

Job # 252 - 252  
Serial # - Col 45, 6, 7

Cip 252

THE GALLUP POLL *Found - 0 3 Feb 8*

NO NAMES TAKEN

WOULD LIKE YOUR OPINION  
(circle appropriate numbers)

Interviewers:  
Don't read aloud  
words in capital letters  
Set 252  
Oct. 1956

1. Do you think prices in general will go up or down, or stay about the same during the next six months?
- GO UP.....1 ABOUT THE SAME.....9 3  
GO DOWN.....2 NO OPINION.....4

**HAND CARD "A" TO RESPONDENT:**

2. If you had the choice of being famous in one of these careers, which one would you choose, or is your choice not listed here?

- |                       |                        |
|-----------------------|------------------------|
| RELIGION.....1        | FICTION WRITING.....10 |
| MEDICINE.....2        | JOURNALISM.....20      |
| LAW.....3             | MATHEMATICS.....30     |
| NATURAL SCIENCE.....4 | ENGINEERING.....40     |
| OTHER SCIENCE.....5   | TEACHING.....50        |
| ART.....6             | NURSING.....60         |
| ACTING.....7          | OTHER.....70           |
|                       | (SPECIFY)              |
|                       | UNDECIDED.....80       |

3. This is a sort of quiz. Here are the names of the premiers of the ten provinces. As I read them, would you tell me if you happen to know the province each heads?

	PROVINCE	DON'T KNOW
LESLIE M. FROST	( )	( )
J. R. SMALLWOOD	SP	12 ( ) - Right
ABRAHAM L. MASDONALD	( )	( ) - unsure
HUGH JOHN FLEMING	( )	13 ( ) - "June"
MAURICE DUPLESSIS	SP	( )
DOUGLAS L. CAMPBELL	( )	14 ( ) - OK
T. C. DOUGLAS	SP	( )
ERNEST C. MANNING	( )	( )
WILLIAM A.C. BENNETT	( )	( )
J. WALTER JONES	( )	( )

4. Do you think there will be another serious business depression in Canada during the next four years?
- YES.....15 1  
NO.....2  
DON'T KNOW.....3

- 5a. Which political party in Canada corresponds best with your own ideas?
- LIBERAL.....1 C.C.F. SP 16 3  
CONSERVATIVE.....2 SOCIAL CREDIT.....4  
OTHER.....5  
(SPECIFY)  
NO OPINION.....6

**UNLESS "NO OPINION" ASK:**

- 5b. What is there about this party that appeals to you?
- SP 17  
SP 18

**IF "NO OPINION" ASK:**

6. If you happen to go to church (synagogue) in the past seven days?
- YES.....19 1  
NO.....2

7. Generally speaking do you feel that you, yourself, are going to church more frequently, less frequently, or about the same as you did, say five years ago?

- GO MORE FREQUENTLY.....1 ABOUT THE SAME.....20 3  
GO LESS FREQUENTLY.....2 NO OPINION.....4

8. Some people feel that United States is antagonizing Canada's most important allies by her foreign policy. Others don't agree. Do you think that the U.S. foreign policy is losing her friendship among other Western countries or not?

- U.S. IS LOSING FRIENDS.....21 1  
U.S. IS NOT LOSING FRIENDS.....2  
NO OPINION.....3

**IF "U.S. LOSING FRIENDS" ASK:**

9. Have you anything particular in mind?
- SP 22

**ASK EVERYBODY:**

- 8a. How about Britain? Do you think British foreign policy is losing our friendship among other Western countries or not?
- BRITAIN IS LOSING FRIENDS.....23 1  
BRITAIN IS NOT LOSING FRIENDS.....2  
NO OPINION.....3

