



"THE GALLUP POLL OF CANADA"

THE CANADIAN INSTITUTE OF PUBLIC OPINION

Wants YOUR Opinion - - No Names Taken

TRAVELLING

9 1a. If you were going to make a 500-mile trip, how would you rather travel—by train, car, air, or some other way?

1 Train 3 Air
2 Car 5 Undecided
4 Other 6 - CAR - AIR

HAND TAB

10 b. Have you ever travelled by air?
1 Yes 2 No

11 c. Have you ever taken an overnight trip on a train?
1 Yes 2 No

Here are some questions about the cost of living.

12 1a. What do you think is the LEAST amount of money a couple should be able to count on each week before they marry?
\$ per week. No opinion

b. Generally speaking, what do you think is the least amount of money a family of four (husband, wife and two children) needs each week to get along on in this community?

13 \$ per week. No opinion

2. A year from now, do you think that, in general, prices of the things you buy will be any higher, or lower, than they are now?

14 1 Higher 3 About the same
2 Lower 4 No opinion

FEATURES OF CANADA

15 4a. Taking everything into consideration, what do you think is the best thing about living in Canada?

b. What do you think is the worst thing? No opinion

16 c. Here are a few questions we're asking throughout Canada?

(1) Do you happen to know what provinces are meant by the Prairie provinces?

17 56% - Man. Sask. Alta
24 - Other provinces Don't know
20 = No Answer, D.K.

(2) What province is Gaspé in?
59% - Quebec 23+24 25% No ANS 18
 Don't know

(3) Which province is Lake Louise in?
50% - Alberta 13% 32% No ANS 19
 Don't know

(4) What province are completely surrounded by water?
 Don't know 20

(5) Which country has more of the Falls at Niagara, do you think—Canada or U.S.A.?
1 Canada 3 Both equal 21
2 U.S.A. 4 Don't know

CORPORAL PUNISHMENT IN SCHOOLS

5. Do you agree with teachers being allowed to inflict corporal punishment?
1 Yes 2 No 3 Undecided 22

QUALIFIED HAND TAB

FREEDOM OF SPEECH

6a. When you hear or read about the term "freedom of speech," what does that mean to you?
 No answer 23

IF ANY ANSWER, ask: No answer

b. Do you believe in complete freedom of speech—that is, for example, permitting anyone to say anything at any time about the government or the country?
1 Yes 2 No 3 No opinion 24

4 Qualified Partly HAND TAB

If "No," ask:

c. Under what conditions don't you believe in it?
~~No Code Available~~ 25

EDUCATION

27 (Grand) *Recalled* *No school at all*
28 *Had sufficient*
 Like to have continued
29 *No answer*
30 *Raised to 18* *Left at 16*
 Lowered to 14 *No opinion*
31 *No opinion*
32 *No opinion*
33 *Married* *Widowed; divorced; separated*
 Single
34 *Yes. How many?* *No*
35 *Yes* *No*
36 *C.C.L.* *T.L.C.* *Syndicate*
37 *Other* *Don't know*

11. If a Dominion election were held today, would you favor the candidate of the
1 Progressive Conservative
2 Liberal
3 C.C.F.
4 Social Credit
5 Labor Progressive
6 Other Party
7 Undecided

12a. Did you vote in the Dominion election on June 27th?
 Yes No, didn't vote
If "Yes," ask:
b. Which party did the candidate for whom you voted represent?
1 Progressive Conservative
2 Liberal
3 C.C.F.
4 Social Credit
5 Labor Progressive
6 Bloc Populaire
7 Other Party
8 Don't remember

13a. Is there a telephone in your home (place where you live)?
 Yes No
b. If "Yes," ask: Is the telephone listed either under your name or under the name of a member of your immediate family?
1 Yes No

14. Specific occupation
(If housewife or student, record that relationship but record occupation of head of family. If retired or unemployed, record former occupation.)

