

Col. 123-106 241  
 4 - GENCY CBS - 241  
 4 - IFR 9  
 Interviewer: SET #1  
 Don't read aloud anything in heavy black type.  
 FEBRUARY 1955  
 1955

THE GALLUP POLL  
 would like YOUR OPINION

NO ANSWERS TAKEN

PUT RING AROUND APPROPRIATE NUMBERS

1a. Some people say winters in this country are getting warmer. From your own experience, would you say this was true, or not true?  
 True 10  
 Not true 2  
 No opinion 3

b. What do you think is the main cause?  
 ASK EVERYBODY:

c. And now, what about summers? Do you think there is any change in our summers?  
 Yes, what change? DBL 12 No

d. What do you think is the main cause of this?  
 DBL No opinion 13

2a. Would you like to see Canada have a much larger population, or do you think the present population is just about right?  
 Larger 14  
 About right 3  
 Qualified (Specify) 3  
 No opinion 4

b. How large do you think Canada's population should be? It's now about 15 million.  
 No opinion

c. This would probably mean more immigration. From what countries would you like to see people come from to live in Canada?  
 DAL 16  
 No opinion

3a. Of course, circumstances differ, but do you feel that in this country, everybody has a chance to get a University education, or do you feel that Universities are only open to those who have money?  
 Everybody has a chance 17  
 Only those with money 2  
 No opinion 3

b. What, if anything, do you think should be done about this?  
 DAL 18  
 No opinion

4a. Would you say that relations between Canada and United States today are, on the whole, excellent, good, just fair, or poor?  
 Excellent 19  
 Good 2  
 Just fair 3  
 Poor 4  
 No opinion 5

b. In the last couple of years, do you feel that Canada's relations with United States have improved, become worse, or changed very little?  
 Improved 20  
 Become worse 2  
 Little change 3  
 No opinion 4

c. What do you think has brought this about?  
 DAL 21  
 No opinion

ASK EVERYBODY:

d. What would you say are the major causes of friction between Canada and United States?  
 DBL 22, 23  
 No opinion 1

5. Have you ever attended a theatre where live, professional actors have been staging a play? I don't of course, mean movies.  
 Yes, have attended 24 1  
 No, have not attended 2  
 Don't recall 3

6a. People are saying that the country as a whole, is pretty prosperous right now. Which group in the population is getting the most out of this prosperity?  
 DAL 25

b. How would you say the group to which you yourself belong has fared?  
 Very well 26 1  
 Fairly well 2  
 Fair 3  
 Badly 4  
 Don't know 5

7. Which do you think interests Canadians more—a presidential election in United States, or a Federal election in this country?  
 U.S. Presidential 27 1  
 Canadian election 2  
 Don't know 3

8. Would you favor, or oppose requiring every able bodied young man in this country when he reaches the age of 18, to spend one year in military training and then join the reserves or militia, as it's called?  
 Would favor 28 1  
 Would oppose 2  
 No opinion 3

9. What is the most urgent problem facing you and your family today?  
 DAL 29

10. What would you say is the most urgent problem facing the Federal Government today?  
 DAL 30  
 No opinion

11a. Suppose a young person, just turned 21, asked you what the Progressive Conservative party stands for today, what would you tell him?  
 DAL 31  
 Don't Know

b. And what would you tell him the Liberal party stands for today?  
 DAL 32  
 Don't Know

c. And the C.C.F. party?  
 DAL 33  
 Don't Know

12a. What company, in your opinion, has the best known name in drug products?  
 Don't Know 34, 35

b. What is the first name that comes to your mind in connection with drug stores? (Verbatim)  
 36, 37  
 Don't Know

c. What advertising for drug products in publications first comes to your mind? **Don't Know 38**

13a. Do you remember seeing any Rexall advertising in publications recently?

If "Yes", ask:  
b. In what publication did you see it? **40**

- McLoans 1
- Star Weekly 2
- Weekend 3
- Free Press Weekly 4
- Prairie Farmer 5
- Family Herald 6
- Le Samedi 7
- La Presse 8
- La Patrie 9
- Local Daily Newspaper 0
- Other V
- Don't know X

c. Could you tell me what the Rexall advertisement said? (Verbatim) **41**

14a. Would you have continued school after 12 years of age if you had been able?  
**ASK EVERYONE:**

b. Would you mind telling me how far you went in school? **42**

- 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.)

