

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

#233
Nov. 18/53/18/53

NO NAMES TAKEN

PUT CHECK MARK IN APPROPRIATE BOXES

1a. Would you approve, or disapprove, if sweepstakes and lotteries were legalized in Canada?
1 Approve 2 Disapprove 12

3 Qualified (State qualification) 13
4 No opinion

b. Suppose the Government operated a big national lottery to raise money for health and welfare, would you approve or disapprove?
1 Approve 2 Disapprove 3 No opinion 14

2a. Of course some are better than others, but speaking generally, do you think that comic books are harmful to children or not?
1 Harmful 2 Not Harmful 3 No opinion 15

b. What about comics in the newspaper?
1 Harmful 2 Not Harmful 3 No opinion 16

3a. Now, looking ahead to Christmas, what is the first thing that comes to your mind when you hear the word "Christmas"?
Area age sex religion also exclude
1 Don't know

b. Some people say Christmas is losing its real meaning. Do you agree with this or not?
1 Agree 2 Disagree 3 No opinion

Comment

4a. And one more about Christmas. Is there any one gift you're particularly hoping to get this year?
1 Yes 2 No 19
Unless "No" ask "b":

b. Would you mind telling me what it is? 20

ASK EVERYONE:

5a. Thinking back, now, to last New Year's did you make any New Year's resolutions?
1 Yes 2 No 21 3 Can't recall

b. Are you still keeping these resolutions, entirely, partially, or not at all?
1 Entirely 2 Partially 22 3 Not at all

Comment

ASK EVERYONE:

6a. Generally speaking, if you could live your life over again, would you live it in much the same way as you have, or would you live it differently?
1 Same way 2 Differently 23 3 Don't know

If "differently" ask "b":

b. What would you do differently? 24

ASK EVERYONE:

7a. If you were taking a new job and had your choice of a boss, would you prefer to work under a man or a woman?
1 Prefer man as boss 25 2 Prefer woman
3 No difference 4 No opinion

If "Prefer Man as Boss" ask "b":

b. What is your objection to having a woman as a boss?
26
27

ASK EVERYONE:

8a. We want to find out what the average Canadian eats in the course of a day. Would you tell me what you had for breakfast today? Lunch? Dinner? Did you have anything to eat between meals?

(Use previous day, depending on time of interview)
INTERVIEWER: Don't write out the various foods named. Just check the box opposite the food groups in which the items named should fall. One check to a box is sufficient.

Fresh	Canned	Frozen	Don't know	
28	2	3	4	Citrus Fruit or Juice
5	8	7	8	Other Fruit or Juice
1	2	3	4	Green Vegetables
29	8	7	8	Yellow Vegetables
5	0	X	V	Other Vegetables
				1 <input type="checkbox"/> Potatoes
				2 <input type="checkbox"/> Meat, Fish, Poultry, or Eggs
				3 <input type="checkbox"/> Cooked Cereal
				4 <input type="checkbox"/> Uncooked Cereal
				5 <input type="checkbox"/> Bread
				6 <input type="checkbox"/> Cheese
				7 <input type="checkbox"/> Milk—No. of Glasses 31

(Total no. of glasses in a day)

If Respondent is a Housewife, ask "b":

b. Do you have any children between the ages of 3 and 12?
1 Yes 2 No
If "Yes" record what the children had to eat just as was done in question 8a.