**IF "LOSING FRIENDS" ASK:**

9. Have you anything particular in mind?
- SP 24

**ASK EVERYBODY:**

- 9a. From what you have heard or read, how many men and women approximately, would you say are in Canada's armed services? Just your best guess.
- UNDER 17,500.....1 112,500 - 137,499.....5  
37,500 - 62,499.....2 137,500 - 162,499.....6  
62,500 - 87,499.....3 162,500 or over.....7  
87,500 - 112,499.....4 CAN'T GUESS.....8

- 9b. Whatever the figure is, do you feel that our armed strength is adequate, or inadequate?
- ADEQUATE.....26 1  
INADEQUATE.....2  
NO OPINION.....3

- 9c. Which of the three - Navy, Army or Airforce, do you think should be given priority in manpower?
- NAVY.....1 AIRFORCE.....27 3  
ARMY.....2 NO OPINION.....4

- 10a. Like most people, you or your family have probably had some dealings with the income tax people. Generally speaking, do you feel that income tax authorities are fair or unfair in their collection of taxes?
- FAIR.....28 1  
UNFAIR.....2  
NO OPINION.....3

**IF "UNFAIR" ASK:**

11. In what way do you feel they are unfair?
- SP 29

**ASK FARMERS ONLY:**

- 11a. We are trying to get the views of farm people on the present situation. Would you guess that this will be a better year for you than last year, or a worse year?
- BETTER.....1 ABOUT SAME.....30 3  
WORSE.....2 NO OPINION.....4

**IF "BETTER" OR "WORSE" ASK b AND c:**

- 11b. What do you think is the main reason for this?
- SP 31
- 11c. How much (better, worse) would you say this year has been - very much, or not so very much?
- VERY MUCH.....32 1  
NOT VERY MUCH.....2

**ASK EVERYBODY:**

- 12a. This question is about labour unions. Generally speaking, do you think labour unions have been a good thing or a bad thing for Canada?
- GOOD THING.....33 1  
BAD THING.....2  
QUALIFIED.....3  
(state qualification)  
NO OPINION.....4

**HAND CARD "B" TO ALL RESPONDENTS:**

- 12b. Here are some of the things Labour Unions try to do for their members. Which of them do you think is the most important?
- HIGHER WAGES.....1 SECURITY OF EMPLOYMENT.....2  
BETTER WORKING CONDITIONS.....2 BETTER PENSION PLANS.....3  
SHORTER WORKING HOURS.....3 PROFIT SHARING.....4  
OTHER.....5  
(SPECIFY)  
NO OPINION.....6

- 12c. Are there any things on this list you feel Labour Unions should NOT PRESS for at the present time?
- HIGHER WAGES.....1 SECURITY OF EMPLOYMENT.....2  
BETTER WORKING CONDITIONS.....2 BETTER PENSION PLANS.....3  
SHORTER WORKING HOURS.....3 PROFIT SHARING.....4  
OTHER.....5  
(SPECIFY)  
NO OPINION.....6

X 252 Col 36

*Commercial*

13a. It has been announced that the \_\_\_\_\_ of Windsor plans to run his Canadian ranch a business operation and live part of the time in Canada. If he does become a Canadian resident, how would you feel if he were appointed as Governor General of Canada? Would you approve or disapprove?

APPROVE.....32.1  
 DISAPPROVE.....2  
 CAN'T SAY.....3

ASK EVERYBODY - HAND CARD "C" TO RESPONDENT

b. Now here is an interesting idea. Will you look at this list of men, each of whom has been suggested as the next Governor General for Canada. Who would be your nominee?

LORD BEAVERBROOK.....1 MAJOR G.P. VANIER.....4  
 GEORGE DREW.....2 JAMES DUNCAN.....5  
 DUKE OF WINDSOR.....3 NONE OF THEM.....6

ASK EVERYBODY

c. Can you think of anyone else you would rather see as Governor General?

NO.....1  
 YES.....2

IF "YES" ASK:  
 Whom? .....  
 40

HAND CARD "D" TO ALL RESPONDENTS:

1'a. As you may have heard, Mr. George Drew has resigned as leader of the Conservative Party. Here is a list of names which have been suggested as new leaders of the Party. Who would be your nominee to succeed Mr. Drew?