15. Estimate age

16. Car No car

17a. Do you happen to remember the name of the last school

you attended?
b. How far did you go in that school?
1 Public school (complete or incomplete)
2 Secondary or High School (complete or incomplete)
3 College or University (complete or incomplete)
4 No schooling

1 Wealthy Average Poor+ Man
2 AV.+ Poor Woman
Respondent speaks:
1 English Only
2 French Only
3 Both Fr. and Eng.

City Date this interview was made

Interviewer's Signature

City, Ont. - 50 *Serial # - 51, 52, 53, 54*
in Col. 55

The following card counts were done after the CIFO cards were received and are, therefore, more accurate than those which appear in the code books themselves.

Set 191. sorted Feb 1962. J. Bowles

Total card count 2020

Sex.	male	1015
	female	993
	reject	12.

Region.	Atlantic Prov.	194
	Quebec	560
	Ontario	681
	Prancies	121
	B.C.	164.
	Total	2020.

Population size.	Farm	502
	non farm < 10,000.	536
	over 10,000	482
	Total	2020

Age.	21-29	477
	30-39	477 512
	40-49	512 402
	50 & over	954 552
	reject	39
	Total	2020

Status.	wealthy	51
	average plus	237
	average	876
	Poor plus	491
	Poor	328
	reject	37
	Total	2020

Ballot 191 - 2a:

old column 12,
now 12, 13.



What do you think is the LEAST amount of money a couple should be able to count on each week before they marry?

- no opinion, no answer:

- 1. Under \$22.50
- 2. \$22.50 - \$27.49
- 3. \$27.50 - \$32.49
- 4. \$32.50 - \$37.49
- 5. \$37.50 - \$42.49
- 6. \$42.50 - \$47.49
- 7. \$47.50 - \$52.49
- 8. \$52.50 - \$57.49
- 9. \$57.50 - \$62.49
- Q. \$62.50 - \$67.49

- X. \$67.50 and over
 - \$75.00 - 19 cases
 - \$100 - 8 cases
 - \$80.00 - 4 cases
 - \$70.00 - 1 case
 - \$85.00 - 1 case
 - \$90.00 - 1 case
 - \$150.00 - 1 case
 - \$250.00 - 1 case

v. Miscellaneous:

useless

y = v.

(0 * v) (1 * 3)

(+ * 0) (- 3) 0 /
+ * 0 / (- 3) 0 /

Ballot 191 - 2b:

Generally speaking, what do you think is the least amount of money a family of four (husband, wife and two children) needs each week to get along on in this community?

- no answer

1. Under \$32.50

2. \$32.50 - \$37.49

3. \$37.50 - \$42.49

4. \$42.50 - \$47.49

5. \$47.50 - \$52.49

6. \$52.50 - \$57.49

7. \$57.50 - \$62.49

8. \$62.50 - \$67.49

9. \$67.50 - \$72.49

0. \$72.50 - \$77.49

X. \$77.50 and over - \$75. - \$80. - 3 cases

\$80. - 10 cases

\$150 - 4 cases

\$100 - 18 cases

\$300 - 1 case

\$80. - 11 cases

\$100 - 1 case

\$110 - 1 case

\$175 - 1 case

\$325 - 1 case

~~\$85.~~ - 6 cases

~~\$90.~~ - 5 cases

\$125 - 5 cases

\$250. - 1 case

\$130 - 2 cases

\$200 - 1 case

\$140 - 1 case

36

13

13

36
13
22
72

V. Miscellaneous:

Ballot 191 - Ques. 4a:

Taking everything into consideration, what do you think is the best thing about living in Canada?

- don't know, no answer

1. Working conditions - future, future opportunities, business opportunities; free enterprise, resources, raw materials, etc.
2. Working conditions - current: Wages, salaries, lots of work, employment; farm land, good soil, farming;
3. Climate: satisfactory climate; good variation of climate; healthful climate; like seasonal sports; weather conditions;
4. People: - like the people; friendly, lack of class distinction;
5. International - safety for war, no wars here; Canada's undoubted role in world affairs
6. Political: Freedom to do what we want; freer than any other country; freedom of press; speech; religion; good laws, democracy - form of government; education;
7. Living conditions: Good, vocational variety of everything; plenty of everything; standard of living; Canadian way of life; prosperous;
8. Physical features: Beautiful country - scenery, not crowded, open spaces - spacious; nice cities, no earthquakes, tornados, etc.
9. Lower taxation (personal, income, property)
Old age pension, family allowance - baby bonus;
veteran's provisions, social security
- V. Miscellaneous: - like almost everything - most things - 45 cases
- my country - 20 cases
- peaceful or quiet - 14 cases
- near U.S.A. - 6 cases
- Would have to move around before deciding - 5 cases
etc.