Fresh	Canned	Frozen	Don't know	
33	2	3	4	Citrus Fruit or Juice
1	6	7	8	Other Fruit or Juice
1	2	3	4	Green Vegetables
34	8	7	8	Yellow Vegetables
5	0	X	V	Other Vegetables
				1 <input type="checkbox"/> Potatoes
				2 <input type="checkbox"/> Meat, Fish, Poultry, or Eggs
				3 <input type="checkbox"/> Cooked Cereal
				4 <input type="checkbox"/> Uncooked Cereal
				5 <input type="checkbox"/> Bread
				6 <input type="checkbox"/> Cheese
				7 <input type="checkbox"/> Milk—No. of Glasses 36

(Separate figure for each child)

ASK EVERYONE:

9a. Have you read or heard anything of Canada's food rules?
1 Yes 2 No 38
If "Yes" ask "b":

b. Can you tell me in general terms what they are? 39

HAND CARD TO ALL RESPONDENTS:

10a. Here on a card are a list of six serious illnesses. Which ONE do you think should receive most support from public funds, for a programme of research and public education?
1 Polio 2 Tuberculosis 3 Cancer
4 Mental illnesses 5 Arthritis 6 Heart Disease
7 Don't know 40

COMMERCIAL
QUEST.

ASK EVERYONE:

11a. Here are some different types of questions—about Parliament. As you know, the Canadian Government includes the House of Commons and the Senate. What would you say is the main job of the Senate?

41

Don't know

Unless "Don't know" ask "b":

b. Do you think the Senate is doing this job satisfactorily, or not satisfactorily?

1 Satisfactorily 2 Not satisfactorily 3 Don't know
If "Not satisfactorily" ask "c":

c. What do you think could be done about this?

43

Don't know

ASK EVERYONE:

12a. At the present, members of parliament receive about \$6000 a year in expenses and salary. Would you approve or disapprove of raising this to \$10,000 a year?

1 Approve 2 Disapprove 3 No opinion

Unless "No opinion" ask "b":

b. What is the main reason why you say that?

45

ASK EVERYONE:

13. I'm going to read you the titles of some books and I'd like you to tell me who wrote them. The first is "Uncle Tom's Cabin"—do you happen to know who wrote that book?

(Repeat for each book below, in order)

- a. "Uncle Tom's Cabin" Don't know
- b. "The Tin Flute" Don't know
- c. "The Time is Late" Don't know
- d. "Maria Chapdelaine" Don't know

NOT COPIED

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

- 1 Progressive Conservative
- 2 Liberal
- 3 C.C.F.
- 4 Social Credit
- 5 Labor Progressive
- 7 Other Party

46

(Write in)

- 8 Undecided
- 9 Refused to answer

INTERVIEWER: If respondent wants to refuse to answer this question, assure him that no names or addresses are taken and that we are using this information to get trends across Canada, only.

15a. Did you vote in the Dominion election on August 10th?

- 1 Yes
- 2 No

If "Yes" ask "b":

47

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
- 7 Other Party

48

(Write in)

- 8 Don't remember
- 9 Refused to answer

ASK EVERYONE:

16a. 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?

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

49

INTERVIEWER: Check appropriate box, whether or not schooling was complete.

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?

- 1 French only?
- 2 English only?
- 3 Both English and French?

50

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

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

51

Are you married or single?

- 1 Married
- 2 Single
- 3 Widowed, divorced, separated

52

If "Married," "Widowed," "Divorced," or "Separated," ask:

Do you have any children under 16?

- 1 Yes. How many?
- 2 No

53

54

Do you mind telling me whether you are Roman Catholic, Protestant, or Jewish?

- 1 Roman Catholic
- 2 Protestant
- 3 Jewish
- 4 Other

55

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

- 1 Employee
- 2 Self-employed

56

Specific Occupation

57 58

(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 is any member of your family) a member of a labor union?

- 1 Yes
- 2 No

If "Yes," How many are union members?

59

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

- 1 Yes
- 2 No

60

Is there a telephone here in your family name?

