

Cal 123 - job # 231
4 - O ENJ
1 FR

5 - PROVINCE
678 - INT. #
9 - CITY SIZE
THE GALLUP POLL
would like YOUR OPINION

Interviewer:
Don't read aloud
anything in heavy
black type.

#231
SET 231
19/8/53

8/19/53

NO NAMES TAKEN

PUT RING AROUND APPROPRIATE NUMBERS

1a. We're starting with some questions about weddings. If you had a daughter who was getting married, and cost didn't matter, would you personally prefer that she have a large church wedding, a small church wedding, or that she be married at home?

Large Church Wedding 35 1
Small Church Wedding 44 2
At Home 10 14 3

Other 4 4
(Write in qualification)
No Opinion 3 5

b. Are you married or single?

Married 11 1
Single 2
Widowed, Divorced or Separated 3

UNLESS "SINGLE" ASK:

c. What type of wedding did you have?

CHURCH LARGE 45%
SMALL WEDDING - 14%
AT HOME - 14%
12

ASK EVERYBODY:

2a. Before a young man gets married these days, which of these things, if any, do you think he should own? (HAND CARD TO RESPONDENT)

Automobile 1
Down Payment on Home 2
Furniture 3
Life Insurance 4
Sufficient Clothes 13 5
None 6

b. What is the least amount of money a young man should have in the bank before he gets married?

Undecided 14 X

c. And how much do you think he should be earning a week before he gets married?

Undecided 15 X

3a. In general, three months from now, do you think the prices of the things you buy will be higher than they are now, or lower?

Higher 27 1
Lower 16 22 2
About the same 39 3
No opinion 12 4

UNLESS "NO OPINION" ASK:

b. Would you tell me why you feel this way?

HIGHER - 100% - TREND IS UPWARD - 40%
LOWER - 100% - TREND - 19%
THE SAME 100% - TREND - STABILITY - 26%
Don't know

ASK EVERYBODY:

4a. Do you think of Canada as an independent country, or as still dependent on Great Britain?

Independent Country 19 1 64
Dependent on Great Britain 2 21

Qualified (Write in qualification) 3
No opinion 4

UNLESS "NO OPINION" ASK:

b. Would you tell me why you feel this way?

IND. COUNTRY - 64%
ECONOMICALLY SELF SUFFICIENT 13%
GOVT. IS IND. 11%
DEP. ON BRITAIN - 21%
CAN'T STAND ALONE - 4%
STILL UNDER BRITISH RULE OR CROWN 4%

ASK EVERYBODY:

5a. Have you heard or read anything about Dr. Kinsey and his studies on sex?

Yes 21 47 1
No 53 2

ASK EVERYBODY:

b. Dr. Kinsey's new book is about feminine sex behaviour. Do you think it is a good thing—or a bad thing—to have this information available?

Good 22 48 1
Bad 20 2

Qualified (Write in qualification) 11 3
No opinion 21 4

6a. Now—turning to International matters . . . can you tell me who Syngman Rhee is?

RIGHT ANS. - 51%
VAGUE 3%
WRONG 56%
23
Don't Know 41%

ASK EVERYBODY:

b. Do you think that the U.N. should try to unify Korea—or leave the situation as it is—with the Communists stopping at the present truce line?

Unify Korea 24 34 1
Leave Separate 36 2

Qualified (Write in qualification) 9 3
Don't know 21 4

ASK EVERYBODY:

7a. Have you heard or read anything about the suggestion that United States, Britain, France and Russia, should have a meeting to discuss world problems?

Yes 25 75 1
No 25 2

ASK EVERYBODY:

b. If such a meeting WERE held, do you think it would actually DECREASE world tension, or INCREASE tension?

Decrease Tension 46 2
Increase Tension 15 1
Of no value 26 20 3

Qualified (Write in qualification) 5 4

Other (Specify) 4 5
No Opinion 10 8

c. Incidentally, in such a meeting, do you think it would be better if the top men in each country (Malenkov, Eisenhower, Laniel and Churchill) were to meet together or do you think the Foreign Ministers of the four countries should meet first?

Top Men Meet 53 1
Foreign Ministers First 30 2
Don't Know 17 3

d. In which country do you think such a meeting should be held?

USA - 13%
BRITAIN - 10%
A NEUTRAL - 11%
28
Makes No Difference 23%
Don't Know 14%

YES 31%

8a. Now here's a question about Sir Winston Churchill. As you know he's been quite ill for some months--and on his last birthday was 78. Do you, or do you not, think the time has come for him to retire as Prime Minister of Great Britain?

