transportion System (short title), 2 vols. (Philadelphia: Environmental Institute, University of Pennsylvania, 1971), co-author.
"Political Alignment in a Polarized City: Electoral Cleavages in Kitchener, Ontario," Cdn. J. of Pol. Sci., June, 1973, co-author.
"Political Alienation among Sociologists and Political Scientists," co-author in David Schwartz, Political Alienation and Political Behaviour (Chicago: Aldine, 1973).
"Violence, Television News, and Reality" in Symposium on Television Violence (ottawa: CRTC, 1976).

Political Parties in Canada (Toronto: McGraw Hill Ryerson, 1976), co-author. Second printing. Author or co-author of 10 chapters including mass communication, bicultural policy, and redistributive policy.
"The Spatial Analysis of Political Cleavages and the Case of the Ontario Legislature," Cdn: J. of Pol. Sci., June, 1977, co-author.
"A Note on Regional Differences in Health Care Usage in Ontario," Growth and Change: A Journal of Regional Development, October, 1978, co-author.
"Secretary of State - Potpourri or Department of Culture" in Bruce Doern, ed., Spending Tax Dollars (Ottawa: Carleton School of Public Administration, 1980).
"Economic Policy and Electoral Self-Interest: the Allocations of the Department of Regional Economic Expansion," co-author, Canadian Public Policy (Spring, 1981)
"Communcations and Culture - An Impossible Portfolio" in Bruce Doern, ed., How Ottiawa Spends (Toronto: Lorimer, 1983).

Broadcasting Policy and Copyright Law (Ottawa: Department of Communications and Supply and Services, 1984, in press), co-author.
"Paradigms and the Evaluation of Cultural Policy", Canadian Public Administration (1984, in press).

Politics and Political Science (Toronto: Addison-Wesley, in preparation).

Canadian Identity and Social Policy, in preparation

## Papers

Various papers for meetings of Ontario Economic Council; Social Sciences Federation; Eastern Economics Association; Atlantic Provinces, Israeli, and International Political Science Associations; and European Consortium for Political Research. Book reviews and essays in various scholarly, serious, and popular publications.

## Consulting

U.S. Department of Transportation, 1969; Ministry of State for Urban Affairs, 1973 and 1975; Ontario Economic Council and Ministry of Health, 1974-75; Canadian Radio-Television Commission, 1975; Transport Canada, 1977; Bureau of Management Consulting, Supply and Services, 1978; Secretary of State 1978, 1979; PCO-FPRO, 1979, 1980; Department of Conmumications, 1980, 1981; Ministry of State for Social Development, 1980, 1981; National Defence, 1982; Ontario Human Rights Cormision, 1983; Royal Commission on the Economic Union, 1983.

## Civic Activity

Sundry contributions and posts in amateur hockey, boy scouts, civil liberties, and school board policy development. Various contributions to broadcasting and the daily press.

## APPENDIX II <br> A NOTE ON PROJECT STAFF

The project employed two research associates, both doctoral candidates in the Department of Political Science at Carleton University. Formerly head of the civil service commission in Nicaragua and now an IDRC consultant, Mr. Andres Perez was responsible for drawing the sample and for supervising the interviewing. He received training in methodology at Carleton as well as at the University of Souther California. Formerly a college lecturer in Britain, Paul Nesbitt-Larking is presently a fulltime doctoral student at Carleton. He was responsible for creating the SPSS command file and for imprenting computer analysis. Their c.v.'s follow.

Home address:
3360 Paul Anka Dr. 519
Ottawa, Ontario
K1V 9S2
Canada.
Phone: (613) 733-9374

Date and place of birth:
Marital status:
Nationality:
Languages:

Work address:
Department of Political Science
Carleton University
Loeb Building B-640
Ottawa, Ontario
K1S 5B6
Canada.

January 7, 1951; Managua, Nicaragua.
Married, three children.
Nicaraguan.
Spanish and English

## UNIVERSITY EDUCATION

| 1981 -present | Ph.D. Candidate, Department of Political Science, <br>  <br>  <br> Carleton University, Canada. <br> Areas of Concentration: Public Administration and |
| :--- | :--- |
|  | Comparative Politics. |
| $1976-1978$ | M.A. in Public Administration, School of Public |
|  | Administration, University of Southern California |
|  | (USC), United States of America. |
|  | Specialist in Training Methodologies and Organizational |
|  | Systems Analysis, Center for Training and Development, |
|  | University of Southern California (USC), United |
| States of America. |  |
|  | B.A. in Business Administration, School of Business |


| 1983-1984 | Project Consultant, International Development Research Centre (IDRC) |
| :---: | :---: |
| 1980-1981 | Investigator/Consultant. |
|  | Public Administration Program |
|  | Central American Institute of Business Administration |
|  | INCAE. |
|  | $\therefore$ Principal Nicaraguan Investigator, "Project on |
|  | Managing Decentralization", a multinational |
|  | effort of the University of California, Berkeley |
|  | with the collaboration in Nicaragua of the Central |
|  | American Institute of Business Administration (INCAE). |
|  | INCAE is a graduate school of business administration |
|  | founded in 1964 with the technical assistance of the Harvard Business School with which it maintains a |
|  | 1inkage. |
|  | * Consultant in the area of Organizational Development for the Cooperative Program of the Nicaraguan Development |
|  | Foundation (FUNDE). . |
|  | * Consultant in the area of Organizational Development |
|  | and Human Resources Development for the National System of Professional Development, National Government of |
|  | Panama. |
| 1980 | Assessor. |
|  | Ministry of Planning. |
|  | Nicaragua : |
| 1979-1980 | Founding General Director, Institue of Public Administration of Nicaragua (INAP). INAP is the state's official institute for the education and training of civil servants. |
| 1979 | Assessor. |
|  | Ministry of the Interior. |
|  | Nicaragua. |

```
        1979 Director of the Administrative Department,
        (Special Programs)
        Central Bank of Nicaragua.
    1978 Director of the Technical Department;
    Executive Office of Surveys and Census,
    Central Bank of Nicaragua.
    1973-1975 Director of the Administrative Department,
    Executive Office of Surveys and Census,
    Central Bank of Nicaragua.
    1971-1972 Head of Section,
    Auditing Department,
    The Nicaraguan Bank.
    1969-1970 Colaborator,
    Department of International Teiephone Service,
    National Communications Center.
    Nicaragua.
Teaching Experience
    1983-1984 Sessional lecturer, Political Science
    Carleton University
    1981-1983 Teaching Assistant.
    Political Science Department,
    Carleton University,
    Ottawa, Canada.
    1980 Professor of Public Administration.
    National University of Nicaragua.
1980 Professor of Management.
        Central American University.
        Nicaragua.
    1 9 7 8
    Professor of Management and Public Administration
        Nicaraguan Private University (CES)
```

June 1978
Caracas, Venezuela

October 1979
Caracas, Venezuela.

December 1979
Sao Paulo, Brazil

Nicaraguan Delegate to the Seminar for Statistics Officers of Latin America. Sponsored by: The Interamerican Institute of Statistics; The Central Statistics and Information Office of Venezuela and The United States Bureau of the Census.

Nicaraguan Delegate to the XII Annual Meeting of the Directive Council of the Latin American Center for Development Administration (CLAD)

Nicaraguan Delegate to the First Latin American Seminar on Public Policy. Sponsored by: Foundation for Development Administration (FUNDAP) and the Latin American Council for Social Science (CIACSO)

Member of the Nicaraguan Delegation to the Ordinary Annual Meeting for Central American Ministers of Planning.

Delegate representing the Latin American Center for Development Administration to the Expert Group Meeting on Education and Training in Public Enterprises in Developing Countries. Sponsored by: The International Center for Public Enterprises in Developing Countries (ICPE)

SCHOLARSHIPS AND HONORS
п Central Bank of Nicaragua Graduate Scholarship 1976-1978.
$\star$ Carleton University Teaching Assistanship and Fellowship 1981-1982; 1982-198
$\star$ Member of PI ALPHA ALPHA, United States National Honor Society for Public Affairs and Administration.

## Address: Apartment 1111,

 89, Forward Avenue, Ottawa, Ontario, KIY 4M2Telephone:

0ttawa (613) 728-0010

Date of birth
Place of birth: London, England
Nationality:
Marital status: Married

## EDUCATION

Ph.D in Political Science (in progress) Carleton University, Ottawa

Courses completed:
The Political Process in Canada Comparative Politics Basic Research Methods Research Design Applied Research Methods

Examinations passed:
French comprehension and translation Comparative Politics with subfields: The Politics of Western Europe ) Political Psychology $)$, Distinction Canadian Politics (distinction) with subfields: Canadian Political Culture and Socialization) Canadian Political Economy

Dissertation topic:
Consciousness and the Individual in the Process of Class Formation: An Analysis of Canadian State Professional Employees
M.A. Comparative Politics University of Kent at Canterbury, England Dissertation: 'The American Presence in Canada: Public Opinion and the Government Response'

WORK EXPERIENCE
Sept. 1983present

Sept. 1983present
is

July 1983-
August 1983

Postgraduate Certificate in Education (distinction) Christ Church College of Higher Education, Canterbury, Kent, England.
B.Sc. (Joint Honours)

Politics, Literature and the History of Ideas (Upper Second Class)
University of Bradford, West Yorkshire, England Other subjects studied: Geography, History, Law, Sociology
Dissertations: 'The Political Thought of Charles Dickens' 'The Strategy and Tactics of Lobbying in Washington, D.C.'
'A' Levels
English Literature, Politics and Economics.
St. Edmund's College, Ware, Hertford,
Herts, England.

Computer Consultant
Department of Political
Science
Carleton University, Ottawa.

- Coordinator of the computer work involved in undergraduate courses
- preparation of student handbook:

Introduction to SPCS

- liaison between students, professors and computer services

Research Assistant:
Canadian Cultural. and Ethnic
Attitudes Survey. Professor C. Winn

- preparation of system file
- analysis of data
- adviser on computer techniques

Research Assistant:
Contemporary British Politics and Society. Professor L. Panitch and Professor I. Taylor

- research with primary sources on contemporary British politics and society
- preparation of newspaper clipping files

Sept. 1981-
Sept. 1983

May 1981-
Sept. 1981

Sept. 1979May 1981

Teaching Assistant
Carleton University, Ottawa
Subjects: Introduction to Political Science Political Enquiry

- preparation and presentation of seminars;
- evaluation of essays, projects and papers;
- liaison between students and professors;
- direction of student research;
- instruction in elementary statistics and the use of the computer.

Director of Studies
Concorde International
Summer Schools
Canterbury, Kent, England

- planned and co-ordinated teaching and recreational activities for three hundred students and thirty staff
- consulted with directors, welfare officer, accomodation officer, teachers and sports leaders over student progress and welfare

Lecturer
Canterbury College of Technology
Canterbury, Kent, England

- taught Sociology, Politics, English, English as a Foreign Language, Industrial and Environmental Studies and General Studies;
- co-ordinated ' 0 ' level Humanities as course tutor, 1980-1981;
- took part in extra-curricular activities including music and theatre

Clerk
City of Bradford Metropolitan Council, Bradford, West Yorkshire

- routine clerical work in the Council Mortgages department
- research and statistical analysis
- SPSS computer language experience
- ability in French
- office practice


## INTERESTS AND ACHIEVEMENTS

| Music: | Saxophonist• with recordings in contemporary <br> music |
| :--- | :--- |
| Theatre: | Actor, director and writer in Bradford, <br> Edinburgh and Canterbury, Chairman of |
| Sport: | University Drama Group, Bradford, 1975 |
| Committee work: | Rugby, Athletics and general fitness. <br> Winner of school and youth awards |
|  | Student and staff representative on numerous <br> and varied committees since 1971 |

REFERENCES
Professor J. Jenson
Department of Political Science
Carleton University
Ottawa, Ontario
Canada
K1S 5B6
Professor J. Jenson (after December 15; 1983)
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Harvard University
5, Bryant Street
Cambridge, Mass.
02138 U.S.A.
Professor L. Panitch
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Carleton University
Ottawa, Ontario
KIS 5B6
Professor H. von Riekhoff
Chairman
Department of Political Science
Carleton University
Ottawa, Ontario
KIS 5B6

## CULTURAL ATTITUDES SURVEY

I'm a student at Carleton University. We are doing a survey of people's attitudes and opinions and would like your help, if you don't mind. PAUSE In order to interview a representative sample of Canadians, I am supposed to talk with the person in your household whose birthday is next and who is at least 16 years old. Is that person at home? May I speak with that person? IF THAT PERSON IS NOT AT HOME, ASK FOR THE PERSON'S NAME, FIND OUT WHEN THE PERSON WILL BE AT HOME, AND SAY THAT YOU WILL PHONE BACK. BUT, IF THAT PERSON IS NOT EXPECTED HOME WITHIN TWO DAYS, ASK TO SPEAK TO THE NEXT PERSON WHOSE BIRTHDAY IS COMING UP.
$\qquad$
Interviewer's code number: $\qquad$
Respondent ID \#
Province: $\qquad$
City size: $\qquad$
City name: $\qquad$ -

IF RESPONDENT WANTS MORE INFORMATION ON THE SURVEY. The survey is a sociological study of how people feel about different things in their lives and how they spend their spare time.

