

THE GALLUP POLL
would like YOUR OPINION

Interviewer: *[unclear]*
Don't read aloud
anything in heavy
black type.

NO NAMES TAKEN

PUT NEW! AROUND APPROPRIATE NUMBERS

ASK EVERYBODY:

1. Do you think married women should be given equal opportunity with men to compete for jobs or do you think employers should give men the first chance?

EQUAL OPPORTUNITY FOR MARRIED WOMEN.....1
GIVE MEN FIRST CHANCE.....2

QUALIFIED.....10
(Specify)

UNDECIDED.....

2. Speaking generally, which would you say has done the most to improve the living standards of the people in this country - leaders in labour unions, leaders in government, or leaders in business?

LEADERS IN LABOUR UNIONS.....1
LEADERS IN GOVERNMENT.....2
LEADERS IN BUSINESS.....3

OTHER.....6
(Specify)

DON'T KNOW.....5

2a. Some people think Canada is going to see a continued period of big development in the coming ten to twenty years. Do you agree with this or not?

AGREE.....1
DISAGREE.....1
NO OPINION.....3

9a. I have here a list of brand names. I wonder how many of them you can identify for me? First:

DRENET.....25
TERYLENE.....26
BUFFERIN.....27
NOROX.....

IF "AGREE" HAND CARD TO RESPONDENT AND ASK:

b. Which of these areas do you think will show the greatest change?

CITIES.....
FARMING AREAS.....
WEST COAST.....12
THE NORTH.....
PRAIRIES.....5

ASK EVERYBODY:

b. Do you recall having seen or heard any advertising for Terylene?

YES.....28
NO.....2

IF "NORTH" ASK:

c. Do you have any special part of the North in mind?

.....13- double

IF "YES" ASK:

c. What was it about?.....29

ASK EVERYBODY:

d. What Company do you think makes Terylene?.....30

ASK EVERYBODY. HAND CARD TO RESPONDENT

1. Which of these policies would you like to see Canada follow:

(a) CONTINUE AS A MEMBER OF THE BRITISH COMMONWEALTH AS AT PRESENT.....1
(b) LEAVE THE BRITISH COMMONWEALTH AND BECOME PART OF THE U.S.A. ?.....2
(c) LEAVE THE BRITISH COMMONWEALTH AND BECOME A COMPLETELY SEPARATE NATION?.....3

UNDECIDED.....14

10a. Have you heard or read about the trouble between Israel and the Arab countries?

YES.....31
NO.....2

4a. Have you heard or read anything about the fluoridation of water?

YES.....15
NO.....2

IF "YES" ASK:

b. It has been suggested that the United Nations ask its member countries to supply soldiers for a police force to patrol the Israel borders. Do you think this is a good idea, or a poor idea?

GOOD IDEA.....1
POOR IDEA.....2

OTHER.....32
(Specify)

NO OPINION.....4

IF "YES" ASK:

b. Do you approve or disapprove of having the water of this community fluoridated?

APPROVE.....16
DISAPPROVE.....2
NO OPINION.....2

UNLESS "NO OPINION" ASK:

c. Why do you feel that way?.....17

c. If this is done, should Canada send troops as part of this police force?

YES.....33
NO.....2
DON'T KNOW.....3

ASK EVERYBODY:

3a. Do you think it would be a good thing or a bad thing for Canada if farmers supported a particular political party at election time?

GOOD THING.....18
BAD THING.....2
UNDECIDED.....3

ASK EVERYBODY:

d. If an all-out war should begin which side do you think will be the most to blame for it - Israel or the Arabs?

ISRAEL.....1
ARABS.....2
BOTH EQUAL.....3

OTHER.....34
(Specify)

DON'T KNOW.....5

b. Now what about organized labour? Is it a good thing for Canada to have organized labour unions support a particular party at election time?

GOOD THING.....19
BAD THING.....2
UNDECIDED.....3

COMMENT.....

11. Would you favour or oppose talks between the western countries and Russia, towards agreement on a common policy for preventing war between Israel and the Arabs?

FAVOUR.....35
OPPOSE.....2
NO OPINION.....3

HAND CARD TO RESPONDENT

6a. Which of these policies do you feel Canada should adopt on the question of selling planes and other military goods?

(a) REFUSE TO SELL ARMS TO ANY COUNTRY?.....1
(b) SELL ONLY TO CERTAIN COUNTRIES?.....2
(c) SELL TO ANY COUNTRY WHO CAN BUY THEM?.....3

UNDECIDED.....4

12a. Now for a different type of question. If money were no object - what kind of a holiday would you like to have this year?