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? **47**

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

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

(INTERVIEWER: If respondent refuses to give age group, make an estimate) **48**

- 21-29 years 1
- 30-39 years 2
- 40-49 years 3
- 50 and over 4

Are you Married? **49**

Single 1  
Widowed; divorced; separated 2

Have you any sons 18 years or under? Yes 1 No **50** 2

Do you mind telling me whether you are Roman Catholic, Protestant, or Jewish? **51**

- Roman Catholic 1
- Protestant 2
- Jewish 3

Other 4

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

Employee **52** 1  
Self-Employed 2

Specific Occupation

**53, 54**

(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 **55** 1 No 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 **56** 1 No 2

Is there a telephone here in your family name?

Yes **57** 1  
No 2

Wealthy 1

AV.+ **58** 2

Average 3

Poor+ 4

Poor 5

Man **59** 1  
Woman 2

FARM **60** 1

RURAL NON-FARM (Under 1,000 population) 2

URBAN 3

**ASK EVERYONE:**

15. If a Dominion election were held today, which party's candidate do you think you would favor? **43**

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

Or Other Party 7

(Write in)

Undecided 8 Refused to Answer 9

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.

16. Did you vote in the last Dominion election?

Yes 1 No **44** 2

IF "YES," ASK:

b. Which party did the candidate for whom you voted represent?

- Progressive Conservative 1 Labor Progressive **45** 5
- Liberal 2 Don't remember 8
- C.C.F. 3 Refused to Answer 9
- Social Credit 4

Other Party 7

(Write in)

17. ASK IN ONTARIO ONLY

If a provincial election were held in Ontario today would you vote for the candidate of the:

- Liberal 1
- Progressive Conservative 2
- C.C.F. 3
- Other parties **46** 4
- Undecided 5
- Refused answer 6

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.

61-1 City Camping Weekend Supp.  
-0 "Not" " " " "

CITY

Date of Interview

I hereby attest that this is a true and honest interview

(Interviewer's Signature)

Serial # 62, 63, 64, 65  
X in Col. 66

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 241

TOTAL CARD COUNT (NATIONAL)

Regional

Maritimes  
 Quebec  
 Ontario  
 Manitoba  
 Saskatchewan  
 Alberta  
 British Columbia

Number

2032  
 1832

2038  
 1832  
 Excuses "X" of "X"  
 Cal 37

188

531

608

295

210

1832

Community Size

Farm Cal 60-1  
 Rural non-farm Cal 60-2  
 Cal 60-3+R  
 Cal 60-2  
 1 - 10,000  
 9-34 10,001 - 30,000  
 9-4 30,001 - 100,000  
 9-5+ Over 100,000

328

204

395

221

684

1832

Sex

Men

Women

957

871

1052

972

5

2029

\* COMMERCIAL QUESTIONS (A 12013) ARE  
 PUNDED ON 2nd card - X's of Cal 37.

1 - ATOMIC BOMB - atomic tests - atomic blasts - hydrogen tests  
-scientific experiments - space broken up

2 - EARTHS ORBIT IS CHANGING - CHANGE OF EARTHS POSITION  
-change in axis of earth - moving nearer to the sun