FROM OBSERVATION. Sex. male, 1 ( ) female, 2 ( )

[I].
-3-3
L_L_1 1 - 7
-8-9
110
L11-12
Red bars, from sea to sea.2 ( ) Refuse.9 ()
Both leaf and bars ........3 ()
4. Could you tell me what the Quebec flag is called or what it looks like? DON'T READ OPTIONS.

Fleurs de Lis.. 1 DNK...... 8
Adeq. descrip.. 2 Refuse...9
Other........... 3 a citizen? Yes () No ()
IF NO, ASK IF THERE IS SUCH A PERSON IN THE HOUSEHOLD. IF MORE THAN 1, ASK TO SPEAK TO THE ONE WHOSE BIRTHDATE IS COMING UP. IF NONE IN THE HOUSEHOLD, TERMINATE•THE INTERVIEW POLITELY.
2. How many provinces are there in Canada? $\qquad$
3. Do you know why the Canadian flag looks the way it does? DON'T READ OPTIONS.

Maple leaf a cdn. symbol..I ( ) DNK....8 ()
Red bars, from sea to sea.2 ( ) Refuse.9 ()
(1)
5. Could you tell me who Louis Riel was? RECORD RESPONDENT'S EXACT WORDS.
$\qquad$
6. Who was Laura Secord? DON'T READ OPTIONS.

Warned of U.S. invasion 1812 ... 1 ( ) Other false ans .... 4 ()
Helped defend Canada ............ 2 ()DNK ..................... 5 ()
Chocolate answer ................. 3 ( )Refuse ................. 6 ( )
7. What is Canada's population? $\qquad$
8. What is the population of ... YOUR PROVINCE BY NAME? $\qquad$
9. Could you name three specific things which Canada exports a lot of to foreign countries?
$\qquad$
$\qquad$
10. Could you please tell me the first two lines of Canada's national
anthem? DON'T READ OPTIONS.
title only ... 1 ( ) other wrong ... 5 ()
2 Iines ...... 2 ( ) DNK ............ 8 ( )
God Save the . 3 () Refuse ......... 9 ()
O Say/Star Sp. 4 (.)
11. How many states are there in the United States? IF DNK, MARK " 00 ".

1 29-30
12. Do you know why the United States flag looks the way it does?

Stripes of colonies .. 1 () Wrong .... 4 ()
Stars of states ...... 2 () DNK ...... 8 ()
Stars \& stripes ...... 3 () Refuse ... 9 ()

## 

now why the British flag looks the way it does?
Combination of regional flags ... 1 ()
wrong .................................... 2 ()
DNK ..................................... 3 ( )
Refuse .................................. 4 ( )
L 32
14. Could you please tell me who General Robert E. Lee was?
$\qquad$
15. Could you please tell me what the population of the United States is?
16. Could you please tell me the first two lines of the American National anthem. DON'T READ OPTIONS.

$$
\begin{aligned}
& \text { O Say Can You See .... 1 ( ) } \quad \text { DNK .... } 8 \text { ( ) } \\
& \text { False answer ........ } 2 \text { () Refuse . } 9 \text { () }
\end{aligned}
$$

17. Could you tell me who Paul Revere was? DON'T READ OPTIONS.

| Correct answer ....... 1 ( ) | DNK ..... 8 ( ) |
| :---: | :---: |
| Revereware pots ...... 2 ( ) | Refuse .. 9 ( ) |
|  |  |

18. If a child or young person asked you for some heroes to admire, whom would you suggest? Please tell me the names of some heroes from anywhere in the world and oxplain why they should be respected. RECORD EXACT WORDS.

19. Some people like to talk about politics, but other people don't. Suppose we used a scale with 10 numbers to show how much people like to talk about politics. The number 10 represents most liking while the number 1 represents least liking. What number would you choose for yourself?
20. When people talk about politics, some people express their opinions strongly while other people do not. What number would you choose to describe how strongly you express your opinions?
21. Suppose you were offered a much better paying job in another province. How much more money in dollars each year would the new job have to pay you for you to think of moving out of ... YOUR PROVINCE BY NAME?

## \$ per year

$\qquad$

23. Suppose you were offered a much better paying job in another country. How much more money in dollars each year would the job have to pay you for you to think of moving from Canada?
\$ per year $\qquad$
24. If you were offered a much better paying job outside Canada, where would you prefer it to be?
25. Some Canadians say that they would feel prouder of Canada if Canada were different. I am going to read you a list of possibilities. Please use a scale numbered from 1 to 10 to tell me how proud each possibility would make you feel.

IF RESPONDENT ASKS FOR AN EXPLANATION OF THE SCALE: If a possibility makes you very proud, choose the number 10 . If the possibility does not make you proud, choose the number 1 . Otherwise, choose a number in between.

IF RESPONDENT SAYS THAT CANADA HAS ALREADY ACHIEVED THE POSSIBILITY, SAY "Then think of how proud this makes you feel" and check this box.

How proud would you feel
if Canada regularly beat the Soviet Union in hockey( )
if Canadian programs on TV were a lot better ()
if Canada's armed forces were truly powerful ()
if Canada's armed forces were truly powerful () ()
if there were very little unemployment in Canada( ) ( )
if Canada produced more famous writers and excellent books
()
( )
if Canadian scientists were world famous ( )
if we had some really good Canadian movies each year
if Canada stood up to the United States more often( )

26. Could you please tell me if you have ever seen or heard about any movies produced by the National Film Board?

$$
\begin{aligned}
& \text { seen only.........l ( ) not seen or heard...4 () } \\
& \text { heard, not seen.. } 2 \text { ( ) DNK..................... } 8 \text { ( ) } \\
& \text { seen \& heard......3 () Refuse.................9 () }
\end{aligned}
$$

27. ASK ONLY IF SEEN. Could you please tell me how many National Film Board movies you have seen?
28. ASK ONLY IF SEEN. What is your general impression of National Film Board movies? RECORD EXACT WORDS.

11 13-14
29. Could you please tell me if you have seen or heard about the following two movies:
"Paddle to the Sea" seen..........1 ( )
heard about.. 2 ( )
seen\&heard...3 ()
neither......4 ()
DNK............ 8 ( )
Refuse.......9 ()
115
"Not a Love Story" seen..........I ( )
heard about.. 2 ()
seen\&heard...3 ()
neither......4 ()
DNK........... 8 ()
Refuse.......9 ()
16
30. Historical sites are buildings, battlefields, or other places which remind us of our past. Have you ever visited any historical sites in Canada in the last 5 years and, if so, how many times?

$$
\begin{aligned}
& \text { no........ } 0() \\
& \text { \# times.. } \\
& \hline
\end{aligned}
$$

In particular,
31. IF VISITED. aDid any historical site affect your pride in Canada or in ... YOUR PROVINCE BY NAME? IF YES, which site and how did your sense of pride change? No ( ) Site affecting Cdn. pride: $\qquad$ more proud ...I ( ) less proud ...2 ()
Site affecting
Prov. pride: $\qquad$ more proud....I ( ) Less proud ...2 ( )
1.9-21

いلـ ${ }^{22-24}$
3la. IF RESPONDENT VOLUNTEERS THAT HIS/HER PROVINCE OF IDENTIFICATION IS OTHER THAN WHERE HE/SHE LIVES, RECORD NAME OF PROVINCE OF IDENTIFICATION.
32. Have you visited any museum or art galleries in Canada during the last 5 years and, if so, how many times?
no .............. ()
\# of times.... $\qquad$ $ـ^{-16-27}$

## 


34. Have you seen the movie "Why Shoot the Teacher"?

> yes....1 ( )
> no.....
> DNK....8 ( )
> Refuse.9 ( )
35. IF SAW FILM. What was life like for the people who settled the West according to the movie?
36. Do you think life was like that?

35-36
L_1 37-38
37. Have you seen the movie "The Apprenticeship of Duddy Kravitz"? yes....1 ()
no..... ()
DNK.... 8 ()
Refuse.9 ()
$\bigsqcup_{39}$

LII440-42
LI_1.| $43-45$
39. Do you think Jewish Canadians AND/OR French Canadians are generally like that? IF RESPONDENT SAYS ONLY YES OR NO, ASK "Why do you think that"? OR OTHERWISE ELICIT AN EXPLANATION IN A NEUTRAL WAY.
$\qquad$
$\qquad$
$11146-48$
LIC19-51
40. Have you seen the movie "Lies My Father Told Me"?
yes....1 ()
no..... ()
DNK.... 8 ()
Refuse. 9 ()
41. IF SAW FILM. What were Jewish people like according to the film?
42. Do you think that Jewish people are generally like that? ELICIT MORE THAN YES OR NO.
$\qquad$

43. Have you seen the movie about the Plouffe family?
yes....1 ( )
no.....2 ( )
DNK....8 ( )
Refuse. 9 ( )
Saw series.. 3
44. IF SAW FILM OR SERIES. What were French Canadians like according to the film?
45. Do you think that French Canadians are generally like that? ELICIT MORE THAN YES OR NO.
46. A couple of minutes ago, I read you a list of possibilities that would make some people feel prouder of Canada. You told me how proud you would be using a scale numbered from 1 to 10 . I just have a few more which I would like to ask you.

IF RESPONDENT SAYS THAT CANADA HAS ALREADY ACHIEVED THE POSSIBILITIES, SAY "Then think of how proud this makes you feel" and check this box.

How proud would you feel
if our Stratford theatre were world famous ( ) ( )
if Canadian athletes did well at the Olympics () ()
if Canada's symphony orchestras were highly respected ( ) ( )
if our ballet dancers were among the best in the world () ()
if we had far less air and water pollution
if our museums were magnificent by world standards
if Canada's capital city were a showcase for the world
to admire ... () ()
if Canada's high technology industry were as strong as
Japan's
() ( )

47. Could you please tell me the names of any other Canadian films you have seen on TV or in movie theatres?
$\qquad$
$\qquad$
48. On a typical day, how many hours do you spend watching television?
49. What programs on TV make you more proud of living in Canada or in ... YOUR PROVINCE BY NAME? IF YES, could you tell their names?
More proud of Canada: $\qquad$
LIU1111-16
More proud of Province: $\qquad$
(لـ117-22

Lلـل23-25
51. IF SAW SERIES. Did the "Beachcomber" series affect the way you feel about Canada's regions or ethnic groups? RECORD RESPONDENT'S OWN WORDS.
$\qquad$
$\qquad$
52. Have you ever seen the television series called "King of Kensington"? If so, could you tell me how many times you have seen the show?
53. IF SAW SERIES. Did the "King of Kensington" series affect the way you feel about Canada's regions or ethnic groups? RECORD RESPONDENT'S OWN WORDS.
$\qquad$
$\qquad$
54. Are there any writers whose books you have read who have strengthened your pride in Canada or in... YOUR PROVINCE BY NAME?

Names of writers who strengthened Canadian pride:
$\qquad$ LIلـلـ|

Names of writers who strengthened provincial pride:
$\qquad$
$\qquad$ LH11 لـ146
54a. IF RESPONDENT VOLUNTEERS THAT HIS/HER PROVINCE IS OTHER THAN WHERE HE/SHE LIVES, RECORD NAME OF PROVINCE HE/SHE IDENTIFIES WITH.
55. Are there any musicians or popular singers who have strengthened your pride in Canada or in...YOUR PROVINCE BY NAME?
Name of musicians/singers who have strengthened Cdn. pride:
$\qquad$
$\qquad$
Names who strengthened provincial pride:
$\qquad$
$\qquad$

## 49-54

## L_147-48

56. We are coming to the end of the questionnaire. I am now going to read you a list of ethnic groups in Canada. Using the scale with 10 numbers, I would like you to tell me how favourably you feel towards each group. I would also like you to tell me what you like most about each group and how each group would have to improve for you to like them better. Let's start with French Canadians.

French Canadians. How favourably do you feel towards them? What do you like most about them?

How could they change for you like them better?


IF RESPONDENT SAYS HE/SHE CAN'T SAY ANYTHING NEGATIVE BECAUSE HE/ SHE DOESN'T KNOW ANY, YOU SAY "Well, from what you know about them generally, how could they change...?" TFr RESPONDENT STILL BALKS, YOU SAY "What could they do for you to give them a 10?"


How could they change for you to like them better?

Catholic Canadians. How favourably do you feel towards them?

How could they change for you to like them better?
Black Canadians.

| How favourably do you' feel towards them ? |
| :--- |
| What do you like most about them? |

## ப山ل11184-41

How favourably do you feel towards them?
$\underbrace{}_{42-43}$
What do you like most about them?
Lل1144-49
How could they change for you to like them better?
Protestant Canadians
How favourably do you feel towards them?
What do you like most about them?

How could they change for you to like them better?


When you answered this question, were you thinking NEXT CARD 15$\rfloor 1$ of any particular Asian group? IF YES, which one?
$\square_{2}$
What do you like most about them?

## (1)

How could they change for you to like them better?



IF RESPONDENT IN WESTERN PROVINCE.
ONTARIONS. How favourably do you feel towards them?
16-15-لـــا What do you like most about them?