- 1 Yes
- 2 No

62

- 1 Wealthy
- 2 Average +

- 3 Average

63

- 4 Poor +
- 5 Poor

- 1 Man
- 2 Woman

64

- 1 Farm
- 2 Rural Non-farm (Under 1000 pop.)
- 3 Urban

65

CITY _____ Date of interview _____

Serial # 66, 67, 68, 69

I hereby attest that this is a true and honest interview

(Interviewer's Signature)

X in 70

Actual Cheated Ballots X in 71

1. Good if used for good cause.
2. Good if used for hospitals, health purposes etc.
3. If used justly - properly handled
- operated by charity
4. If government supervised
5. If definite purpose - for research (cancer)
6. Not cards, dice games, etc.
7. Up to people

V. Misc.

- if not for money
- if just 2 per year allowance
- if the same as in U.K.
- if proceeds stay in Canada"
- might be good for some things



1. Family, family reunion
 - friends, ~~meeting~~ friends
 - home
2. Holidays, happy time, spirit of good will
3. Fun for kids, toys for kids, childhood days
4. Christmas bonus, extra business
5. Presents, shopping, cards
6. Religion, Birth of Christ, Midnight Mass, etc.
7. Money spent foolishly, bills, Christmas shopping
 - * no money, mockery, commercialism *
8. Fatigue, rush, worry, headaches
9. Christmas tree and snow, Santa Claus, music, sleigh bells, reindeer
 - stockings
10. Food, turkey, puddings, drink
- X. Harder work, preparations
- V. Miscellaneous
- No answer

- summer is gone
 - winter time
 - Bunny
 - school concert
 his Christmas concert
 - winter
 - loss of sister who was killed
 - crowds

- Dec 25
 - downtown traffic
 - my parents
 - year is coming to close
 - assisting in charitable work
 - shops
 - grief

Copy



1. Larger household appliances -
- T.V. set, Radio, Washing Machine, Stove, Refrigerator
2. Smaller household appliances -
- Iron, Toaster, mixmaster, etc.
3. Clothing - coat, suit, dress, etc.
4. Jewellery - wrist watch, Pearls
5. Money - make more money, good bonus, lots of money
6. Furniture for house - chair, mirror, (mantel)
7. Health, happiness, companionship, health of someone
8. Non-material things - realization of all my work in the interest of God

V. Miscellaneous

- No answer

Misc.

- | | |
|---|--------------------------------|
| - trip to Vancouver | - money for teeth |
| - carpenter tools | - seat covers for car |
| - mirror & comb set | - encyclopedia |
| - milking machine | - new pipe |
| - set of legs | - ticket to Calif. |
| - son home for visit | - door bell chimes |
| - set of stainless steel knives & forks | - electric ra zor llll llll ll |
| - purse | - bedspread |
| - book that helped | - new baby |
| - liquor & beer | - tools |
| - fountain pen | - power tool ll |

Question 6b

#2

1. Education - more education, better education
 - take advantage of educational possibilities
 - try to learn a good trade

2. Job - would choose a different career
 - get a good job in the city
 - would have gone into business for self sooner*

3. Marriage - wouldn't have married so young
 - would marry earlier
 - wouldn't get married
 - marry a rich man

4. Live a better life - try to make myself and others happier
 - live a better Christian life
 - wouldn't be as foolish in young days*
 - Have more patience, tolerance*

5. Enjoy life - enjoy myself more, more recreation

6. Money - save more money
 - spend my money more wisely

7. *Work harder*

8. *Preserve my health*

9. *Avoid my big mistakes*

- X. General - a lot of things

- V. Miscellaneous
 - No answer

Misc. - fewer children "
would not have had as big a family
would have adopted a child
- keep up with the world

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 233

TOTAL CARD COUNT (NATIONAL)

Number

1837

1872 includes ext. Marit + BC wards

Regional

Maritimes

196

Quebec

470

Ontario

623

Manitoba

358

Saskatchewan

Alberta

British Columbia

225

1872

Community Size

Farm

310

Rural non-farm

1 - 10,000

10,001 - 30,000

30,001 - 100,000

Over 100,000

757

770

1837

Sex

Men

~~925~~

938

Women

~~909~~

930

Reject 2

 1837

4

1872



UPPER

- 1. Women too bossy, officious, think they are too important
 - domineering
- 2. Women are temperamental, emotional
 - very touchy, too moody
 - decisions based too much on emotion
- 3. Men are more reasonable, women not as reasonable as men
- 4. Women not understanding, considerate - men more understanding
 - can approach a man easier with troubles
 - w-wmer - women not as considerate as men
- 5. Women not as easy to get along with - man is more congenial
 - men easier to get along with