GEORGE DIEFENBAKER.....1 DAVID FULLON.....4  
 DONALD FLEMING.....2 SIDNEY SMITH.....5  
 GEORGE HESZ.....3 NO OPINION.....6

IF "DIEFENBAKER" ASK:  
 b. Supposing Mr. Diefenbaker did not accept the nomination, who would be your second choice? 42

DONALD FLEMING.....1 DAVID FULLON.....3  
 GEORGE HESZ.....2 SIDNEY SMITH.....4  
 NO OPINION.....5

ASK MEN ONLY:

15a. In buying an exterior house paint, what are the most important features you are looking for? 43

b. Here is a list of qualities which are important in exterior paints. Would you rate them in order of their importance to you. For example, which would you say is most important? Which would be second in importance? Third? etc.

INTERVIEWER: GET FIRST, SECOND AND THIRD QUALITIES ONLY.

LONGER LIFE..... PRICE ECONOMY.....44-1.01  
 COLOUR RETENTION..... PART DYEING.....45-2.01  
 EASE OF APPLICATION..... NO BUBBLING.....46-3.01  
 GOOD ADHESION.....

c. Can you tell me what particular brand of exterior house paint you prefer?  
 ..... CAN'T SAY.....47.X

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: RECORD APPROPRIATE NUMBER WHETHER OR NOT SCHOOLING WAS COMPLETE).

PUBLIC SCHOOL (Grades 1-8).....1  
 SECONDARY OR HIGH SCHOOL (Grades 9-11).....2  
 UNIVERSITY.....3  
 (SPECIFY)  
 NO SCHOOLING.....4

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.....49  
 LIBERAL.....2 LABOUR PROGRESSIVE.....5  
 C.C.F.....3 UNDECIDED.....8

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

INTERVIEWER: If respondent wants to refuse to answer 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? 50

YES.....1  
 NO.....2

IF "YES" ASK:  
 b. Which party did the candidate for whom you voted represent?

PROGRESSIVE CONSERVATIVE.....1 SOCIAL CREDIT.....51  
 LIBERAL.....2 LABOUR PROGRESSIVE.....5  
 C.C.F.....3 DON'T REMEMBER.....8

OTHER PARTY.....7  
 (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.....52  
 ENGLISH.....2  
 BOTH ENGLISH & FRENCH.....3

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

21 - 29 YEARS.....1  
 30 - 39 YEARS.....2  
 40 - 49 YEARS.....3  
 50 AND OVER.....4

Were you born in Canada or Elsewhere?

CANADA.....52.1  
 ELSEWHERE.....2  
 (SPECIFY)

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

ROMAN CATHOLIC.....35.1  
 PROTESTANT.....2  
 JEWISH.....3

CITIZEN.....4  
 (SPECIFY)

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

YES.....57.1  
 NO.....2

Do you yourself, happen to have a driver's license?

YES.....57.1  
 NO.....2

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

YES.....28.1  
 NO.....2

IF "YES"  
 How many are union members?.....59

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

EMPLOYEE.....58.1  
 SELF-EMPLOYED.....2

Occupation: HEAD OF FAMILY  
 Specific job:.....61  
 Type of Company:.....62

(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 OWN OBSERVATION:

SEX: 63  
 MAN.....1  
 WOMAN.....2

SOCIO-ECONOMIC GROUP:

A.....65  
 B.....6  
 C.....3  
 D.....4

SIZE OF COMMUNITY:

FARM.....65.0  
 RURAL NON-FARM (under 1,000 in population).....1  
 1,000 - 10,000.....2  
 10,000 - 30,000.....3  
 30,000 - 100,000.....4  
 OVER 100,000.....5

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

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW.....