3 - CYCLES - EARTHS CYCLES - WEATHER CYCLES

4 - GULF STREAM - changing currents - ocean currents changing

5 - ALWAYS THE SAME - THE SAME AS EVER - always been like this

6 - THE LORD HAS THE SAY - GODS WILL

7 - RE ICE - melting of Arctic ice - ice is going further north

8 - TREES CUT DOWN - less forest area

# 9 - NOT TRUE BOX CHECKED - GENERAL REASONS - weather conditions  
thats what I think

-thats what I think

# 0 - TRUE BOX CHECKED - GENERAL REASON - weather conditions  
the world is changing

X - DONT KNOW - cant say

# V - miscellaneous - keep hand tab by "true" and "not true"

- no answer

## ANY CHANGE IN OUR SUMMERS

1 - COLDER - COOLER

2 - SHORTER

3 - WETTER - MORE RAIN - MORE HUMID

4 - COLDER & SHORTER

5 - COLDER & WETTER

6 - SHORTER & WETTER

7 - HOTTER - WARMER

8 - LONGER

9 - DRYER

0 - YES BOX CHECKED but no answer

X - NO BOX CHECKED

V - miscellaneous - hand tab by main cause (ld) as well

- no answer, dont know

## MAIN CAUSE OF CHANGE

- 1 - ATOMIC BOMB - atomic tests - nuclear tests - hydrogen tests  
- scientific experiments - atomic blasts, etc
- 2 - EARTH'S ORBIT IS CHANGING - change in axis of earth with respect to  
the sun - slight deviation of earth's orbit - position of earth  
is changing - earth's rotation
- 3 - CYCLES - EARTH'S CYCLES - weather cycles - ~~GENERAL~~
- 4 - GULF STREAM
- 5 - ATMOSPHERIC CHANGES
- 6 - RE SUNSHINE - not as much sunshine  
- more sunshine
- 7 - RE ICE or ARCTIC ICE - less arctic ice  
- ice off shore longer
- 8 - REMOVAL OF TIMBER *clearance of land*
- 9 - COLD WEATHER CARRIES OVER LONGER - winter drags on & on
- 0 - GENERAL - weather is changing  
- weather conditions etc.  
general changes
- X - NO OPINION BOX CHECKED - DONT KNOW - CANT SAY
- V - miscellaneous - keep hand tabbed by first four codes of lc  
*and remainder (by type of changes)*
- no answer

CIP0 - #241 Ques. 2b How large Canada's population should be?

1. 15 - 16 million

2. 17 - 18 "

3. 19 - 20 "

4. 21 - 25 "

5. 26 - 30 "

6. 31 - 35 "

7. 36 - 40 "

8. 41 - 45 "

9. 46 - 50 "

0. 51 - 70 "

X. 71 million and over

V. Miscellaneous

- no answer

CIP0 - #241 - Ques. 2c ORIGIN OF PEOPLE TO LIVE IN CANADA

- 4.5 {
1. United Kingdom, Br. Commonwealth, England, Australia, S.Africa, etc.
  2. N.E. Europe - Germany, Scandinavia, Fr., N. Europe, Denmark, Switzerland, Netherlands, etc.
  3. Central Europe - Hungary, Yugoslavia, Poland, ~~Sz~~ Czechoslovakia
  4. U.S.S.R. (including Ukraine)
  5. Mediterranean - Spain, Italy, Greece, Portugal, Latin Europeans
  6. Other Europe - n.s. Europe
  7. United States, Americans
  8. Asia - India, China, Japan, etc.      educational,
  9. OTHER THAN GEOGRAPHIC - religious, /cultural or racial characteristics,  
white, people, not negroes, not Jewish,
- 17) 0. No preference - any place
- X. No opinion
- V. Miscellaneous
- ~~ix~~
- ① - No answer given



if answered  
ONLY THOSE WITH MONEY" what should  
be done about this

241

Ballot # ✓

- 1 - GOVERNMENT HELP - more help from government
- 2 - GOVERNMENT SHOULD ASSIST BRILLIANT, clever - suited -high I.Q. students or government should help students with ability, etc
- 3 - HELP FROM GOVERNMENT FOR THE POOR
- 4 - FREE UNIVERSITY EDUCATION - university should be free
- 5 - FREE TO THOSE WITH ABILITY, etc.
- 6 - MORE SCHOLARSHIPS & GRANTS
- 7 - MORE SCHOLARSHIPS & FUNDS DONATED
- 8 - ECONOMIC CHANGE - economics - decent wages, etc.
- 9 - CUT DOWN TUITION COST
- 0 - CAN'T DO ANYTHING
- X - no opinion box checked - dont know
- V - miscellaneous - keep hand tab
- no answer

IMPROVED

BECOME WORSE

1- International Waterways

1- International Waterways' problems

2- World Situation, fear of war, Red China, etc. (present)

2- Disagreement on Foreign Affairs

3- Wars (historical)

3- Threat of War

4- Trade

4- Trade

5- Travel between U.S. & Can. tourists, holidays etc.

5- Tariffs

6- Defense Measures

6- Rate of Exchange

7- Similar Out-look, free movement, Democratic way of life, mutual understanding, etc.

7- U.S. Domination

8- Leaders in Government, Eisenhower, etc.