## Uل11117-22

How could they change for you to like them better?
57. At this point, I would like to ask you just a few background questions. In what year were you born?
58. What type of work does the main wage earner in this household do?
59. Are you married?

$$
\begin{aligned}
& \text { single..........1 () } \\
& \text { married.........2 () } \\
& \text { sep/div.........3 ( ) } \\
& \text { widow...........4 () } \\
& \text { Refuse..........9 ( ) }
\end{aligned}
$$

$$
ـ_{33}
$$

60. Using the 10 numbered scale, to express your feelings, please tell me how important it is to you personally to have your own children as compared to other things in life?
61. To which ethnic, national, or racial group do you belong mainly?
62. What was the last grade of school you completed?
63. IF FINISHED, OR COLLEGE OR UNIVERSITY. Could you please tell me your main field of study at college or university?

| 1 general arts () | 5 business/commerce () |  |
| :--- | :--- | :--- |
| 2 social science () | 6 law/medicine | () |
| 3 science | 7 teaching/nursing | () |
| 4 engineer/arch. () | 8 other |  |

64. With which religious group do you identify? Please be specific.
$\qquad$
65. Using the 10 numbered scale, could you please tell me how strongly you believe in the main religious beliefs of your religion?
$1.43-44$
66. What comes to mind or what do you think of when I mention the death of Jesus Christ?
$\qquad$ ப】45-47
67. IF RESPONDENT DOESN'T HOLD ANYONE RESPONSIBLE BY NAME, ASK. Was any person or group responsible for the death of Jesus?
$\qquad$
68. IF RESPONDENT SAYS ONLY YES, ASK Who was responsible?
$\qquad$ $ـ_{\text {لـ }}^{1-53}$
69. IN QUEBEC ONLY. In the Referendum on Sovereignty Association, did you vote Yes or No. DON'T READ OPTIONS.

| es.......1 | ( |
| :---: | :---: |
| no........ 2 |  |
| Abstained. 3 | ( |
| Ineligible4 | ( |
| Cnt.recall5 | ( |
| Refuse.... 9 |  |

U441-42

$$
+
$$

Je suis étudiant à l'université Carileton. Nous menons une enquête sur les attitudes et les opinions de la population canadienne et nous aurions besoin de votre aide, si ce n'est pas trop vous demander. Afin d'interviewer un Échantillon représentatif de la population, je voudrais parler à la personne chez vous dont l'anniversaire aura lieu le plus prochainement et qui est âgé(e) d'au moins 16 ans. Est-ce que cette personne est à la maison? Pourrais-je lui parler? (SI CETTE PERSONNE DEMANDEZ QUAND ELLE REVIENDRA ET DITES QUE VOUS LA RAPPELLE-REZ. CEPENDANT, SI LA PERSONNE EN QUESTION NE DEVAIT PAS ETRE DE RETOUR AVANT 2 JOURS, DEMANDEZ A PARLER A L'AUTRE PERSONNE DONT L'ANNIVERSAIRE EST LE PLUS RAPPROCHE.)

No. de tÉl巨́phone tel que signalé $\qquad$

(SI LE REPONDANT VEUT PLUS D'INFORMATION SUR L'ENQUETE:)
Dette enquête est une étude sociologique sur ce que les gens ressentent à propos de certaines choses dans leur vie, et sur ce qu'ils font durant leurs loisirs.
-(D'APRES OBSERVATION) Sexe: masculin, 1 ( ) feminin, 2 ()

1. Etes-vous citoyen canadien ou immigrant en voie de devenir citoyen canadien? oui ( ) non ()

SI IL N'Y A PAS DE CITOYEN CANADIEN PRESENT OU EUTUR DANS LA MAISON, TERMINEZ POLIMENT L'INTERVIEW.)
2. Combien de provinces y a-t'il au Canada?
(EN CAS ['IGNORANCE OU DE REFUS DE REPONDRE, INSCRIVEZ "O0".)
3. Savez-vous pourquoi le drapeau canadien a l'apparence qu'on lui connaît? (NE PAS SUGGERER DE REPONSES.)
feuille d'érable-symbole canadien...1 ( ) NSP...8 () bandes rouges-d'un océan à l'autre..2 () NRP...9 () feuille et bandes ( )
4. Pouvez-vous me dire le nom du drapeau du Quẽbec ou à quoi il ressenble?
fleurs de lys...........l ( ) NSP... 8 ( )
tescription correcte...2 ( ) NRP...9 ()
autre réponse.........3( ) 117
5. Pourriez-vous ma dire que était Louis Riel?
(RAPPORTEZ IES MOTS EXACTS DU REPONDANT)

6. Qui était Laura Secord? (PAS D INDICES, S.V.P.) Elle avertit de l'invasion américaine, 1812...1 ()

 Autre fausse réponse.................... NSP.....8 ( ) NRP.....9 ( ) 20
7. Quelle est la population du Canada?
8. Quelle est la population de/du (PROVINCE DU REPONDANT)?
9. Pourriez-vous me nommer trois produits que le Canada exporte en grandes quantités vers d'autres pays?
$\qquad$
10. Pourriez-vous me rêciter les deux premières phrases de 1'hymne national canadien? (PAS D'INDICES, S.V.P.) titre seulement.......1 () NSP...8 ()
2:phrases.............2 ( ) NRP...9 () God_Save the Queen... 3 () autre fausse rēponse.5 ()
11. Combien d'Etats y-a-t'il aux Etats-Unis? $\qquad$ 11 129-30 (SI NSP, INSCRIVEZ "OO".)
12. Savez-vous pourquoi le drapeau américain a l'apparence qu'on lui connaît?
bandes des 13 colonies...1 (.) fausse réponse... 4 ( )
Etoiles pour les Etats...2 ( ) NSP.................. ( )
Etoiles et bandes.........3 ( ) NRP................9 ()

13. Savez-vous pourquoi le drapeau britannique a l'apparence qu'on lui comait?
combinaison de drapeaux régionaux...1 ( )
fausse rêponse............................2 ()
NSP......8 ( ) NRP.....9 ( )
$\lfloor 32$
14. Pourriez-vous me dire qui était le génēral Robert E. Lee?
$\qquad$
15. Pouvez-vous me dire quelle est la population des Etats-Unis?
$\qquad$

16. Pourriez-vous me dire quelles sont les deux premières phrases de l'hymne national américain?

17. Pouvez-vous me dire qui était Paul Revere?

Bonne rêponse................1( ) NSP...8(.)
les chaudrons Revereware...2( ) NSP...9()
autre fausse reponse.......3( )
18. Si vous aviez à proposer des hêros à l'admiration des enfants, qui choisiriez-vous? Donnez-moi S.V.P. les noms de héros de n'importe où dans le monde et dites-moi pourquoi ils devraient être respectés. (RAPPORTEZ LES REPONSES EXACTES.)

19. . Il y a des gens qui aiment parler de politique et d'autres qui n'aiment pas çà. Supposons que nous utilisons une échelle à dix degrês pour représenter comment les gens aiment à parler de politique. Dans cette échelle, le nombre 10 reprêsente le plus grand intérêt pour les discussions politiques, et le nombre 1 représente le moins grand intêrêt.
Sur cette échelle, comment vous classeriez-vous? $\qquad$ 55-56
20. Il y a des gens qui expriment leurs opinions politiques avec force, et d'autres non. Sur l'échelle de un à dix comment vous classeriez-vous au point de vue de la force avec laquelle vous exprimez vos opinions politiques?
$\qquad$ 57-58
21. Supposons que 1 'on vous propose un emploi beaucoup mieux payé dans une autre province. Quelle augmentation en dollars par année sur votre salaire actuel exigeriez-vous pour que vous pensiez à vous établir hors de/du...
(NOM DE LA PROVINCE)?
\$par anneée $\qquad$
11

59-61
22. Si l'on vous offrait un emploi beaucoup plus rénumérateur ailleurs au pays, dans quelle province choisiriez-vous de vous établir?

| C.B........1( ) | Québec.....6( ) | Ouest..........11( ) |
| :---: | :--- | :--- |
| Alberta...2( ) | N.B.......7( ) | Yukonet Nord.12( ) |
| Sask......3( ) | N.E.......8( ) | Maritimes.....13( ) |
| Manitoba...4( . | I.P.E.....9( ) |  |
| Ontario....5( ) | T.N.......10( ) |  |

23. Supposons que 1 'on vous propose un emploi beaucoup mieux payé dans un autre pays. Quelle augmentation en dollarspar année sur votre salaire actuel exigeriez-vous pour que vous songiez à vous établir hors du Canada?
\$par année $\qquad$


64-66
24. Si 1 'on vous offrait un emploi beaucoup plus rénumérateur hors du Canada, où préféreriez-vpos vous établir?
25. Il y a des canadiens qui disent qu'ils se sentiraient plus fiers du Canada si le pays était different. Je vais vous lire une liste de possibilitēs d'améliorations pour le Canada. S.V.P., utilisez l'êchelle graduêe de 1 à 10 pour me dire jusqu'à quel point la réalisation de chaque possibilité influencerait votre fierté pour le Canada.

SI LE REPONDANT DEMANDE DES EXPLICATIONS SLR L'ECHELLE): Si la réalisation d'une de ces possibilitēs vous ferait vous sentir très fier, choississez le nombre 10. Si la possibilité ne vous rend pas fier du tout, choississez le nombre 1. Autrament, choississez un nombre entre 1 et 10.
(SI le repondant dit que le canada a deja realise lne POSSIBILITE, DITES): "Alors dites-moi combien cela vous. rend fier" ét cochez dans cette colonne

A quel point vous sentiriez-vous fier
...Si le Canada battait régulièrement l'Union Soviétique ạu hockey?

...Sí les émissions de télé canadiennes étaient meilleures? ( )
...Si les forces armées canadiennes étaient vraiment puissantes? ( )
...Si le taux de chômage au Canada était très faible ?(.)
...Si le Canada produisait plus de grands écrivains et
de livres remarquables? ( )
...Si les savants canadiens étaient reconnus mondialement? ()
...Si il y avait plus de bons films canadiens à chaque année? (;
...Si le Canada se tenait plus souvent debout devant les Etats:-Unis? (. )
26. Pourriez-vous me dire si vous avez déjà vu ou entendu parler de films produits par l'Office National du Film?

Vu.......................1( ) Jamais.....4( )
Entendu parler.........2( ) NSP.........8( )
Vu et entendu parler..3( ) NSP.........9( )
27. A DEMANDER SEULEMENT DI DES FILMS ONT ETE VUS. S.V.P. Pourriez-vous me dire combien de films de l'Office National du Film vous avez vu? $\qquad$

$11-12$
28. A DEMANDER SEULEMENT SI DES FILMS ONT ETE VUS. Quelle est votre impression générale des films de l'Office National du Film? RAPPORTEZ LES MOTS EXACTS UTILISES PAR LE REPONDANT
29. Pourriez-vous me dire si vous avez déjà vu ou entendu parler des deux films suivants:
"Cordélia" Vu.................................. ( )
Entendu parler de ........2( ) Vu et entendu parler de..3( ) Ni 1'un ni 1'autre........4( ) NSP..........................8( ) NRP............................9( )

15
"C'est surtout
pas de 1'amour"

30. Les sites historiques sont constitués par des édifices, champs de bataille et autres lieux qui nous rappellent notre passé. Avez-vous déjà visité des sites historíques au Canada au cours des dernières cinq années et, si oui, combien de fois?

Non.....O( ) Nombre de fois


17-18
31. SI. "OUI" A 30. Y-a-t'il un site historique en particulier quí a influencé votre fierté pour le Canada ou pour.... (NOM DE LA PROVINCE)? SI OUI: Quel site, et conment influence-t'il votre fierté?
Non( )
Site influençant la Plus fier........l( )
fierté-pour le Canada: $\qquad$


3la. SI LE REPONDANT INDIQUE QUE LA PROVINCE A LAQUELLE IL S'IDENTIfie n'est pas celle qu'Il habite, Indiquez le nom dE LA PROVINCE D'IDENTIFICATION

25
32. Avez-vous visité des musées ou galeries d'art au Canada au cours des cinq dernières années et, si oui, comblen de fois? Non...O( ) Nombre de fois $\qquad$


26-27
33. SI "OUI" A 32. Y-a-t'il un musée ou une galerie qui a affecté votre fierté pour le Canada ou pour...NON DE LA PROVINCE?
SI OUI: pourriez-vous me dire quel musée ou quelle galerie d'art, et coment votre fierté fut affectés? Non () Influence sur la $\quad$ plus fier.......1() fierté pour le Canada: $\qquad$ moins fier.....2( )

$28-30$
Influence sur la
plus fier......I( ) moins fier.....2( )

$31-33$
34. Avez-vous dējà vu le film "Les Plouffes"?
oui....1( ) Série tēlévisée...3( )
non.... 2 ( . )
NSP....8( )
NRP....9()
34
35. SI LE FILM OU LA SERIE ONT ETES VUS. Comment les Canadiens français étaient-ils présentés dans ce film?


35-36
36. Croyez-vous que les canadiens-français sont comme cela en général?