Should Retire 29 50
Should Not Retire 37 2

Qualified 7 3
(Write in qualification) 6 4
No Opinion

IF "RETIRE" ASK: 50%

b. Who do you think should take Sir Winston's place?

ANTHONY EDEN 18% 30

Don't Know 26%

ASK EVERYBODY:

9. And now--a question about fashions. There's an attempt being made by some fashion leaders to shorten women's skirts. Do you, or do you not, think that women should follow this lead--and wear skirts shorter than they are now?

Shorter 31 13 1
Longer 3 2
About the same 7 2 3

Qualified 5 4
(Write in qualification) 6 5
No Opinion

10a. Are you reading any book now, or have you read any in the past week?

Yes 32 31 1
No 3 2 8

(NOTE TO INTERVIEWERS: THIS QUESTION REFERS TO BOOKS, NOT MAGAZINES.)
IF "YES", ASK b AND c:

b. What was the last book you read?

33
34

Can't remember 1 X

c. Was it fiction or non-fiction?

Fiction 35 17 1
Non-fiction 18 2
Don't know 2 3

ASK EVERYBODY:

11a. Do you think Russia would start a war to get something she wanted--or only if provoked?

Would start war 53 1
Only if provoked 30 2

Would NOT start war -1

Qualified 5 36
(Write in qualification) 11 4
No Opinion

b. Do you think the U.S. would start a war to get something she wanted--or only if provoked?

Would start war 11 1
Only if provoked 77 2

Would NOT -2 37

Qualified -2 37
(Write in qualification) 8 4
No Opinion

12a. Would you have continued school after 16 years of age if

you had been able?

ASK EVERYONE:

b. Would you mind telling me how far you went in school?

Public school (Grades 1-8) 1
Secondary or High School (Grades 9-13) 2
University 3
No schooling 4

(INTERVIEWER: Ring appropriate number, whether or not schooling was complete.)

38

c. If "University," Which one?

Interviewer: Introduce this section as follows: "Now may I ask you a few questions so that I can be sure I am getting the right sample of people in this community?"

Which language is spoken in the home?

French only 1
English only 2
Both French and English 3

39

Would you mind telling me which age group you are in?

(INTERVIEWER: If respondent refuses to give age group, make an estimate.)
21-29 years 1
30-39 years 2
40-49 years 3
50 and over 4

41

Is (was) the head of the family an employee, or self-employed?

Employee 41 1
Self-Employed 4 2

Specific Occupation

42, 43

(If housewife or student, record that fact, but also record occupation of head of family. If retired or unemployed, record former occupation.)

Are you (or any member of your family) a member of a labor union?

Yes 44 1
No 4 2

If Yes: How many are union members?

Do you, or does any member of your immediate household, own a passenger car--not a truck?

Yes 45 1
No 4 2

Is there a telephone here in your family name?

Yes 46 1
No 4 2

Wealthy 1

AV.+ 2

Average 47 3

Poor+ 4

Poor 5

Man 48 1

Woman 2

FARM 1

RURAL NON-FARM 2

(Under 1,000 population)

URBAN 49 3

CITY Serial # 50, 51, 52, 53 Date of interview

Xin Oct. 54

I hereby attest that this is a true and honest interview

(Interviewer's Signature)

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

Set 23)	Sorted February 1963	J. Bowles.
Total Card Count		1893
Sex	male	947
	female	928
	reject	18
Regions	Σ	1893
	Atlantic Prov	198
	Quebec	538
	ONTARIO	689
	Prairies	375
	B.C.	93
	Σ	1893
Population Size	Farm	320
	< 10,000 rural non farm	610
	Urban over 10,000.	961
	reject	2
	Σ	1893
Age	21-29 yrs	400
	30-39	561
	40-49	444
	50 +	472
	reject	16
	Σ	1893
Status	wealthy	66
	Average plus	254
	Average	789
	Poor plus	425
	poor	327
	reject	32
	Σ	1893

OK

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 231

TOTAL CARD COUNT (NATIONAL)

Number

~~2003~~

Regional

Maritimes

197

Quebec

550

Ontario

689

Manitoba

375

Saskatchewan

Alberta

British Columbia

215

23 EXTRA B.C. CARDS

Community Size

Farm

320

Rural non-farm

327

1 - 10,000

296

10,001 - 30,000

247

30,001 - 100,000

Over 100,000

813

Sex

Men

~~1004~~

947

Women

~~989~~

928

Rejects

18

1593

Question 1c

- 1. ^{quiet} Small church wedding - simple
- 2. Medium-size church wedding - semi-solennel
- 3. Large church wedding - solennel
- 4. At minister's home - parsonage, manse
- 5. AT HOME
- 6. AT HOME - SMALL n quiet
- 7. AT HOME - LARGE
- 8. CIVIL MARRIAGE - J.P.
- 9 - CHURCH WEDDING
- N. Miscellaneous