- 6. Men command more authority
 - men keep better discipline easier
 - better knowledge of management, know how to handle men better
 - women can't direct competently, have favourites

Less jealousy

- 7. Men easier to work for - easier to please, not so critical *Easier to understand*
 - women pick on you more

8- Qualified - depends on job - depends on person really

- 9. ~~Men are better BOSSES, always good bosses,~~ *men can handle situations better, make decisions more*
 - ~~- women don't make good bosses~~

- 10. Always had a man boss, never worked under a woman, just accustomed to working under a man

X. General - just prefer a man -- *men are Better Bosses Always Good*

V. Miscellaneous - ~~Woman's place in the home~~ *would make me feel inferior*

- No answer

11

1.... Check or brake or control on House of Commons
 -- approve the laws
 -- pass or reject legislation

2.... Vague - advise, give advice
 - probe
 - governing power
 - pass divorces

3.... Final Voice in Parliament
 - passes bills, laws (final)
 - approve, ratify (final)
 - have the last vote
 - veto

4.... Wrong answer *make the laws*
follow direction of House of Commons
amend laws
suggest laws

5.... Ridiculing -sinecures
 - figure heads
 - don't do anything, just draw salary
 - instrument of party in power
 - *nothing serious*

✓ - Vague answers - *Work hard - work on Public BUSINESS.*
 X.... Don't know *To serve humanity in general*

- No answer

Question 11c



1. Abolish it
 - only figure heads
 - do away with it
 - serves no useful purpose
 - not needed
 - eliminate it

2. Elect (by people) instead of appoint
 - should be chosen by people

3. Reorganize - sift out dead wood
 - need senate reform
 - needs a good shake-up
 - too many - reduce the numbers
 - perhaps not a lifetime appointment
 - more proportional party representation

4. Age - too old
 - retire at 70, 65 - put younger men in

5. Do nothing

X. Don't know

V. Miscellaneous

- No answer

more sharing with other countries.
 not always satisfactory
 put in more women
 depends upon the main party in parliament to find something done
 too much absenteeism
 a lot could be done in regards to Socialism
 speed up the bills & meetings
 get busy
 change the government
 put them on a working committee
 have a committee to nominate senators - to be approved then by H of C
 from aroused public interest
 should do more for the common person
 publicize doings
 give specific duties such as senators in U.S.
 should not be political

make it non-political
 - very little short of constitutional amendments
 - could be improved by part 7
 - conditions should be looked into more thoroughly.
 - not much can be done.



1. To attract better men to run for office
 - to get good men at head of Parl.
 - keep better and honest men in gov't
 - get higher calibre men

2. Deserve more -- work hard for it, have a big job, do it well

3. To meet cost of living, higher cost of living

4. Have high costs and expenses
 - two homes to maintain
 - travelling expenses

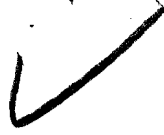
5. \$6000 is not sufficient

- 6.

- 7.

- X. Qualified answer

- V. Miscellaneous
 - NO ANSWER, DON'T KNOW



1. People would have to pay more taxes
*we cant afford it
costs us too much now*
2. Not worth more, earn enough for what they do, don't work for their money
*- don't do enough to earn \$6000.
overpaid now*
3. Too large an increase, too much money
8,000 adequate
4. Have incomes from other sources
- other businesses
5. They are paid sufficient, well paid, paid too much
*- sufficient considering average worker
- sufficient compared to other people
- good, is sufficient
High enough
a lot of people don't make that*

X. Qualified answer (hand tab)

V. Miscellaneous

- No answer, *don't know*