37-38
37. Avez-vous déjà vu le film "L'apprentissage de Duddy Kravitz?"

$$
\begin{aligned}
& \text { oui....1( } \quad \text { ) } \\
& \text { non....2( } \\
& \operatorname{NSP} \ldots .8(\quad) \\
& \operatorname{NRP} \ldots .9(\quad)
\end{aligned}
$$

38. SI "OUI" A 37. comment les juifs et les francophones étaient-ils présentés dans le film?

$\qquad$
39. Croyez-vous que les juifs et les francophones sont comme cela en général? EN CAS DE SIMPLE "OUI" OU "NON", DEMANDER: "Pourquoi pensez-vous çà?" OU DEMANDEZ UNE EXPLICATION DANS DES TERMES DLUS NEUTRES
$\qquad$


46-48
40-51
40. Avez-vous dējà vu le film "Quelques arpents de neige"?

$$
\begin{aligned}
& \text { oui....1( } \\
& \text { non...2( } \\
& \text { NSP...8( }
\end{aligned}
$$

NRP....9()
41. SI "OUI" A 40. Comment les Canadiens-anglais étaient-ils présentés dans le film? $\qquad$

42. Croyez-vous que les Canadiens-anglais sont comme cela en général? $\qquad$
$\qquad$


56-58
43. Avez-vous déjà vule film "Lés Ordres"?
oui....1()
non....2()
NSP....8( )
NRP....9()
44. SI "OUI" A 43. Comment le gouvernement fédéral était-il présenté dans le film?
$\qquad$

$60-62$
45. Croyez-vous que le gouvernement fēdēral est comme celà en général? DEMANDEZ UNE REPÓNSE EXPLICITE.
46. Il y a quelques minutes, je vous ai lu une liste de possibilités d'amélioration pour le Canada. Vous aviez alors utilisé une échelle graduéede un à dix pour m'indiquer combien la réalisation de ces possibilités pourrait influencer votre fierté pour le Canada. J'aimerais que vous faissiez la même chose encore, mais à propos d'autres possibilités d'amélioration.

SI Le repondant dit que le canada a deja realise une POSSIBILITE, DITES: "Alors dites-moi combien cela vous rend fier" et cochez dans cette colonne:

A quel point vous sentiriez-vous fier...
...Si le théâtre du Nouveau Monde était mondialement reconnu? ( )
...Si les athlètes canadiens connaissaient de grands succès aux jeux olympiques? ( ).
...Si les orchestres symphoniques du Canada étaient hautement respectés? (.)
( )
...Si nos danceurs de ballet étaient parmi les meilleurs au monde? ( )
...Si nous avions moins de pollution de l'air et de 1'eau? ( )
...Si nos musées étaient de calibre international? ( )
...Si la capitale du Canada était une attraction touristique mondiale? ( )
( )
...Si les industries à haute technologie du Canadaétaient aussi fortes que celles du Japon? ( ) ( )
47. Pourriez-vous S.V.P. me nonmer les titres d'autres films Canadiens que vous avez vu à la télé ou au cínéma?
$\qquad$ $\therefore$
48. Combien d'heures passez-vous devant la télévision au cours d'une journée ordinaire?


6-8


9-10
49. Quelles êmissions de télévision vous font le plus sentir la fierté de vivre au Canada ou en/au... NON DE LA PROVINCE?
Fierté pcur le Canada: $\qquad$

Fierté pour la province: $\qquad$
50. dvez-vous dệ̣à regardé l'émission "Le temps d'une paix"? Si ouf, condien de-fois?
51. SI "OUİ" A 50. Est-ce que l'émission "Le temps d'une paix influence votre sentiment d'appartenance au Canada-Français? Comment? $\qquad$ - -
52. Avez-vous dējà regardé la série télēvisée "Chez Denise"? Si oui, combien de fois?


29-31
53. SI "OUI" A 52. Est-ce que la sērie télévisée "Chez Denise" a influencé votre perception des groupes ethniques au Canada? Comment?
$\qquad$


32-34
54. Y a t'il des Écrivains dont les livres ont renforcé votre fierté pour le Canada ou pour...NOM DE LA PROVINCE?
Ecrivains-fierté canadienne: $\qquad$

$35-40$

Ecrivains-fierté provinciale: $\qquad$ !1111」

41-46

54a. SI LE REPONDANT INDIQUE QUE LA PROVINCE A LAQUELLE IL S'IDENTIFIE N'EST PAS CELLE QU'IL HABITE, INDIQUEZ LE NOM DE LA PROVINCE D'IDENTIFICATION.


47-48
55. Y a, t'il des musiciens ou des chanteurs/chanteuses populaires qui renforcent votre fierté pour le Canada ou pour...NOM DE LA PROVINCE?
Musiciens/chanteurs - fierté canadienne: $\qquad$


49-54
Musiciens/chanteurs - fierté provinciale: $\qquad$


55-60
56. Nous approchons de la fin du questionnaire. Je vais maintenant vous lire une iiste de groupes ethniques, culturels et religieux du Canada. en utilisant l'échelle à dix degrés, $j^{\prime}$ aimerais que vous me disiez jusqu'à quel point vous êtes favorable à chacun de ces groupes. Je voudrais aussi que vous me disiezce que vous aimez le plus de chaque groupe et comment chacun de ces groupes devrait s'améliorer pour mériter une meilleure opinion de votre part. Nous commencerons par les canadiens-anglais:

Canadiens-anglais: Jusqu'à quel point leur êtas-vous favorable? ( Qu'est-ce que vous appréciiez le plus de ces gens?