Ballot 191 - Ques. 4b:



What do you think is the worst thing?

- no answer

1. Physical - roads, highways, poor - not developed enough; extreme climate; drought, grasshoppers, uncertainty of crops, towns far apart;
2. Human - present crime wave, juvenile delinquency, liquor consumption too high; people snobbish, narrow minded, look down on working man and farmer, racial intolerance, lack of culture, lack of religion, integrity and honesty; everyone looking for wealth.
3. External affairs (Govt.) - danger of war; Canada still British - Still a colony; too influenced by U.S.; danger of losing our freedom; U.S. dollar shortage; Union with foreign countries;
4. Internal Affairs - taxes (income) high. Lack of social security, unemployment; unions give labor too much power; the govt - majority too large. Poor management of money; too many regulations and restrictions; poor defence programme; poor divorce laws; too conservative; don't like a Frenchman for Premier; don't like Duplessis; Don't like C.C.F.
5. Economic conditions - depressions, slums; poor people; no chance of bettering themselves; rents too high; lack of houses; high cost of living - wages not in line with prices; price of farm products not in comparison to those in U.S. Low living standard. Too many trusts in control; business profits too high.
6. Lack of opportunity: No outlet for talent; migration to the U.S. Lack of development in west; unprogressive population too small; higher education too expensive; lack of schools; don't like system of income; Unprogressive people; lack of amusement and entertainment; lack of development in country; no running water and electricity.
7. Communism - don't like communism; communism creeping into affairs of country.
8. Lack of unity - 2 languages; different racial groups; misunderstanding between East and West - between English and French.
9. Nothing bad about Canada - no disadvantages - not so bad; A fine country when compared with others. Nothing wrong with Canada.
0. Don't like foreigners in control of industry - don't like Jews - French population. Too many people of foreign extraction in Canada. Object to bringing in D.P's - to govt. immigration policy.
- V. Miscellaneous: - overnationalistic; the Ontario government; margarine; the power of the press; the way drivers drive on roads; children brought up with too many conveniences; Sundays should be more open; too many commercials on radio; too numerous to mention; the smoke of factory districts; lack of men; church too powerful, etc.

Ballot 191 - Ques. 4c - (1)

The Prairie provinces:



- no answer, don't know
- 1. Manitoba, Saskatchewan & Alberta
- 2. Manitoba
- 3. Saskatchewan
- 4. Alberta
- 5. Other
- 6. Manitoba & Saskatchewan
- 7. Manitoba & Alberta
- 8. Saskatchewan & Alberta
- V. Miscellaneous:

Col 17

N.B. Code No. 5 and V will have to be added together to give total Miscellaneous.

The west - western provinces 191 cases
Alberta, Sask. & B.C. - 16 cases
B.C., Sask., Man., and Alta - 18 cases
The provinces which cultivate the wheat - 10 cases
P.E.I., Nova Scotia & New Brunswick - 10 cases
etc.

(2) Gaspé:

Col 15

- NO ANSWER, DON'T KNOW
- 1. Quebec
- 2. Maritimes provinces
- 3. Other
- 4. Nova Scotia
- 5. New Brunswick

N.B. Code No's. 3 and V will have to be added together to give total Miscellaneous.

- V. Miscellaneous:
- Manitoba - 3 cases
 - Ontario - 18 cases
 - Newfoundland - 21 cases
 - Gaspesia - 3 cases
 - Near Rockies
 - Alberta - 9 cases
 - P.E.I. - 13 cases
 - Etc.

Ballot 191 - Ques. 4c:



(3) Lake Louise:

- no answer, don't know

1. Alberta
2. British Columbia
3. Other
4. Manitoba

N.B.: Code No's 3 and V will have to be added together to give total Miscellaneous

V. Miscellaneous:

- Quebec - 29 cases
- Ontario - 40 cases
- Saskatchewan - 17 cases
- etc.