8- Mc CARTHYISM

9- Canada Becoming More Important in World Affairs

9- Misunderstanding, Ignorant. ~~stux~~

0- Easing of Restrictions between Two Countries

0- U.S. Superiority Complex

X- U.S. Interests in Canada

X-

V- Miscellaneous

V- Miscellaneous

- No Answer

- No Answer

4d. Major causes of friction between Canada & USA.

241.

- Col 22 '23*
- Ballot #*
1. Upper. TARIFFS: Custom's duties. Taxes, Embargos. 1. Lower. DIFFERENCE IN STANDARDS OF LIVING. Salary levels, Wages Prices - cheaper in USA.
  2. TRADE: wheat agreement ~~plan~~, Trade Unions, Export and Import. 2. DIFFERENT PERSONAL ATTITUDES. Canadian reserved. American crazy.
  3. RATE OF EXCHANGE: None since rate is same. Difference in dollar. Exchange restrictions. 3. NO FRICTION. None.
  4. FOREIGN POLICY: World situation, Atomic Warfare, Military Policies. 4. DON'T THINK THERE IS ANY REAL FRICTION.
  5. DIFFERENT GOVERNMENT SYSTEMS: Politics. Judicial differences. 5. DON'T KNOW. Don't there is any. *know*
  6. INTERNATIONAL WATERWAYS. St. Lawrence Seaway, Power projects. 6
  7. US INVESTMENTS. US Owner ship of our resources. Too much US money in Can. 7
  8. US DOMINATION. US wish to control. US influence in unions. US avidity - monetarily & territorially. 8
  9. MISUNDERSTANDING: JEALOUSY: MUTUAL IGNORANCE. 9
  10. US SUPERIORITY? Attitude of superiority. US are domineering. US feels right to control. 10
  - X. BRITISH INFLUENCE. Commonwealth. British interest in Canada. X. *\* General - Difficult Problems,*
  - V. MISCELLANEOUS. V
  - NO ANSWER. - NO ANSWER.

6a. Which group is getting the most out of this prosperity? Ballot # 241.

1. Manufacturers, Industrialists, Big Operators, Big Business Man, Business Man, Big ~~Operators~~ Corporations, Breweries, Oil Companies, Etc.
2. Capitalists, Rich class, High class, Upper class., Money men, Wealthy Stockholders, Those with money to invest, Professional Class.
3. ~~Businessmen~~. Politicians. + Government officials.
4. Big contractors, Contractors,
5. All groups, All of them, All doing well.
6. Farmers.
7. Labourers. skilled labourers - lower class
8. Unionised labour, Union members, Unions.
9. Middle men. - Retailers
10. Middle class, Average person.
- X. Don't know. Hard to say
- V. Miscellaneous. Salesmen
- \_. No Answer. No opinion

Question # 9

URGENT PROBLEM for self or family  
(trend question from 220-7a)

CIPo

Ballot # 241

1 - MONEY - high cost of living - lack of money - hospital bills  
lack of social security - inflation - not enough sickness insurance *etc*

2 - WAR - unrest of world conditions *etc*

3 - TAXES *etc*

4 - HOUSING - moving - rent control *etc*

5 - DOMESTIC - family life - childrens education *etc*

6 - EMPLOYMENT - to find employment - strikes *etc*

7 - HEALTH - fear of ill health - *etc*

8 - OLD AGE INSECURITY - /

9 - BUSINESS PROBLEMS - farming problems - employees welfare - too much work  
- need for farm workers *etc*

0 - PERSONAL PROBLEMS - finding a male companion - do not understand - finding free  
time - divorce - unhappiness - making large decisions  
- to retire or not *etc*

X - NO PROBLEMS

V - miscellaneous

- no answer; NO OPINION BOX

- no answer, no opinion box

1 - WAR - civil defence - conscription - World peace - rearmament etc.

2 - GOVT CRITICISMS - spending our money - poor govt - etc.

3 - UNEMPLOYMENT - strikes - etc.

4 - HOUSING - etc.

5 - COST OF LIVING - INFLATION - wages - balancing the budget - economics etc.

NEW CODE

6 - DEVELOPMENT and/or CONSTRUCTION PROBLEMS - ie. St. Lawrence Seaway  
- highways - oil line etc.

7 - MARKETS - EXPORTS - sales of farm produce etc.

8 - POPULATION PROBLEMS - IMMIGRATION OF D.P.'s etc.