61-62


63-68

Que devraient-ils íaire pour que vous les appréciiez plus?
$\%$


SI le repondant dit qu'il ne peut'rien dire de negatif parce qu'il ne connait pas de rexbres ou groupe en question DITES: "D'après ce que vous savez d'eux en général..." SI le Repondant hesite encore, dites: "Que devraient-ils faire pour gue vous leur donniaz on 10?"

```
Autochtones: Jusqu'à quel point leur êtes-vous favorable? (. )
75-7.6
(Indiens et esquimaux) Qu'est-ce que vous apprécifez le
plus de ces gens?
\(\qquad\)
Que devraient－ils faire pour que vous les apprécifez plus？


Qu＇est－ce que vous appréciiez le plus de ces gens？


Que devraient－ils faire pour que vous les appréciiez plus？


30－33

\(\qquad\)
Qu＇est－ce que vous apprécilez le plus de ces gens？

Que devraient-ils faire pour que vous les apprêcfiez plus? \({ }^{\text {. }}\)

A demander aux repondants des provinces de l'ouest

\(\xrightarrow{\)\begin{tabular}{l}
\text { Que devraient-ils faire pour que vous les } \\
\text { apprécilez plus? }
\end{tabular}\(}\)
\(\qquad\)
57. Maintenant, je voudrais vous poser quelques questions pour mieux vous situer. En quelle année êtes-vous né(e)?


29-30
58. Quel genre de travail fait le principal salarié de la maison?
\(\qquad\)
59. Etes-vous marié(e)? Célibataire....1( )

Marié(e)........2( )
Séparé(e)......3( )
Veuve/veuf.....4( )
NRP..............9( )
60. En utilisant encore l'échelle à dix degrés pour exprimer vos sentiments, pourriez-vous évaluer le degrē d'importance que vous donnez à avoir des enfants, par rapport aux autres choses de la vie? \(\qquad\)
61. A que1 groupe ethnique, national ou racial appartenez-vous principalement? \(\qquad\)


36-37

38-39
63. SI LE REPondant A Corplete le cegep ou l'universite Quel était votre principal champ d'étude au CEGEP ou à I'université?
\begin{tabular}{lll} 
1. Sc. humaines ( ) & 5. Commerce & ( ) \\
2. Sc. sociales ( ) & 6. Droit/medecine ( ) \\
3. Sc. pures ( ) & 7. Padagogie/ & Sc.infirmières () \\
4. Sc. appliqué () & 8. Autres
\end{tabular}
64. A quel groupe religieux vors idencifiez-vous? Spécifiez s.v.P. \(\qquad\)

65. En utilisant l'échelle à dix degrēs, pourriez-vous évaluer votre degré de foi dans les principales croyances de votre religion?

66. A quoi pensez-vous si je vous mentionne la mort de Jésus-Christ? \(\qquad\)

67. SI LE REPGNDANT NE rentionne AUCLNE RESPONSABILITE pout cette gort, demandez: Y-a-t'il un groupe de gens ou une personne responsable de la mort de Jésus? \(\qquad\) -

68. SI LE REPONDANT NE DIT QUE "OUI" DEMANDEZ: Qui fut responsable?
69. AU QUEBEC SEULEMENT. Lors du référendum sur la souveraineté-association, avez-vous voté Oui ou Non?

70. Merci beaucoup, nous apprécions ēnormément votre aide. J'aimerais maintenant que vous me donniez votre nom, S.V.P. Ne soyez pas inquiet, tout ceci restera anonyme et confidentiel. Cependant, le professeur responsable veut rappeler certaines personnes pour vérifier si les étudiants ont bien fait leur travail d'interviewer.

Nom: \(\qquad\)

\section*{CULTURAL ATTITUDES SURVEY}

I'm a student at Carleton University. We are doing a survey of people's attitudes and opinions and would like your help, if you don't mind. PAUSE In order to interview a representative sample of Americans. I am supposed to talk with the person in your household whose birthday is next and who is at least 16 years old. Is that person at home? May I speak with that person? IF THAT PERSON IS NOT AT HOMF, ASK FOR THE PERSON'S NAME, FIND OUT WHEN THE PERSON WILL BE AT HOME, AND SAY THAT YOU WILL PHONE BACK. BUT, IF THAT PERSON IS NOT EXPECTED HOME WITHIN TWO DAYS, ASK TO SPEAK TO THE NEXT PERSON WHOSE BIRTHDAY IS COMING UP.

Telephone number as dialed \(\qquad\)
Interviewer's code number: \(\qquad\)
Respondent ID \#


City name: \(\qquad\)
IF RESPONDENT WANTS MORE INFORMATION ON THE SURVEY. The survey is a sociological study of how people feel about different things in their lives and how they spend their spare time.

FRGM OBSERVATION. Sex. male, 1 ( ) female, 2 ( )
1. Are you either \(a \rightarrow\) U. \(S_{r}\) - citizen or an immigrant who will become a citizen? Yes () No () IF NO, ASK IF THERE IS SUCH A PERSON IN THE HOUSEHOLD. IF MORE THAN 1, ASK TO SPEAK TO. THE ONE WHOSE BIRTHDATE IS COMING UP. IF NONE IN THE HOUSEHOLD, TERMINATE THE INTERVIEN POLITELY.
10. 'Could you please tell me the first two lines of Canada's rational anthem? DON'T READ OPTIONS.

> title only ... 1()
> 2. Ines ..... 2()
> God Save the 3()
> 0 Say/Stir Sp. 4()
other wrong ...
INK
D
INK ............. 8 ( )
11. How many states are there in the United States? IF DK, MARK "OO". \(\qquad\)
12. Do you know why the United States flag looks the way it does? Stripes of colonies .. 1 () Wrong .... 4 ()
Stars of states ....... 2 () DNK ....... 8(')
Stars \& stripes ...... 3 () Refuse ... 9 ()


L 128
\(L_{13}\)


31
13. Do you know why the British flag looks the way it does?

Combination of regional flags ... I ()
wrong .................................. 2 ()
DAK .................................... 3 ()
Refuse ................................... 4 ()
132

15. Could you please tel me what the population of the United States is?
\(\qquad\)
16. Could you please tell me the first two lines of the American National anthem. DON'I READ OPTIONS.

> O Say Can You See .... 1 ( ) \(\quad\) INK .... 8 ( )
> False answer ........ 2 ( ) Refuse. 9 ()
17. Could you tell me who Paul Revere was? DON'T READ OPTIONS.

Correct answer ........ 1 () DAK ...... 8 ()
Revereware pots ...... 2 () Refuse .. 9 ()
Other false answer ... 3 ()

How many provinces are there in Canada? IF. "DON'T KNOW" OR "REFUSE", MARK "00"

Do you know why the Canadian flag looks the way it does? DON'I READ OPTIONS.

Maple leaf a cdn. symbol..1 () DNK.... 8 ()
Red bars, from sea to sea.2 () Refuse.9 ()
Both leaf and bars ........3 ()
What is Canada's population?
18. If a child or young person asked you for some heroes to admire, whom would you suggest? Please tell me the names of some heroes from anywhere in tie world and explain why they should be respacted. RECORD EXACT WORDS.

19. Some people like to talk about politics, but other people don't. Suppose we used a scale with 10 numbers to show how much people like to talk about politics. The number 10 represents most liking while the number 1 represents least liking. What number would you choose for yourself?
20. When people talk about politics, some people express their opinions strongly while other people do not. What number would you choose to describe how strongly you express your opinions?
21. Suppose you were offered a much better paying job in another state .. How much more money in dollars each year would the new job have to pay you for you to think of moving out of ... YOUR STATE : BY NAME?
\$ per year \(\qquad\)
22. If you were offered a much better paying job, which state would you prefer it to be in?
23. Suppose you were offered a much better paying job in another country. How much more money in dollars each year would the job have to pay you for you to think of moving from the U.S.?
\$ per year \(\qquad\) LIJ \({ }^{\text {J4-66 }}\)
24. If you were offered a much better paying job outside the U.S. where would you prefer it to be?
25. Some Americans say that they would feel prouder of the U.S. if the U.S. were different. I am going to read you a list of possibilities. Please use a scale numbered from 1 to 10 to tell me how proud each possibility would make you feel.

IF RESPONDENT ASKS FOR AN EXPLANATION OF THE SCALE: If a possibility makes you very proud, choose the number 10. If the possibility does not make you proud, choose the number 1. Otherwise, choose a number in between.

IF RESPONDENT SAYS THAT \(\mathrm{J}_{\mathrm{I}} \mathrm{S}\). . HAS ALREADY ACHTEVED THE POSSIBIIITY, SAY "Then think of how proud this makes you feel" and check this box.

How proud would you feel
If the U.Sregularly beat the Soviet Union in hockey( )
if American programs on iV were a lot better ()
if America's armed forces were truly powerful ()
if America's inmed forces were truly powerful ()
if the US produced more famous writers and excellent books
if American 3cientists were world famous ()
if we had some really good American movies each yea:-
if the United States stood up more often to countries

way ( )

PACE 4 s 30. Historical sites are buildings, battlefields, or other places which remind us of our past. Have you ever visited any historical sites in U.S. • In the last 5 years and, if so, how many times?
\[
\begin{aligned}
& \text { no........ } 0() \\
& \# \\
& \hline
\end{aligned}
\]

In particular,
31. IF VISITED. aDid any historical site affect your pride in the U.S. or in ... YOUR : STATE BY NAME? IF YES, which site and how did your sense of pride change? No () Site affecting U.S. pride: more proud .... ()

Site affecting
State pride: \(\qquad\)
less proud ....2()
more proud ...1 ()
less proud ...2 ()
31a. IF RESPONDENT VOLUNIEERS THAT HIS/HER STATE \(\because\) OF IDENTIFICATION IDENTIFICATION.
32. Have you visited any museum or art galleries in the U.S. during the
last 5 years and, if so, how many times?
\(\qquad\)
\# of times.... \(\qquad\)
33. IF VISITED. Did any museum or art gallery affect your pride in the U.S. or in ... YOUR STATE \(\because\) BY NAME? IF YES, could you tell me which museum or gallery and how your pride was affected? No () Locus affecting more pride...I ( ) U.S. pride: les less : pride...2() Locus affecting more . pride..I ( ) State pride: less \(\cdots\) pride..2 ()
34. Have you seen the movie "Chariots of Fire"?
yes....I ()
no...... ()
DNK.... 8 ( )
Refuse. 9 ()

19-21
\(\xrightarrow{+1 ل_{22-24}}\)

\section*{IS OTHER THAN WHERE HE/SHE LIVES, RECORD NAME OF PROVINCE OF}
\(\qquad\) (
\(\square\)


35. IF SAN FIIM. What was Iife Iike for Jews and Englishmen: according to the film? \(\cdots \cdots\)
36. Do you think Jews and Englishment are generally like that?
37. Have you seen the movie "The Apprentlceship of Duddy Kravitz"? yes....1 ()
no...... ( )
DNK.... 8 ()
Refuse. 9 ()

L1-137-38
L. 39
38. IF SAN FILM. What were Jewish Canadians and French Canadians like according to the film?

39. Do you think Jewish Canadians AND/OR French Canadians are gen-
erally like that? IF RESPONDENT SAYS ONLY YES OR NO, ASK "Why do you think that"? OR OTHERWISE ELICIT AN EXPLANATION IN A NEUTRAL WAY.
\(\qquad\)
\(\qquad\)
40. Have you seen the movie"48 Hours"?
40. Have you seen the movie
yes....1()
no..... ()
DNK...8 ()
yes....1 ()
no..... ( )
DNK....8 ( )
yes....1 ()
no..... ( )
DNK....8 ( )
Refuse.9 ()
42. Do you think that blacks\&whtees are generally like that?

ELICIT MORE THAN YES OR NO.
 film?
LI_16-48
11 ! \(49-51\)
\(\qquad\)
\(\qquad\)
46. A coupie of minutes ago, I read you a list of possibilities that woulc make some people feel prouder of \(\mathrm{U}: \mathrm{S}\). . You told me how proud you would be using a scale numbered from 1 to 10. I just have a few more which I would like to ask you.

IF RESPONDENT SAYS THAT U.S. HAS ALREADY ACHIEVED THE POSSIBILITIES, SAY "Then think of how proud this makes you fee1" and check this box.


How proud would you feel
if Broadwav : theatre were world famous ( ) ( ) if American athletes did well at the Olympics
if American symphony orchestras were highly respected
if we had Ear less air and water pollution
if our museums were magnificent by world standards

() ( )

Wassinington, D.C. were a showcase for the world to admire
() ( )
if Americas high technology industry were as strong as Japan's
47. Could you please tell me the names of any other American films you have seen on TV or in movie theatres?
\(\qquad\)
48. On a typical day, how many hours do you spend watching television? \(\qquad\)
ப116-8
10-9لــلــا
49. What programs on TV make you more proud of living in the US or in ... YOUR STATE : BY NAME? IF YES, could you tell their names? More proud of U.S.: \(\qquad\)


More proud of state : \(\qquad\)
17-22
50. Have you ever seen the television series called "Archie Bunker's Place: ? If so, could tell me how many times you have seen the show?
51. IF SAW SERIES. Did the Archie Pmiker series affect the way you feel about America's-regions and ethnic or racial groups? RECORD RESPONDENT'S OWN WORDS.
\(\qquad\)
\(\qquad\)
54. Are there any writers whose books you have read who have
strengthened your pricie in . U. S\% or in...YOUR STATEBY NAME?

Names of writers who strengthened "U.S." pride:
\(\qquad\) 35-40

Names of writers who strengthened state . pride:
\(\qquad\)
\(\qquad\)

54a. IF RESPONDENT VOLUNTEERS THAT HIS/GER STATE - IS OTEER THAN WHERE HE/SEE IIVES, RECORD NAME OF STATE \({ }^{-}\)HE/SHE IDENTIFTES WITH.
\(11147-48\)
55. Are there any musicians or popular singers who have strengthened your pride in U.S: : or in...YOUR - STATE BY NAME?
Name of musicians/singers who have strengthened U:S; pride:
\begin{tabular}{|c|c|}
\hline & \multirow[t]{2}{*}{149-54} \\
\hline Names who strengthened =-state - pride: & \\
\hline &  \\
\hline We are coming to the end of the questionnaire. I am now going to read you a list of ethnic groups in the US. Using the scale with 10 numbers, I would like you to tell me how favourably you feel towards each group. I would also IIke you to tell me what you like most about each group and how each group would have to improve for you to like them better. Let's start with French Canadians. & \\
\hline Hispanie . . How favourably do you feel towards them?
Americans. What do you like most about them? & \[
1 \text { 61-62 }
\] \\
\hline
\end{tabular}

How could they change for you like them better?