(4) What provinces are completely surrounded by water?

- no answer, don't know

1. Prince Edward Island and Newfoundland
2. Prince Edward Island
3. Newfoundland
4. Other

V. Miscellaneous

- Maritimes - 31 cases
- Nova Scotia - 12 cases
- Ontario - 16 cases
- Nova Scotia & Newfoundland - 19 cases
- etc.

Ballot 191 - Ques. 6a:



When you hear or read about the term "freedom of speech" what does that mean to you?

Rej. No answer

1. Good answer

2. Wrong answer - being able to carry on normal social intercourse;
- each for himself
 - hypocrisy
 - being able to speak any language
 - you can't think for yourself
 - self-expression
 - one of the conditions of the Yalta Agreement
 - anything that doesn't interfere with big Interests

Ballot 191 - Ques. 6c:

Under what conditions do you not believe in complete freedom of speech?

Rej. No answer

1. Communists should not have freedom of speech
2. Restricted during wartime or national emergency
3. Not if treasonable, disloyal to Canada, against constitution, against democracy, against law, attempting to incite rebellion. Not if detrimental to majority of people or country as a whole.
4. Not if untrue, distorted or libelous statements are made.
5. Not if the statements will stir up trouble - cause unrest, against our traditions - against our way of living - against established order.
6. Should not be able to make statements which unintelligent or gullible people will not analyse properly.
7. No criticism of government, or party in power.
8. No immoral talk or talk against church, or evil opinions.
9. Should not be able to foment strikes.
100. Aliens, foreigners, should not have freedom of speech.
- 11X. No freedom of speech for Fascists
- 12V. Miscellaneous: Includes - Don't like to get into an argument about religions; on condition they don't attack anything; refuse freedom of speech outside of politics; all truths should not be spoken at all times; should be able to go only so far; mud-slinging during political debates shouldn't be allowed; not where young people are listening; not in churches or schools; not when spoken in anger; not if it's socialism in any form; confidential information should not be divulged; not for radicals; not to certain people; not at election time; not at public gatherings; soap box orators should be restricted; not for cranks; not if criticisms are narrow and poorly thought out; only competent people should be allowed.

Ballot 191 - Ques. 7c:



Would you tell me why you left school (college) when you did?

- no reason given

1. Financial reasons - support large family etc.;

2. Sickness -

3. Wanted to earn my own living - wanted to get out on my own;
Got ambitious for money, etc.

4. No school close by - poor facilities

5. Finished course

6. Father died - had to look after farm - needed at home; sickness at home, etc.

7. To join Army, Airforce, Navy - for service during war.

8. Fed up at the time - just quit, didn't like it;

9. To learn a trade - apprenticeship

0. Not good at school - felt it unwise to continue if not good at school

X. Parents felt I had gone far enough.

V. Miscellaneous: To get married; Moved to Alberta to Quebec where school system is different; Got in a fight with the teacher; Circumstances forced me to leave; couldn't make up my mind what to take; to come to Canada; Moved away from old school and didn't start again; etc.

Ballot 191 - Ques. 7e:

Thinking over your own school days, what would you say was the most useful subject you took?

- no answer; don't know
- 1. History
- 2. Mathematics, arithmetic
- 3. Languages - French, latin
- 4. English - grammar, composition;
- 5. Household economics - sewing, needlework; quilting;
- 6. Geography
- 7. Drawing - art
- 8. Reading and writing - the "Three R's"
- 9. Music
- 0. Science - chemistry, physics, botany
- X. Commercial - bookkeeping, typing, shorthand
- V. Miscellaneous:

- Spelling - 61 cases
- All subjects - 17 cases
- Manual training - 11 cases
- Social studies - 8 cases
- Medicine, motor engineering, religion, philosophy, psychology, physical training, electricity, etc.

Ques. 7f: What was the most interesting subject to you?

Same code as question 7e:

Miscellaneous includes:

- Spelling - 37 cases
- Religion - 19 cases
- Social studies - 13 cases
- All subjects - 11 cases
- Health - 10 cases
- Manual training - 10 cases
- etc.