9 - COMMUNISM (the Russians)

0 - SOCIAL SECURITY MEASURES - pensions - national health  
etc.

X - TAXES - what to do with excess taxes - reducing of taxes - high taxes - how to raise  
taxes etc.

V - miscellaneous - *high head tax*

11a

WHAT DOES THE PROGRESSIVE CONSERVATIVE  
PARTY AND FOR.

(french only)

11

Ballot #

241

- Question #*
1. NEED A CHANGE - Lib. have been in long enough
  2. LIKE POLICY, taxes might lower,  
liberalistic view.
  3. FREE ENTERPRISE
  4. HIGHER TARIFFS, Protective tariffs.
  5. GENERAL praise of party, good party, improve overall conditions  
for majority, better government, etc.,  
liberal view, democracy
  6. CONSERVATIVE, Tory, as name implies, etc., The "blues".
  7. OPPOSITION, it is the opposition.
  8. CAPITALISM - Anti-socialism, for big business men.
  9. GENERAL DISAPPROVAL OF PARTY, hard times, out of date.
  0. ALL THE SAME. no difference from others.
  - X. JUST A POLITICAL PARTY.
  - V. MISCELLANEOUS.

no answer, don't know. don't know box checked.

What do the Progressive Conservat Party stand for?

1- Need a Change- Lib. have been in long enough

2- Like policy, taxes might lower, liberalistic views.

3- Free Enterprise

4- Higher tariffs, Protective Tariffs

5- General praise of party, good party, improve overall conditions for majority, better government, etc. liberal view - democracy

6- Conservative, Tory, As name implies, etc. "The blues"

7- Opposition, It is the Opposition,

8- Capitalism - Anti-socialism, For Big Business Men

9- General disapproval of party. Hard times! Out of date.

0- All the same. No different from others.

X- Just a political party.

V- Miscellaneous.

No answer. Don't know. Don't Know Box Checked



1- Lib govt. doing a good job. Progress; Prosperity;

~~2- Outstanding leaders: Experienced leaders.~~

3- Free enterprise; - *Capitalist*

4- Intermediate between capitalist and socialist ideas.  
Somewhat capitalistic; somewhat socialistic; not extreme.  
Middle of the road.

5- General praise of party; good party; improve overall conditions  
for majority; better government. etc. Democratic. *specific policies*

6- St. Laurent's party. The party in power.

7- Cater for specific group(s); ~~XXXXXXXXXXXXXXXXXX~~. Cater for  
Middle class. Working class. etc.

8- Cater for Quebec only.

9- General disapproval of party. Incompetent. Decadent. Corrupt.

0- ~~They are all the same. No different from others.~~  
*They are all the same. No different from others*

X- Just a political party.

V- Miscellaneous.

   No answer. Don't know. Don't Know Box Checked

1. LIBERAL GOV'T. doing a good job. Progress. Prosperity:

2. OUTSTANDING LEADERS; Experienced leaders.

3. FREE ENTERPRISE.

Intermediate between capitalist and socialist ideas.  
4. Somewhat capitalistic, somewhat socialistic, not extreme,  
Middle of the road.

5. General praise of party, good party, improve overall conditions  
for majority, better government, etc. democratic, specific policies

6. ST. LAURENT'S PARTY. The party in power

7. Cater for specific group(s), cater for middle class, working  
class, etc.

8. Cater for Quebec only.

9. General disapproval of party, incompetent, decadent, corrupt.

0. They are all the same, no different from others.

X. Just a political party.

V. MISCELLANEOUS.

- No answer, don't know, don't know box checked

# 1/10/71

# 1/10/71

Question # 11c. What does the CCF stand for?

Ballot #

1- Socialism.

2- Moderate socialism. Co-operative system.

3- Extreme socialism. Too extreme. Communistic.

4- State control. Government ownership.  
Control of industry.

5- General praise of party; good party; improve overall conditions,  
for majority; better government; democratic. etc.

6- For the working class; for the poor classes.

7- Equality of distribution of money; Equality of opportunity;  
Equal rights. Equality.

8- The party of the West.

9- General disapproval; Worthless; not good; dreamers. Unorganised.  
Inspires no confidence.

0- All the same; no different from the others.

X- Just a political party.

V- Miscellaneous.

No answer. Don't know. Don't Know Box Checked