If respondent says he/see can'T say anything negative because he/
SHE DOESN'T KNON ANY, YOU SAY "Well, from what you know about them
generally, how could they change...?" IF RESPONDENT STIIL BALKS, YOU
SAY "What could they do for you to give them a 10?"
\begin{tabular}{|c|c|}
\hline Native People. & How favourably do you feel towards them? What do you like most about them? \\
\hline & How couid they change for you to like them better? \(11 / 1 / 1 / 18-13\) \\
\hline Jewish Americañis & \begin{tabular}{l}
How favourably do you feel towards them? \\
What do you like most about them?
\end{tabular} \\
\hline & How could they change for you to like them better? \\
\hline & L1:111122-27 \\
\hline
\end{tabular}

Catholic Amiericans. How favourably do you feel towards them? What do you like most about them?


61. To which ethnic, national, or racial group do you belong mainly?
\(\qquad\)
62. What was the last grade of school you completed?
63. IF FINISHED, OR COILEGE OR UNIVERSITY, Could you please tell me your main field of study at college or university?
\begin{tabular}{lll} 
I general arts () & 5 business/comerce () \\
2 social science () & 6 law/medicine & () \\
3 science & () & 7 teaching/aursing \\
4 engineer/arch. () & 8 other & ()
\end{tabular}
64. With which religious group do you identify? Please be specific.

U141-42 \(_{1}\)
65. Using the 10 numbered scale, could you please tell me how strongly you believe in themain religious bellefs of your religion?
11.143-44
66. What comes to mind or what do you think of when I mention the death of Jesus Christ?
\(\qquad\) Lلـ45-47
67. If respondent doesn't hold anyone responsible by name, ask. Was any person or group responsible for the death of Jesus?
68. IF RESPONDENT SAYS ONLI YES, ASK Who was responsible?
70. Thank you very much for all your help. We appreciate it very much. As my last request, would you please tell me your mame. Ail your answers are confidential and anommous. However, my professor is going to phone a sample of people who answered the questionaire to find out if we students did a good job.




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7T:0NO UAFOLSE THEEE THTMG EANATA EYFDGTS-SER.
7A, ONO YAFOIZE THEEF THIMSE EANATA EYFDFTE-THTETY
75:0NO UAFOLA MASE FIGST THE LIES EANADA'S HAT ASTHEM/

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105:0NO UAROA4 REMERAL IMERESSIOT DF NEFE, HMUES/
 \(10 \mathrm{E}, 000\) VABOA7 EEEH: 'MRT A LDUE STOFY'.
109:0NO UAFOAS TF UISTTEI HIST: SITES, HOW DFTENT/

111.000 UAFOSI MDU IIT GFHSE OF FFIFE IN MATION,CHAMEF?

11T:0NO UAFOST HOH DID FFTEE IH PFOUTHEE-STATE MHANSE?




IIR, gNO YAEOSG TII UTGTT AFFEST FGTIE TA FGMYINCE- STATE

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 VAFOE IN VABOLA HOUTE HOU WEFF DEN，CANS，PGFT， UAFOG6 IEMTSH EAMS，FEMLY AS IM UAFOA4 HOUTET UAFOL7 IN UARO64 YOUE：HOH WERE FE，EAHE，FOFTR



HAROTIA TS FACE RFAIIY AE IN UAFOS？MOUTET／ VAGOTIG HOU WEFE WHTTES IH UAROKS HOUIE－IS FESF：
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    ZG&,000 {Z1)GUCCEGS F-EFCONIFIEN
    Z97:000 (T2)FAMTLYFFTENLS
    300,000 <3% FOUTFE
    399,0NO (ZA)GFFIEE OF F:M,
    AOO,000 (ZE)FRNALII FEAGANA
    AOJ:0NO (3O)CHIFDH IEADEES
    402,000 (37) JEGLG
    A0Z.000 (32)GA!TA
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    AOA,000 (AITCAH, EENEFALG
    AN与:000 (AZ)NGGEL FEAEE WIMBEE
    4OQ,OOD (4T)MOH, ALIMLMISE
    40%:000 (4A)I F4CDIN
    *FiraCTTE:
    A10, ON0 (AS)CAETGEFS
    49)TISFAFLI
    (\triangleY)ANY TGFEAFIT
    (E)SGEFO- ASTEOMAUTG
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    MASOD1 (1)CORGERT
    MAR21 (1) MOR
    (7)GFUEFENAFE
    B0THEAFALSE
    Q) ñig't vimu
    Q\FEFISE?
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    (0.0.0.0-1, - N-
    (27)ALEV GFMAHAM
    3Z)FOLTEE
    (AA)ITEDCDLN
    AE)PAFTTE
    (EI)AETO- ASTEDNAUTS
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419.000 f5A!BNCEATEG
42B.000 (r,cysc gEMEFGLS
5EY415GOT T
422,000 %57,H,F, FENMEMM:
42T:000 (58)AEINN IEAGEF
424,000 {59)F,M, RODEEYE!
43:000 60)FEOU,FPEMESE
AZE,OMO (LI)ENG, CAN, SCTENTISTS
A27:000 (G2)guIE HTST, PTGS,

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    AZ0,000 GAFYMARTARUT THATCHFE
    A1:000 EA)E, DEGSERA
    422,000 <67)E0II
    433:000 (GTYIITEFATIPPHILO:EETC,
    GOTR,L\triangleFIEIFOMO,FICHAETI
    70IFMMEOFSNIRHE\DeltaM
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    478,0OG (7ZOOTHE EAN,FEO,ATHIS.
    479.00n i74)FRTHCESG DIMNA
    4an.0nO (75isamat
    AA1.000 (7B)HIGT, COMOUEFOES
    442,000 (77)FELIE,LEAIEES
    443:000 (79)NDRWAH EETHUNE
    444,000 (79)OTH, CAM,MAT,FOL,FIES
    44:000 (30.ghFFE CON DEVEDFEF
    A4B.ONO IO1IRAN,FFOU, LOE,FOLITS
    447,000 (82)US HIST, FDLIT:FTGR.
    4AR,000 (R3)LEUESDUE,OLEPPEFM
    450,000 GELINOLIAFOL HESOFWEAUX
    A1:000 (96)MDIFE:MDTTCALM
    452,000 (87)WALEEA
    COYLAUPIFF,GT,AURENT
    gO)THIEW WDFLII LEATEFS
    GOSOLFTFGT, ETGG
    (Q2)FF:CAN,FEL FIGS
    gz FEFNCH ATUHETG
    (gA)FR FTCT,TUEGARO
    O%) EFOAMEFNT,TCK,NGF
    (98)J0aN ARC,0TH, wOm&N
    CgqOTHFE/
    UARO23.VARO25,\AROZ? (1)ALTOUTSH
    (2)CHANGE
    465,000 (7)HETP OUTS FEOFLE
    466,000 (A)HERO,SELF EEIIEF
    47.000 (5)SACRTFTCE.COUSADE
    482,000 (6)F!atcTTON
    akg.0n (7)F刀um:
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    A7A,ONO (9QR)FETEED,MOUFY IGEEL
    M&EOス1 (01)PETTTSH COLumRTA
    A77:000 cozsi EvET\Delta
    478,000 (0J)SAEFOTCHENAN
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479.000 OAYMASTTOEA
487. 000
(05) ONTGFIT
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\(491-\)
421 - \(181: 090\)
OK)RULEES




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-9.000 (2)SUE EET MPMTTMMED

52,000 (6) OTHEF
533.000 (910TGEE

\(53 \leq, 00 \cap\) (2)HEARM AKMH
ESA,OSO (З)SEEM ANG HEGHL
53.00 (AINETTHET

9) PEFPISE




EAA,ODN OSYEEFPARLIASENT

EAK, ONO 107 IFDET HENFY, ETAG

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546,000 (27)WAF MEMCRIALS
5A7:000 I2RIFGFT EFAJSEJOUR
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570.000 (Z1)FOFT UEFCHERE


573.000 (34) ITTAUA NUSEDES

57, 000 (35 LLE NDCE
575.000 (36)gUEGEETTY
E.77:000 (39) TUNEUKH CESTLE


an, 000 (aj)FORT FETE
5O1:000 (A2)CALGAFY HIST:MUS,
592,000 (43]FOFT GTEELE

584,000 (A5)EMKOHTN MUE,
595.000 46) ARAHAM BEL HUS.

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58, 0MO (48)IE IICNEAN
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592,000 (EX)CAROLUE
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224.000 OSYHGFEOUF FGONT
\&25:000 fOA UANCODPEF AFT GOLL
A26.000 1051 LOATIGH, HAM, AFT GALL
S27.000 OOTOTTAMA ART ENLL
200,000 607 GFFY-EFBCF
G2O:000 GOQIONTSETE, ENTEE
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AAR,00O G7) GFAHAM EELL MUS GAL
AEO. 000 (29)KLETHEEFG
65:00n \(303 F\) DRT HESEY



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658.000 67TVETITHA AET GALI.

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(Z \(\triangle\) ) FFFEDESE
36) HFLL-TEEATET
( 28 ) GEFAFATIST

AT EASOU FFEMCH
(42) GTAY-50 HOME

AC) ALEOHOLIC
(AQ)LIKE FOOL
(AQ) 15 A EL
(5i) LOW DGEES
(51)LIKE ENG:CAUS,
(52)LIFE FH, CAHS
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SGAFTE
(56)5FGFT

57 50GETY
50) SEX

C911TEE JEWS
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396.000 (19)750F
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90A,000 (27)0UTFAGEDUS
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Q1A.00N (37)TENFG D'LHE FATY
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Q16, 0h (30)UN IGUS EX TAXI
Q17.0NO (AOSATLANTITETTY
Q19.000 (A1)KI!LIMS SOFTLY
819.000 (42)LEG COLOHEES
(Az)MESGER EY GEDREL
(AB)TUFTEATEY
(AA) THITIATION
(ASG) JAI MMN UOYAE
(A6)LES MARS
(A7) DEIVY FEM, EILFNTFTM.
(AR) IAAT MDA UGTAGE
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84O,000 1,12]HNCREY
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95A:00n (17}1%
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-7,0n0 20)EuZUEI

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50,900 % 2FHHEDPG
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EG)SEMATNE UEETE
GO)GEGAGNE UERTE
{EITMTHEL IASMIN
G2)FIEFPE HADEAU
GB)SEMASME NERTE
(G4) JEAN CORMOTEF
(G5)TEIEMONDIE
(G\&)FASGE FARTDUT
671F,M, ON T,U,
(70)OTEFF
(70),GTHFE
(76)FgS
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GE,OTHYE CAM, SHON
(GE)BNH-EATAIIAt

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999
998.000 (07)MOUAT

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Q17, 00n (21)ETUAST TEUEMAN
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919,000 (22)NE ETE MCDHAG
(2A)FREUTN SADILIE
Q22:000 263 BTFFUFH LFACOCK
223,090 ?27HLGH MCLEILAN
274:00n l78ifAY GUY
925,006 29 THAS, FAMDEIL
923:000 (30)L-M KOWTGONEFY
927,090 (31) SUZARME MOOIV
\(929.09 \%\) (32) COUEM
33)ALICE MUNF:
(34) JAMES EFST
3,, 000 (3E)MAEE, TEUTIEAU
93x,000 (37)CHAE, TEMEIETAH
9za.000 (38) OTHE FOL MEMOIFS

TZA, OON (AG) MOU-CAMATIIAN
927,090 (54)07HEF
939.000 (60)SIR WTIF I.ADREER
929.0NO (\&1)MARIE-E PLATS
OAO.00N ( 20 JFAN GODROUT
Q41,000 ( 03 )TUFLEGSISOLEUESDUE
047.000 ( 14 ) GADFTCI FOY
OAZ, OOO GSINTEHE TEEMELAY
OAA: OOO SSGDAUEE TFFMESAY

9A6:000 (69)FESE LFTEFC
947,000 69)GTEES UIGNFALET
949:0Nत (70!YUES THFFFIDMT

Q50. MON T2YOEUENSH
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955,900 \(77,950 A L H E\) GTBUEFE

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P5,000 181)MAFTE-CLATHE SLATE

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1001:000 (za)HEADPITS

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38)CAHADEAT Eff5s
(39)LOMION EYMFHAdY
(AO)MAFS IMRDES
(41) JOARUE IOTTFEL!
(AD)HEALY UT!LIAE
(43)MUERAY ATAEKIN
(AA)FATESIA HOIT
(AE)ROEIE EEELTN
(AB)GUY IOMEAELO

(AP)CHTI THABE
(49) TOMY HLUTEE
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TDIEFUCE COCKEUFM
\begin{tabular}{|c|c|c|}
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\hline 10 & 1019.000 & (E2)LEDNAFE EIES \\
\hline 1029 - & 1020,000 & (5, \({ }^{\text {S }}\) UTOLA LEGAFF \\
\hline 1021 - & 1021:000 & (5A)EITTH EUTIES \\
\hline 1022- & 1022.009 & (55)GEAE MCLELAAH \\
\hline 1023 - & 1023:000 & (5t) liky MITSHELI \\
\hline \(1024-\) & 1024,003 & (57) TOPDATE \\
\hline 1025 - & 1025:000 & (59) Rny THOfF-sud \\
\hline 1026 - & 1026,000 & (59)ATIANTIC GYMFHONY \\
\hline \(1027-\) & 1017:009 & (6n)EAMY' 9 OUTEE \\
\hline \(1029-\) & 1029.000 &  \\
\hline 1029- & 1079.009 &  \\
\hline \(1030-\) & 1070.000 & (AZ) CAFOL TASEE \\
\hline 1031 - & 10x1,000 & ( 6 ) FOUBH ThnEt \\
\hline \(1032-\) & 1072,000 & (GE)ANTEEN LEAUTS \\
\hline 103 & 1032.000 & (66) AFPTL MTHE \\
\hline 103A - & 1034.000 & (47)KAFEA KGIH \\
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393 n+6
\] \\
\hline 1036 - & 1036,000 & (69)QTHEF ENGLISH \\
\hline 1037 .- & 1037:000 & (70)EGLETTE EEGUIEE \\
\hline 1078- & 1078,000 & (71)CHAFLES THTOTS \\
\hline 10\% - & 1037000 & (72)FICHAFD UESNAJI \\
\hline 1040 - & 1040.900 &  \\
\hline 1041 - & 1041:000 &  \\
\hline \(1042-\) & 1042,000 & (76)ELLES VIGNAULT \\
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\hline 10n \({ }^{\text {O- }}\) & 1044,000 & (78) 1 , P, FEKLANE \\
\hline 1045 - & 1045.000 & ! 7CJGIAETTE BEN0 \\
\hline 1046 & 1046,000 & (SO)F, CHAFIEEOIX \\
\hline \(1047-\) & 1047:000 & (Q1)CIAIDE COPGEIL \\
\hline 1049 - & 1048,000 & (R2)PDGEF IOUCETTE \\
\hline 1040 - & 10.99:000 & (3E)SERETARROE \\
\hline 1050- & 1050,000 & SEAILEJESOUE \\
\hline 1051 - & 1051.000 & (RE)REME STMAED \\
\hline 1052- & 1052,000 & (86)MAFTIS \\
\hline 1053 - & 1053.000 & (97) DESCHAHPG \\
\hline 1054 & 1054,000 & (gQ)CLAULE LEVEILLEE \\
\hline 1055 & 1055,000 & (99)Cl.AJIE EPOTS \\
\hline 1056- & 1056,000 & 1901FLIPE LA ThAUEPSE \\
\hline 1057- & 1057:000 & COLIDANE IUFRESNE \\
\hline 1059 - & 1059,000 & 192)FABIESAF THIEAULT \\
\hline \(10{ }^{5}\) & 1059:000 & YOTPAU1 PTCH \\
\hline \(10.50-\) & 1060,000 & (9A)CHANTALE FAEY \\
\hline 1061 - & 1061:000 &  \\
\hline 10S2 & 1062.000 & (97) OTHEF FOFETGN \\
\hline \(10 \leq 2\) & 1063.000 & (99) GPEFS \\
\hline 1064- & 1064,000 & \$99) OTHEF FFENCH/ \\
\hline 1065 - & 1035,000 & VAF170 (01) ESSTHESG \\
\hline 1036 - & 1066.000 & (02)TEACHEF \\
\hline 1067 - & 1067.000 & (0J) A An MEEICITE \\
\hline \(1060-\) & 1068,000 & ( DA) MANAG, FEGFESEIG4! \\
\hline 10.97- & 2067,000 &  \\
\hline \(1070-\) & 1070,000 & (DE)SALESy CLEFICAL \\
\hline 1071 - & 1071:000 & (07) JSSKI! FI \\
\hline 1072 -- & 1072,000 & (08) Sturat \\
\hline 1073 - & 1075,000 & (09) JOURN01 rsT \\
\hline 1074 - & 1074,000 & (1D)EETTEFI \\
\hline 1075 - & 1075,000 & (11)FARGE \\
\hline 1076 - & 107\%,000 & (12)EISHING \\
\hline 1077- & 1077:000 & (13) MnEMPDYE. \\
\hline 1070 - & 1072,000 & VAPLE5 GIJ IAPGArEE \\
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(7) GTHEF

HISTOFY
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(20) IELS BLEMEI
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1167:0חN (1)FREICH:
1168, nMg yAF18X (1)YES

1170.000 (3) AESTATAET
\(\begin{array}{cc}1170.000 & \text { ( }) \text { AFSTATAET } \\ 1171.000 ~\end{array}\)
\(\begin{array}{ll}1171.000 & \text { (A)IRELIGTBLE } \\ 127,000 & \text { EASHOT FFEALL }\end{array}\)




1177.00n UAEO11 (00)/UNEO12 (00)!日FO13A (N).










UAFOAR (OO)/VAFO50.VAEOS? (DO)/UAFOSA (00)/UAFO55 (0N)/







yender 60 ?


प4F101 (00)/varbog 10001/vAF094 (000)/VAF102 (00)/
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                                    -21-i
    ```

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1200,000 UAF144,UAF151,VAFH162 (00)/VAF155 (0)/VAF169 (00)/