TRAVEL IN CANADA.....1
TRAVEL OUTSIDE CANADA.....2
RESORT HOTEL.....3
TAKE MOTOR TRIP.....4

GO TO COTTAGE.....5
OTHER BIG CITY.....6
SPORT OR HOBBY.....7
CAMPING, CANOE TRIP.....8

OTHER.....37
(Specify)

UNDECIDED.....0

IF "SELL ONLY TO CERTAIN COUNTRIES" ASK:

b. Have you any particular countries in mind?.....21

ASK EVERYBODY:

1a. Do you think the Canadian way of life is, or is not, being influenced too much by the U.S.?

TOO MUCH.....1
NOT TOO MUCH.....2
DON'T KNOW.....3

b. What kind of a holiday do you actually expect to take this year?

TRAVEL IN CANADA.....1
TRAVEL OUTSIDE CANADA.....2
RESORT HOTEL.....3
TAKE MOTOR TRIP.....4

GO TO COTTAGE.....5
OTHER BIG CITY.....6
SPORT OR HOBBY.....7
CAMPING, CANOE TRIP.....8

OTHER.....38
(Specify)

DON'T KNOW.....9
NO HOLIDAYS.....

IF "TOO MUCH" ASK:

b. Can you give me one or two examples of this?.....23

NEW SEVERAL ON/Col 19 - Farm Q.uest

all questionnaires from 13 on are single punches only

ASK EVERYBODY:

13. Do you think that if public school pupils learned both English and French it would tend to better understanding between French and English speaking Canada?

YES.....1
 NO.....2 **40**
 NO OPINION.....3

14. Of all the political parties in Canada today, which one do you think would be best for people like yourself - Liberal, Progressive Conservative, C.C.F., Social Credit or other party?

PROGRESSIVE CONSERVATIVE.....1
 LIBERAL.....2 **41**
 C.C.F.....3
 SOCIAL CREDIT.....4

OTHER.....5
 (Specify)
 UNDECIDED.....6
 MAKES NO DIFFERENCE.....7

15a. As you may know, a lot of Canada's development has been financed by United States money. Do you think this was a good thing for Canada, or not a good thing?

A GOOD THING.....1
 NOT A GOOD THING.....2 **42**

UNDECIDED.....3
 (Specify)

DON'T KNOW.....4

IF "GOOD THING":

b. Do you think there is enough U.S. Capital in Canada now, or would you like to see more U.S. capital invested in this country?

ENOUGH NOW.....1
 LIKE TO SEE MORE.....2 **43**
 DON'T KNOW.....3

OTHER (OTHER A OR B):

ASK EVERYBODY:

16a. Would you have continued school after 16 years of age if you had been able?

b. Would you mind telling me how far you went in school? (Interviewer: Ring appropriate number, whether or not schooling was complete)

PUBLIC SCHOOL (Grades 1-8).....1
 SECONDARY or HIGH SCHOOL (Grades 9-13).....2
 UNIVERSITY.....3
 NO SCHOOLING.....4 **44**

c. If "UNIVERSITY", which one?.....5

ASK EVERYBODY:

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

PROGRESSIVE CONSERVATIVE.....1 SOCIAL CREDIT.....4
 LIBERAL.....2 LABOUR PROGRESSIVE.....3
 C.C.F.....3 UNDECIDED.....6 **45**

OTHER PARTY.....7
 (Write in)

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).

18a. Did you vote in the last Dominion election? **46**
 YES.....1 NO.....2

IF "YES" ASK:

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

PROGRESSIVE CONSERVATIVE.....1 SOCIAL CREDIT.....4
 LIBERAL.....2 LABOUR PROGRESSIVE.....3
 C.C.F.....3 DON'T REMEMBER.....6

OTHER PARTY.....7 **47**
 (Write in)

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 **48**
 ENGLISH ONLY.....2
 BOTH ENGLISH & FRENCH.....3

Would you mind telling me which age group you are in?
 (Interviewer: If respondent refuses to give age group, write an estimate)
 21-29 YEARS.....1
 30-39 YEARS.....2 **49**
 40-49 YEARS.....3
 50 AND OVER.....4

Are you married?
 Single.....1 **50**
 Widowed; Divorced; Separated.....2
 Married.....3

Were you born in Canada or elsewhere?
 CANADA.....1
 OTHER.....2 **51**
 (Specify)

Are you (or is any member of your family) a member of a labour union?
 YES.....1 **52**
 NO.....2

IF "YES": How many are union members?
 (Specify) **53**

Is (was) the head of the family an employee, or self-employed?
 EMPLOYEE.....1 **54**
 SELF EMPLOYED.....2

Specific Job.....3 **55**

Type of Company.....4 **56**
 (INTERVIEWER: If housewife or student, record that fact, but also record occupation of head of family. If retired or unemployed record former occupation).