- No answer
- O. - QUIET, SMALL AFFAIR, QUIET FAMILY WEDDING, PRIVATE ^{small (petit)}
- X - LARGE WEDDING BIG - grand

MISCELLANEOUS

small wedding

- large wedding

- special license
- registrar wedding
- hotel wedding
- small hotel
- by consulate (legal)
- garden wedding
- military wedding
- at station
- eloped - "11



QUESTION 2b

- 1. Up to \$250
- 2. 251 - 500
- 3. 501 - 1000
- 4. 1100 - 1500
- 5. 1600 - 2000
- 6. 2100 - 5000
- 7. Over 5000
- 8. *Doesn't MATTER*
- ~~9. Not specific - e.g. - few hundred~~
- 9. Qualified answer - e.g. - depends on the people
- 0. None
- x. Undecided
- v. Miscellaneous (hand tab)
- No answer

Some in reserve

- several thousand
- few thousand
- 2 months salary
- Quite a bit
- a few hundred
- Consideration - not a major
- not necessary if he has his health.
- Small bank account essential sufficient to meet emergencies
- Job more important than money.
- Just a job

Question 2c

- 1. Up to 40
- 2. 41 - 50
- 3. 51 - 60
- 4. 61 - 70
- 5. 71 - 80
- 6. 81 - 100
- 7. Over 100
- 8.
- 9.
- 0.
- X. Undecided
- V. Miscellaneous (Hand tab)
- No answer

MIS

That would depend on the times
 depends on how he wishes to live
 enough to keep them in comfort
 standard scale
 sufficient to carry on in his condition
 according to where he lives.
 enough to live on
 all depends on the material that is made

1/3 of monthly rent.
 average salary
 - no weekly income - lives on farm
 - never worked for wages.
 - depends on how much he has to spend.
 - depends on circumstances
 - depends on where he lives.
 - This would depend on whether they are sensible or foolish spenders

HIGHER

1- SALARIES & WAGES are going up

2- LABOR STRIKE - STRIKES

3- TREND IS UPWARD; no reason for it to stop
- going up all the time

4- SHORTAGES IN GENERAL PRODUCTION

5- PRICES OF FARM PRODUCTS
- crops

6- GOV'T DOING NOTHING TO control prices and/or remove taxes
in gov't spending expense

7- MORE MONEY IN CIRCULATION

8- WINTER PRICES ARE HIGHER
winter is coming in
- goes up for times

9- FOOD COSTS HIGH - food going up
- grains cost

0 GENERAL - don't see any change
X - DON'T KNOW
V - miscellaneous

LOWER

1- UNEMPLOYMENT

2- WAR IS OVER - Korean war over
easing of world tension

3- TREND - prices have been going down
- tend to lower prices
- slump will lower prices

4- MORE ABUNDANT PRODUCTION
- have surplus
- production caught up with demand

5- PRICES OF FARM PRODUCTS
ABUNDANCE FARM PRODUCTS
CROPS GOOD

6- SOME THINGS more abundant
Some things lower in price

7- LESS MONEY IN CIRCULATION
- people have the money
- money scarce

8- COST OF LIVING INDEX DOWN

9- MUST BE A CHANGE SOON
must come down - have gone as high as possible - have reached a peak.
Cost go higher
0- GENERAL - looks that way

X - DON'T KNOW

V - miscellaneous

ABOUT THE FAME

1- TOO SHORT A PERIOD
- not much will happen in 3 months.

2- WAR IS OVER - Korean war over.

3- TREND TO STABILITY
- doesn't vary much
- how the same for awhile

4- ONE THING BALANCES
- it another - amends;
- come up. - some to see how wages go up + prices go up then

6- GOV'T CONTROL to keep prices stable

7-

8- COST OF LIVING index fairly constant

9- HAVE REACHED LIMIT
Cost go much higher
high enough now

0 GENERAL - not again for change - some this way
X - DON'T KNOW
V - miscellaneous

Question 4b

"INDEPENDENT"

"DEPENDENT"

double punch

UPPER

1. Government is independent -- govern ourselves, can make legislation independently, have our own gov't
2. Ties, bonds are slight, breaking away more every year
3. Acts & thinks independently - does things by itself, run own affairs makes own decisions, thanks for itself
4. Economically self-sufficient, self-supporting, produce our own products, have everything we need here, natural resources, own industries
5. Distance - so far from G.B., too far from G.B.
6. Ability to look after ourselves - strong enough, grown up, big enough, capable enough, rich enough
7. Financially sound - rich country, one of richest countries in the world, needs no financial aid
8. Developing country - growing, progressive.
9. BRITAIN INADEQUATE NOW - *can only keep herself - we are keeping her now - Britain needs us more than we need her other way around*
- X. Don't know
- V. Miscellaneous (Hand tab)
- No answer