```

1200
1201
1202





1207
1209 -
\(\frac{1208}{1209}\)
1210
12



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CANADIAN CULTURAL. ATTITUDES SURVEY
FILE NONAME (CREATION DATE $=10 / 28 / 83$ )
VAROID WHO WNS LAURA SECORD?

```

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VILID CASES. $762 \ldots$ MISSING CASES........ 329.

```




VAROTद NAME FIRST TWO LINES CANADA'S NAT.ANTHEM
\begin{tabular}{|c|c|c|c|c|c|}
\hline - CATEGORY LABEL" & \(C O D E\) & \[
\begin{aligned}
& \text { ABSOLUTE } \\
& \text { FREQ }
\end{aligned}
\] & \[
\begin{aligned}
& \text { RELATIVE } \\
& \text { FREQ } \\
& \text { (PCT) }
\end{aligned}
\] & \[
\begin{aligned}
& \text { ADJUSTED } \\
& \text { FREQ } \\
& (P C T)
\end{aligned}
\] & \[
\begin{aligned}
& \text { CUM } \\
& \text { FREQ } \\
& \text { (PCT) }
\end{aligned}
\] \\
\hline TITLE ONLY & 1. & 227 & 20.8 & 25.8 & 25.8 \\
\hline -TWOLTNES & 2. & 591 & 54.2 & 67.2 & 93.1 \\
\hline GOD SAVE & 3. & 11 & 1.0 & 1.3 & 94.3 \\
\hline \(\because S A Y\) & 4 & \% & - 2 & - 2 & 94.5 \\
\hline OTHER WRONG & 5. & 48 & -4.4 & 5.5 & 100.0 \\
\hline & 0. & 9 & - 8 & MISSING & 100.0 \\
\hline DON'T KNOW & 8. & 202 & 18.5 & MISSING & 100.0 \\
\hline REFUSE & 9 & 1 & -1 & MISSING & 100.0 \\
\hline & TOTAL & 1091 & \(\overline{100.0}\) & 100.0 & \\
\hline
\end{tabular}
VALID CASES 879 MISSING CASES 212




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CANADIAN CULTURAL ATTITUDES..SURVEY
FILE NONAME (CREATION DATE = 10/28/83)
VAROET WHO WAS PAUL REVERE?

| CATEGORY LABEL | $\text { CODE } \quad \underset{F R E Q}{\text { ABSOLUTE }}$ | $\begin{aligned} & \text { RELATIVE } \\ & \cdots \cdots \text { FREG } \end{aligned}$ | $\begin{aligned} & \text { ADJUSTED } \\ & \text { FREQ } \\ & \cdots(P C T) \end{aligned}$ | $\begin{aligned} & \text { CUM } \\ & \cdots \text { REQ } \\ & \cdots P C T) \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: |
| CORRECT | 1.513 | 47.0 | 84.0 | 84.0 |
| OTHER FALSE | 3.98 | 9.0 | 16.0 | 100.0 |
|  | 0.11 | 1.0 | MISSING | 100.0 |
| DONTT KNOW | 8. 468 | 42.9 | MISSING | 100.0 |
| REFUSE | 9. 1 | - 1 | MISSING | 100.0 |
|  | TOTAL 1091 | 100.0 | 100.0 |  |