INTERVIEWER: RECORD FROM YOUR OBSERVATION

MAN.....1 **57**
 WOMAN.....2

A.....1
 B.....2
 C.....3 **58**
 D.....4

FARM.....1
 RURAL NON-FARM.....2
 (Under 1,000 population) **59**
 URBAN.....3

IS WATER IN THIS AREA FIT FOR DRINKING?
 Yes.....1
 No.....2

CITY.....DATE OF INTERVIEW.....

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW.....
 (Interviewer's Signature)

6162636465
 Interviewer's No.

PROVINCE - 60!

X in 66

Province 1st col. of interviewer number.

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # **248**

TOTAL CARD COUNT * (NATIONAL)

Regional

Maritimes	10.1	10.5
Quebec	27.2	23.8
Ontario	38.5	35.8
Manitoba	}	30
Saskatchewan		
Alberta		
British Columbia		

Community Size

Farm)
Rural non-farm	
1 - 10,000	
10,001 - 30,000	
30,001 - 100,000	
Over 100,000	

Sex

Men
Women

Number

~~1935~~
over =
1408

203

461

692

579

1935

317

375

214

271

758

978

957

Ques 5a + 5b
have been
revised on
K + T Quest.

K (2 of Col 8)
Ques 5a (Col 18) -
FARM POLITICAL
PARTY

Ques 5b (Col 19)
LABOR

T (1 of Col 8)

Ques 5a (Col 18)
LABOR POLITICAL
PARTY

Ques 5b (Col 19)
FARM POLITICAL
PARTY

1
1408

* BASED ON APPROX 1158 INTERVIEWS
QUEBEC, ONTARIO, MANITOBA & ALBERTA CARDS WERE DUPLICATED,
ONE HALF OF B. Columbia CARDS WERE DUPLICATED.

CIPQ #248

Ques. 2c

1. Labrador ²⁹
 2. NorthWest Territories, Yukon ²⁹
 3. Northern B.C. or Alaska Highway ²⁷
 4. Northern Prairies - Alta, Sask. and/or Man. ²⁶
 5. Northern Ontario ²⁵
 6. Northern Quebec ²⁴
 7. Peace River ²³
 8. Around the Dew Line - around the defence line ²²
 9. Will develop around the natural resources - mining areas, oil areas, ²¹
 0. No special area, the north in general ²⁰
 - X. Miscellaneous ¹⁹
- V or Rej. No answer, don't know ¹

Ques. 4c -- APPROVE

1. Prevents tooth decay - authorities say it prevents tooth decay ⁴⁴
 2. May (IF) prevent tooth decay - or - authorities say it may prevent tooth decay
 3. Prevents tooth decay in children - authorities say it prevents tooth decay ³
in children
 4. May (IF) prevent decay in children's teeth - or - authorities say it might
prevent it in children's teeth
 5. Less or no dentist bills - if its going to prevent dentists bills ³²
 6. Where tried it has benefited
 7. Contributes to ~~xxxx~~ the community health - good for health reasons
 8. Its a matter of advancement - if everyone listened to cranks science
would never progress
 9. Purifies the water - makes water purer, will kill all the germs, safer to drink
 0. Just think it's a good thing - see no disadvantages
 - X. Miscellaneous answers
- V or Reject - Don't know, no answer ³³

CIFO #248

Ques. 4c - DISAPPROVE

1. Don't know enough about it (as yet)- authorities don't agree, need more research
 2. Affects taste of water
 3. It might be/is detrimental to one 's health
 4. Leave nature alone
 5. Would cost too much money
 6. Where tried it has not been successful - poor reports from cities which have tried
- O. Just don't think it's necessary - no advantage
X. Miscellaneous
V. Don't know, no answer

Ques. 6b

1. Friends or allies of Canada - not to our enemies, those with our own interests
 2. To any country except communist ones - not behind Iron Curtain
 3. Any country but Russia
 4. Members of NATO
 5. To any of the Commonwealth countries - England, Australia, etc.
 6. U. S.A.
 7. France
 8. Israel
 9. Egypt or Arabs
 - O. Depends on the world conditions
 - X. Miscellaneous
 - V. No particular country
- Rej. Don't know, no answer

Ques. 7 b

1. Entertainment - T.V. programmes, radio, follow movie star history too much
2. Economics *X - miscellaneous*
3. Literature *V - Don't know - no answer*
4. Morals - live too fast, divorces, slang used here is American
5. Styles and fashions - clothing brands
6. Trends in products such as cars, food, appliances

4 LABOR - LABOR NEWS WR... ANSWER