1. Government depends on England
2. Ties with England - not ready to sever ties our laws built on English foundations
3. Can't stand alone, can't do much with out consulting G.B. *always has been dependent*
4. Defence - Canada has no army
5. Trade - need Br. markets, dependent on trade with G.B. - *dependent on outside*
6. MUTUALLY DEPENDENT - *dependent on each other - need each other - none of us can live alone*
7. INADEQUACY IN A CERTAIN SPHERE - *lack population, etc. - can't produce all her stuff*
8. STILL UNDER BRITISH RULE and/or CROWN - *queen same, still a colony*
9. EMOTIONAL - *because she English - we owe it to them*
0. GENERAL - *just feel it is - that's what I think, etc.*
- X. Don't know
- V. Miscellaneous (Hand tab)
- No answer

*0. PART OF GREAT BRITAIN but also
 stand on our feet or have independence*

231 (Question 4b - continued)

LOWER

1. Trade - good trade of our own,
Balance of exports + imports

2. Defence - good defence plan,
Good armed services

3. Recognized as independent
country, world power, has place
in world affairs - By us or
other countries

X General - Like to think we're
independent, never felt any
other way

✓

QUESTION 6a

- Leader, Head of South Korea.*
1. Right - President of South Korea - *Korean president*
 2. Wrong
 3. VAGUE ASSOC. WITH KOREA
 - x. Don't know
- No answer

Question 7d

- 1. Canada
- 2. United States
- 3. TWO COUNTRIES MENTIONED plus coded countries
- 4. Great Britain (Britain, England)
- 5. France
- 6. Russia
- 7. Switzerland
- 8. BERMUDA
- 9. In a neutral country
- 0. Makes no difference
- X. Don't know
- V. Miscellaneous
- No answer

TWO COUNTRIES (misc.)
India or China

Norway or Sweden
 Spain & Italy
 Holland, Switzerland or India
 Canada or Africa
 Holland, Denmark, Sweden
 Rome, Paris, Sweden
 Switzerland or Sweden III
 Egypt or India

MISCELLANEOUS

W. Africa
~~Canada~~ IIII
 Sweden IIII IIII IIII
 some other country
 some European country
 Belgium II
 W. Germany II

~~India~~ IIII
 Iceland - II
 Europe
 Norway - II
 Germany IIII
 on the high seas
 Holland IIII
 Middle East
 one of the Pacific - II

- any Eng. speaking country II Portugal II
 a central country II Spain IIII
 - any where but U.S.
 - country most convenient to all IIII Japan
 - one way for all to get to - II Italy IIII
 - any independent country
 - country outside the far II W. India
 - n.a.
 - should hold meetings in all 9 C
 - any place except Russia II

Question 8b

1. Anthony Eden

2. R.A. Butler

3. ATLEE

4. BEVAN

5.

6.

X. Don't know

V. Miscellaneous (Hand tab)

- No answer

MISCELLANEOUS

Young blood if there is any.

- post to conservative people vote

- Lord Chancellor

- Robert Salisbury

- conservative Party choice ||

- any man capable

his Gladstone job.

- would be up to the Country

- come to election

- tolerant person needed

Crippled
 Some young man ||||
 anyone ||
 The one who is taking his
 place now
 up to him to decide
 the man about 45 yrs ||
 Jones - Minister of Labor
 would take 2 men to
 fill his shoes
 Abbott
 Let the Election decide
 Some one appointed by
 the church fill



UPPER

1. THE SILVER CHALICE
2. MY PRIDE, MY FOLLY
3. DESIRÉE
4. KINSEY REPORT
5. THE CRUEL SEA
6. STRUGGLE FOR EUROPE
7. THE ROBE
8. THE BIBLE
9. A MAN CALLED PETER
0. CAINE MUTINY
- X. CAN'T REMEMBER
- V. MISCELLANEOUS
- NO ANSWER

LOWER

1. READER'S DIGEST CONDENSATIONS
2. MY SIX CONVICTS
3. THE PRESIDENT'S LADY
4. GONE WITH THE WIND
5. I, THE JURY
6. DURANT'S PHILOSOPHY
7. THE CARDINAL
8. THE EGYPTIAN
9. EAST OF EDEN
- 0.
- X.