VALID CASES ..................... MISSING CASES 480

```


FILE NONAME (CREATION DATE \(=10 / 28 / 83)\)
\begin{tabular}{|c|c|c|c|c|c|}
\hline ALEX. GRAHAM BELL & 21. & 6 & . 5 & . 6 & 48.6 \\
\hline JIMMY CARTER & 28. & 1 & . 1 & . 1 & 48.7 \\
\hline SIR JOHN A. MACD. & 25. & 15 & 1.4 & 1.6 & 50.3 \\
\hline SHOWEIZ,HOLLYWOOD & 30. & 26 & 2.4 & 2.8 & 53.0 \\
\hline FAMILYFFRIENOS & 32 & 21 & 1.9 & 2.2 & 55.3 \\
\hline POLICE & 35. & 2 & . 2 & . 2 & 55.5 \\
\hline OFFICE OF\%P.M. & 张. & 8 & .7 & .9 & 56.3 \\
\hline RONALD REAGAN & 35. & 9 & . 8 & 1.0 & 57.3 \\
\hline CHURCH LEADERS & 36. & 1 & -1 & . 1 & 57.4 \\
\hline jesus & 37. & 32 & 2.9 & 3.4 & 60.8 \\
\hline Billy bishop & 30. & 5 & - 5 & . 5 & 61.3 \\
\hline RIEL.DUMONT & 40. & 3 & .3 & . 3 & 61.6 \\
\hline CAN. GENERALS & 41. & 2 & -2 & -2 & 61.8 \\
\hline NOBEL PEACE WINNER & 42. & 1 & . 1 & . 1 & 62.0 \\
\hline MOH. ALI;LOUIS & 45. & 2 & - 2 & . 2 & 62.2 \\
\hline LINCOLN & th. & 48 & 4.4 & 5.1 & 67.3 \\
\hline CATTTER & 55. & 7 & . 6 & -7 & 68.0 \\
\hline disraeli & 45. & 1 & . 1 & - 1 & 68.1 \\
\hline ANY ISRAELI & 40. & 4 & -4 & -4 & 68.5 \\
\hline SCIENTISTS & 58. & 11 & 1.0 & 1.2 & 69.7 \\
\hline AERO-, ASTRONAUTS & 5 & 9 & . 8 & 1.0 & 70.7 \\
\hline ROBERT F. KENNEDY & 53. & 3 & - 3 & . 3 & 71.0 \\
\hline US GENERALS & 55. & 8 & . 7 & - 9 & 71.8 \\
\hline J.F.KENNEDY & 57. & 34 & 3.1 & 3.6 & 75.5 \\
\hline ATSIAN LEADER & 58. & 2 & . 2 & - 2 & 75.7 \\
\hline F.d.rnosevelt & 59. & 12 & 1.1 & 1.3 & 76.9 \\
\hline : ENG.CAN.SCIENTISTS & AT. & 2 & . 2 & . 2 & 77.2 \\
\hline : BHF. HIST. FIGS. & 52. & 8 & . 7 & . 9 & 78.0 \\
\hline
\end{tabular}
\begin{tabular}{|c|c|c|c|c|c|c|}
\hline MARGATET THATCHER & 65. & 5 & .5 & . 5 & 78.5 & \\
\hline E. DEVALERA & 66. & 1 & .1 & . 1 & 78.6 & \\
\hline GOD & 67. & 6 & . 5 & . 6 & 79.3 & \\
\hline LITERATI.PHILO..ETC. & -68. & 6 & . 5 & . 6 & 79.9 & \\
\hline G.LAFLEUR,MO.RTCHARD & 69. & 5 & .5 & . 5 & 80.4 & \\
\hline PODBORSKI,READ & -70. & 1 & . 1 & . 1 & 80.6 & \\
\hline MARCO POLO, OTHER EXP & & 2 & . 2 & . 2 & 80.8 & \\
\hline Other can.pro.athls. & 25. & 4 & . 4 & . 4 & 81.2 & \\
\hline Hi IS & 76. & 5. & . 5 & . 5 & 81.7 & \\
\hline relig.leaders & 72 & 22 & 2.0 & 2.3 & 84.1 & \\
\hline NORMAN RETHUNE & 28. & 3 & . 3 & . 3 & 84.4 & \\
\hline OTH.CAN.NAT.POL.FIGS & I2 & 4 & . 4 & . 4 & 84.8 & \\
\hline OTHER CAN. DEVELOPERS & 88 & 4 & . 4 & . 4 & 8.5 .2 & \\
\hline CAN.PROV..LOC.POLITS & & 4 & . 4 & . 4 & 85.7 & \\
\hline US HIST.POLIT.FIGS. & & 23 & 2.1 & 2.4 & 88.1 & \\
\hline LEVESQUE,QUE.PREMS & 85 & 1 & . 1 & . 1 & 88.2 & \\
\hline NAPOLEON,DE GAULLE & 8\%. & 7 & . 6 & - 7 & 88.9 & \\
\hline dollard desormeaux & 85\% & 3 & . 3 & . 3 & 89.3 & \\
\hline WOLFE,MONTCALM & 86 & 1 & - 1 & -1 & 89.4 & \\
\hline walesa & 87. & 3 & . 3 & . 3 & 89.7 & \(\because\) \\
\hline THIRD WORLD LEADERS & 89. & 2 & . 2 & . 2 & 89.9 & \\
\hline OLD TEST.figs & 9 & 3 & . 3 & . 3 & 90.2 & \\
\hline FRENCH AUTHORS & 91 & 2 & . 2 & . 2 & 90.4 & \\
\hline FR.CAN. REL.figs & 92. & 1 & - 1 & . 1 & 90.5 & \\
\hline FR.FICT.TV. \(\overline{C H A R S}\) & 4 & 30 & 2.7 & 3.2 & 93.7 & \\
\hline BROADEENT,CCF,NDP & 97 & 1 & . 1 & . 1 & 93.8 & \\
\hline JOAN ARC,OTH. WOMAN & \[
9,3 .
\] & 9 & . 8 & 1.0 & 94.8 & \\
\hline OTHER & 99. & 49 & 4.5 & 5.2 & 100.0 & \\
\hline
\end{tabular}
TOTAL
TOL
MISSING CASES
M. 150

\section*{CANADIAN CULTURAL ATTITUDES SURVEY}
VARO23 - REASON FIRST HEROMENTIONED
\begin{tabular}{|c|c|c|c|c|c|}
\hline CATEGORY LAEEL & CODE & \[
\underset{F R E Q}{A B S O L U T E}
\] & \[
\begin{aligned}
& \text { RELATIVE } \\
& \cdots \text { FREQ } \\
& \text { (PCT) }
\end{aligned}
\] & \[
\begin{aligned}
& \text { ADJUSTED } \\
& \text { FREQ } \\
& \cdots(P C T)
\end{aligned}
\] & \[
\begin{gathered}
C U M \\
F R E Q \\
(P C T)
\end{gathered}
\] \\
\hline ALTRUISM & 1. & 271 & 24.8 & 34.7 & 34.7 \\
\hline CHANGF & 2 & 17 & 1.6 & 2.2 & 36.8 \\
\hline HELP OWN PEOPLE & 3. & 143 & 13.1 & 18.3 & 55.1 \\
\hline HERO, SELF BELIEF & 4. & 119 & 10.9 & 15.2 & 70.3 \\
\hline SACRIFICE,COURAGE & 5. & 68 & 6.2 & 8.7 & 79.0 \\
\hline FUNCTION & 6. & 96 & 8.8 & 12.3 & 91.3 \\
\hline POWER & 7. & 22 & 2.0 & 2.3 & 94.1 \\
\hline HARD JOB & 8. & 5 & - 5 & . 6 & 94.8 \\
\hline OTHER & 9. & 41 & 3.8 & 5.2 & 100.0 \\
\hline & 0 & - 309 & -28.3 & MISSING & 100.0 \\
\hline & TOTAL & 1091 & 100.0 & 100.0 & \\
\hline
\end{tabular}
VALID CASES 782 MISSING CASES 309


PAGE
FILE NONAME (CREATION OATE \(=10 / 28 / 83\) )

FILE NONAME (CREATION DATE = \(10 / 28 / 83\) )



CANADIAN CULTURAL. ATTITUDES SURVEY \(10 / 28 / 83\) \(\qquad\) PAGE \(\qquad\)
FILE NONAME (CREATION DATE \(=10 / 28 / 83\) )
VAROZ5 REASONSECOND HERO MENTIONED

\(\qquad\)
\(\qquad\)

\section*{CANADIAN CULTURAL ATTITUDES SURVEY.}

FILE NONAME (CREATION DATE = 10/28/83)


CANAOIAN GLTURAL ATTITUDES SURVEY
FILE NONAME (CREATION DATE \(=10 / 28 / 83\) )


CANADIAN CULTURAL ATTITUDES SURVEY \(10 / 28 / 8.3\) PAGE FILE NDNAME (CREATION DATE \(=10 / 28 / 83\) )


VALID CASES \(\qquad\) 9.43 \(\qquad\) MISSING_CASES \(\qquad\) 1.4 .8
FILE NONAME (CREATION DATE \(=10 / 28 / 83\) )


\section*{Canadian cultural. attitudes survey.}
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FILE NONAME (CREATION DATE = 10/28/83)

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VAROS4 PRIDE IF NATION BEAT USSR IN HOCKEY
URAL

FILE NONAME (CREATION DATE \(=10 / 28 / 83\) ) VARO35 PRTDE IF NATIONAL TV PROGRAMS BETTER

VALID..CASES ... 1083 MISSING CASES ...... 8
FILE NONAME (CREATION DATE \(=10 / 28 / 83\) )

\section*{VAROS6 PRIDE IF NATIONAL ARMED FORCES POWERFUL}
CATEGORY LABEL
VALID CASES 1077 MISSING CASES 14

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CANADIAN CULTURAL ATTITUUES SURVEY
FILE NONAME (CREATION DATE $=10 / 28 / 83$ )
VAROS8 PRTDE IF NATION HAD BETTER WRITERS-BOOKS



FILE NONAME (CREATION DATE $=10 / 28 / 83$ )
VAROGT PRIDETF NATIOIN STOOD UP TO OTHER
CATEGORY LABEL

VARO43 HOW MANY N.F.B. MOVIES SEEN
CATEGORY LABEL






## FILE NONAME (CREATION DATE $=10 / 28 / 83$ )

VART43 IF UISTTEDHIST.SITES. HOW DFTEN?

| CATEGORY LABEL | CODE | $\begin{gathered} A B S O L U T E . \\ F R E Q \end{gathered}$ | $\begin{aligned} & \text { RELATIVE } \\ & \cdots \text { FREQ } \\ & (P C T) \end{aligned}$ | ADJUSTED FREQ (PCT) | $\begin{aligned} & \text { CUM } \\ & \text { FREQ } \\ & \text { (PCT) } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1. | 134 | 12.3 | 18.1 | 8.1 |


| 2. | 123 | 11.3 | 16.6 | 34.7 |
| :---: | :---: | :---: | :---: | :---: |
| 3. | 85 | 7.8 | 11.5 | 46.2 |
| 4. | 52 | 4.8 | 7.0 | 53.2 |
| 5. | 90 | 8.2 | 12.1 | 65.3 |
| 6 | 30 | 2.7 | 4.0 | 69.4 |


| 7. | 17 | 1.6 | 2.3 | 71.7 |
| :--- | :--- | :--- | :--- | :--- |
| 8. | 14 | 1.3 | 1.9 | 73.5 |


| 9. | 3 | .3 | .4 | 74.0 |
| :---: | :---: | :---: | :---: | :---: |
| 10. | 63 | 5.8 | 8.5 | 82.5 |

12. 12 ........................................................ 84.2

| 13. | 3 | .3 | .4 | 84.6 |
| :--- | :--- | :--- | :--- | :--- |
| 14. | 2 | .2 | .3 | 84.9 |
| 15. | 16 | 1.5 | 2.2 | 87.0 |


| $\text { 1. } 2 \cdot 2$ |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |


| 17. | 2 | .2 | 87.6 |  |
| :---: | :---: | :---: | :---: | :---: |
| 19. | 1 | .1 | .1 | 87.7 |
| 20 | 29 | 7. | 3.9 | 91.6 |


| 20. | 29 | 2.7 | 3.9 | 91.6 |  |
| ---: | ---: | ---: | ---: | ---: | ---: |
| 23. | 2 | .2 |  | .3 | 91.9 |


| 24. | 2 | .2 | .3 | 92.2 |
| :---: | :---: | :---: | :---: | :---: |
| 25. | 15 | 1.4 | 2.0 | 94.2 |
| 30. | 8 | 1 | .7 | 1.1 |



CANADIAN CULTURAL ATTITUDES SURVEY...........................................................................................................10/28/8.3.......... PAGE.... 84 FILE NONAME (CREATION DATE $=10 / 28 / 83$ )


VALID
741
MISSING CASES 350











> 界! '!
 TURAL ATTITUDES SURVEY

| CATEGORY LABEL | CODE | $\begin{aligned} & \text { ABSOLUTE } \\ & \text { FREQQ } \end{aligned}$ | $\begin{gathered} \text { RELATIVE } \\ \text { FREQ } \\ \text { (PCT) } \end{gathered}$ | $\begin{gathered} \text { ADJUSTED } \\ \text { FREQ } \\ (P C T) \end{gathered}$ | $\begin{gathered} C U M \\ -F R E Q \\ (P C T) \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| ROYAL ONTARIO MUS. | 1. | 32 | 2. 9 | 11.6 | 11.6 |
| TORONTO ART GALE. | 2. | 9 | - 8 | 3.2 | 14.8 |
| HARBOUR FRONT | 3. | 1 | - 1 | . 4 | 15.2 |
| VANCOUVER ART GALL. | 4 | 5 | - 5 | 1.8 | 17.0 |
| LONDON-llAM. ART GALL | 5. | 4 | . 4 | 1.4 | 18.4 |
| OTTAWA ART GALL. | 6. | 6 | - 5 | 2.2 | 20.6 |
| ONT.SCIE.CENTRE | 8. | 8 | . 7 | 2.9 | 23.5 |
| WINNIPEG,MAN AND ENV | 9. | 1 | -1 | 4 | 23.8 |
| MONTREAL GALLS. | 10. | 2 | . 2 | . 7 | 24.5 |
| NIAGARA | 11. | 2 | . 2 | .7 | 25.3 |
| UBC MUSEUM | 12. | 3 | . 3 | 1.1 | 26.4 |
| ANY NATIVE ART | 13. | 1 | . 1 | .4 | 26.7 |
| WAR MUSEUM | 14. | 2 | - 2 | . 7 | 27.4 |
| QUEBEC CITADEL,PLAIN | 15. | 2 | . 2 | .7 | 28.2 |
| B.C.MUS. ANTH. .VAN.SM | 17. | 7 | . 6 | 2.5 | 30.7 |
| U日C NATIVE MUS. | 18. | 2 | . 2 | 7 | 31.4 |
| VICTORIA MUS. | 19. | 12 | 1.1 | 4.3 | 35.7 |
| ALBERTA MUS. | 20. | 10 | . 9 | 3.6 | 39.4 |
| FORT MALDEN | 21. | 1 | . 1 | . 4 | 39.7 |
| MONT.MUS. FINE ART | 22. | 9 | . 8 | 3.2 | 43.0 |
| STRATFORD GALL. | 25. | 2 | . 2 | . $7^{*}$ | 43.7 |
| B.C.FOREST MUS. | 26. | 2 | . 2 | . 7 | 44.4 |
| GRAHAM BELL MUS. | 27. | $?$ | - 2 | - 7 | 45.1 |
| N.B.MU'S.. B'BROOK GAL | 28. | 3 | - 3 | 1.1 | 46.2 |

 FILE NONAME (CREATION DATE $=10 / 28 / 83$ )

| KLEINBERG | 27 。 | 1 | . 1 | . 4 | 46.6 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| FORT HENRY | 30. | 1 | . 1 | . 4 | 46.9 |
| N.S.MUS. | 31. | 10 | . 9 | 3.6 | 50.5 |
| OTTANA MUSEUMS | 32. | 13 | 1.2 | 4.7 | 55.2 |
| WINNIPEG ART GFLIMUS | 33. | 7 | . 6 | 2.5 | 57.8 |
| TRAVEL ANYWHERE | 35. | 2 | . 2 | . 7 | 58.5 |
| QUEEEC MUS. | 36. | 15 | 1.4 | 5.4 | 63.9 |
| REGINA, ART GALL. | 37. | 1 | . 1 | . 4 | 64.3 |
| B.C.PRDV.MUS. | 38. | 7 | . 6 | 2.5 | 66.8 |
| MANITOEA MUS. | 39. | 1 | .1 | . 4 | 67.1 |
| WINDSOR MUS. | 40. | 2 | - 2 | . 7 | 67.9 |
| MENDEL ART GALL. | 41. | 1 | . 1 | . 4 | 68.2 |
| EDMONTON ART GALL. | 42. | 3 | - 3 | 1.1 | 69.3 |
| OTHER | 43. | 1 | . 1 | . 4 | 69.7 |
| OTHER | 78. | 1 | .1 | -4 | 70.0 |
| OTHER | 99. | 83 | 7.6 | 30.0 | 100.0 |
|  | 0. | 814 | 74.6 | M1SSING | 100.0 |
|  | TOTAL | -1091 | 100.0 | 100.0 |  |



VALID CASES MISSING CASES...... . 55.


CANADIAN CULTURAL. ATTITUDES SURVEY.
FILE NONAME (CREATION DATE $=10 / 28 / 83$ )

 $\qquad$ 38


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CANADIAN CULTURAL ATTITUDES SURVEY
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FILE NONAME (CREATION DATE $=10 / 28 / 83$ )
VAROTG PRIDE IF LESS AIR AND WATER POLLUTION

VALID...CASES...... 1066.. MISSING.CASES .. 25.


VALID CASES 1059 MISSING CASES 32


CANADIAN CULTURAL ATTITUDES SURVEY.
FILE NONAME (CREATION DATE $=10 / 28 / 83$ )
VAR083 SEEN: OTHER CANADIAN FILMS -NAME

| CATEGORY LABEL | COOE | $\begin{gathered} A B S O L U T E \\ F R E Q \end{gathered}$ | $\begin{aligned} & \text { RELATIVE } \\ & \cdots \quad \text { FREQ } \\ & \text { (PCT) } \end{aligned}$ | $\begin{aligned} & A D J U S T E D \\ & F R E Q \\ & \text { (PCT). } \end{aligned}$ | cum FREQ ( PCT) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| QUEST FOR FIRE | 1. | 34 | 3.1 | 7.2 | 7.2 |
| RED BALLOON | 2. | 1 | -1 | . 2 | 7.5 |
| THE CHAMP | 3. | 1 | - 1 | . 2 | 7.7 |
| PAS DEC DEUX | 4. | 3 | .3 | .6 | 8.3 |
| EMPIRE | 5. | 16 | 1.5 | 3.4 | 11.7 |
| GT. CANAD IAN CAPER | 7. | 2 | - 2 | . 4 | 12.2 |
| WINGS OF NORTH | 8. | 1 | .1 | . 2 | -12.4 |
| PORKY S | 9. | 11 | 1.0 | 2.3 | 14.7 |
| MEATBALLS | 10. | 39 | 3.6 | 8.3 | 23.0 |
| ONTARIO'S NORTH | 11. | 1 |  | - 2 | 23.2 |
| MON ONCLE ANTOINE | 12. | 12 | 1.1 | 2.6 | 25.8 |
| CHARIOTS OF FIRE | 13. | 1 | '1 | - 2 | 26.0 |
| SILENT PARTNERS | 14. | 1 | . 1 | . 2 | 26.2 |
| CHANGELING | 15 | 4 | - 4 | - 9 | 27.1 |
| WHO SHOT PRES.? | 16 | 1 | . 1 | . 2 | 27.3 |
| WHO HAS SEEN WIND | 17. | 6 | . 5 | 1.3 | 28.6 |
| KLONDIKE | 18. | 1 | - 1 | - 2 | 28.8 |
| TRAP | 17 | 1 | 1 | - 2 | 29.0 |
| DEMETER | 20 | 1 | . 1 | . 2 | 29.2 |
| If YOU LOVE THIS | 21. | 4 | . 4 | 9 | 30.1 |
| BLACK XMAS | 22 | 6 | . 5 | 1.3 | 31.3 |
| GOING DOWN ROAD | 23 | 12 | 1.1 | 2.6 | 33.9 |
| ATLANTIC CITY | 24 | 4 | . 4 | - 9 | 34.8 |
| OUTRAGEOUS | 27 | $\cdots 3$ | … 3 | . 6 | . 35.4 |



## CANADIAN CULTURAL ATTITUDES SURVEY.

FILE NONAME (CREATION DATE $=10 / 28 / 83$ )

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## CANADIAN CULTURAL ATTITUUES SURVEY

FILE NONAME (CREATION DATE $=10 / 28 / 83$ )

tural attitudes survey
(CREATION DATE $=10 / 28 / 83$ )

VALID CASES 531 MISSING CASES 560

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FILE NONAME (CREATION DATE = 10/28/83)
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VAR087-T.V.PROG.FOR PRIDE IN NATION-SECOND
CATEGORY LABEL
DOCUMENT.
THE JOURNAL
FIFTH ESTATE
OTHER ENTERTAIN.
THE NATIONAL
SCTV
BEACHCOMBERS
ANY SCI.ONATIRE
FRONT PAGE CHALL.
HOCKEY 12
ANY NEWS
CBC PLAYS
60 MIMUTES
W5
MAN ALIVE
travelogues
SUZUKI
THE CBC
ALAN THICKE
US NEWSOREPS.FOREI
CBC
ctv
OTHER
IMPROVISATIONS
CODE

|  | RELATIVE | ADJUSTED | CUM |
| :---: | :---: | :---: | :---: |
| ABSOLUTE | FREQ | FR.EQ | FREQ |
| FREQ | ( $P \subset T$ ) | ( $P(T)$ | (PCT |







## CANADIAN CULTURAL ATTITUDES SURVEY

FILE NONAME (CREATION DATE $=10 / 28 / 83$ )

VALID CASES 74 MISSING CASES. 1017



FILE NONAME (CREATJON DATE $=10 / 28 / 83$ )
RENE SIMARD
DESCHAMPS
DIANE DUFRESNE
FABIENNE THIBAULT
CHANTALE PARY
OTHER
OTHER FOREIGN


 tural attitudes survey
VARTOQ HOW FAVOURABLE TOWARD FRENCH CANADTANS?



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FILE NONAME (CREATION DATE = 10/28/83)
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VARTZ3 HOW FAVOUABLE TOWARD JEWISH PEOPLE?

VALID CASES 972 MISSING CASES 119



## FILE NONAME (CREATION DATE $=10 / 28 / 83$ )

VART4 HOW FAVOUGABLE TOUARD PROTESTANTS?

| CATEGORY LABEL | CODE | $\begin{gathered} \text { ABSOLUTE } \\ \text { FREQ } \end{gathered}$ | $\begin{gathered} \text { RELATIVE } \\ \text { (PCT) } \end{gathered}$ | $\begin{aligned} & \text { ADJUSTED } \\ & \text { F.... } \begin{array}{c} \text { (PEQ } \\ \text { P } \end{array} . \end{aligned}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1. | 15 | 1.4 | 1.6 | 1.6 |
| ... ................. | 2. | 9 | . 8 | 1.0 | 2.6 |
|  | 3. | 6 | . 5 | . 6 | 3.2 |
|  | 4. | 15 | 1.4 | 1.6 | 4.8 |
|  | 5. | 120 | 11.0 | 12.8 | 17.7 |
|  | 6. | 63 | 5.8 | 6.7 | 24.4 |
|  | 7. | 114 | 10.4 | 12.2 | 36.6 |
|  | 8 | 187 | 17.1 | 20.0 | 56.6 |
|  | 9. | 104 | 9.5 | 11.1 | 67.8 |
| $\ldots$ | 10. | 299 | 27.4 | 32.0 | 99.8 |
|  | 53. | 1 | . 1 | . 1 | 99.9 |
|  | 70. | $\cdots 1$ | -1 1 | - 1 | 100.0 |
|  | 0. | - 157 | 14.4 | MISSING | 100.0 |
|  | TOTAL | -1091 | 100.0 | 100.0 |  |



FILE NONAME (CREATION DATE $=10 / 28 / 83$ )

VAR159 HOW FAVOURABLE TOWARD ASIANS?


VALLD_CASES $\qquad$ 927 MISSING_CASES $\qquad$ 164

FILE NONAME (CREATION DATE $=10 / 28 / 83$ )
VAR16ट HOW FAVOURĂGE TOWARD ONTARIONS?


- VALID cASES $\qquad$ 2.60 $\qquad$ MISSING CASES $\qquad$ 831


[^0]:    *Furthermore evidence of the correlation between nationalism and continentalism appears in A. Kornberg, ed., Political Support in Canada (Durham, N.C.: Duke University Press, 1984).