(Interviewer's signature) 666763 6970  
 (Interviewer's number)

*X in 6071*

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 252

TOTAL CARD COUNT \* (NATIONAL)

Number

2040

Regional \* column 66

0-3 Maritimes

4. Quebec

5. Ontario

6. Manitoba

7. Saskatchewan

8. Alberta

9. British Columbia

214

562

752

511

Community Size (col 65)

Farm

Rural non-farm

1 - 10,000

10,001 - 30,000

30,001 - 100,000

Over 100,000

342

535

8

356

801

Sex (col 63)

Men

Women

1066

974

\* BASED ON 1190 INTERVIEWS -- ALL CARDS FOR QUEBEC, ONTARIO, MANITOBA, ALBERTA & BR. COL. HAVE BEEN REINTERVIEWED

CANADIAN INSTITUTE OF PUBLIC OPINION - #252

<u>Regional - Column 66</u>	<u>Number</u>
0-3 Maritimes	214
4 Quebec	562
5 Ontario	752
6 Manitoba )	
7 Saskatchewan )	
8 Alberta )	511
9 British Columbia )	

Question 3.

1st Column

1. Leslie Frost - Ontario
2. J. R. Smallwood - New foundland
3. Hicks - Nova Scotia
4. Hugh John Flemming - New Brunswick
5. Maurice Duplessis - Quebec
6. Douglas L. Campbell - Manitoba
7. T. C. Douglas - Saskatchewan
8. Ernest C. Manning - Alberta
9. William A. C. Bennett - British Columbia
0. Matheson or Walter Johes - Prince Edward Island

2nd Column

1. Wrong Province - for Leslie Frost
2. Wrong Province for Smallwood

3rd Column

1. Don't Know, no answer - for Leslie Frost
2. Don't Know, no answer - for Smallwood, etc.

Question 5b.

UPPER COLUMN

1. Tradition - always been my party, way my family voted
2. Social Security platform - baby bonus, pension plan, hospitalization
3. Employment - less unemployment, able to solve unemployment problems better
4. Preventing inflation
5. Foreign Policies & World Trade - tariffs, good foreign relations
6. Good for farmers
7. Good for the worker - labor conditions improved
8. Good party for everyone - have interest of all at heart, given more to general public
9. Past Record - done a good job so far, get things done.
0. Socialistic - nationalization of certain or all industries
- X. Progressive party - new ideas, a young party with new ideas, up-to-date party
- V. Miscellaneous

LOWER COLUMN

1. Best party for Canada - develop the country, more for Canada
2. Free Enterprise - believe in private industry, not socialistic
3. Time for Change - liberals had power long enough
4. General - best party, like this party best, has best policies
5. Personal integrity, quality of party and / or members - level headed, humane honest, higher standards and morals, better leadership

Question 7bHave you anything particular in mind?

1. MIDDLE EAST CRISIS-didn't keep their promise to Egypt, Suez Canal problem, don't agree with Britain over Suez or Iran, they do not know what side of the fence they are on, Dulles's attitude in Egypt crisis, Israel, deserted France and England over Suez.
2. CRITICISM OF DULLES-(U.S. A. 's Foreign minister) - Dulles is dull, duller, dullest
3. POOR LEADERSHIP-lack of strong leadership, criticism of Ike
4. FOREIGN POLICIES OTHER THAN MIDDLE EAST-Won't recognize Communist China, Hungary
5. NOT DIPLOMATIC-Arrogant, trying to impress other countries with their wealth, think better than anyone else trying to be big shots, be boss
6. TOO AGGRESSIVE & INTERFERENCE-always butting their nose in someone else's business, trouble makers, trying to run the world, forcing themselves upon other countries domineering, dominating, antagonistic
7. War Mongers-some times it seem like they want war
8. LOSING GROUND OR INFLUENCE-losing ground in U.N., action in other countries against U.S. indicate they are losing friends, countries asking for withdrawal of U. S. troops, losing friends in Britain
9. LACK OF CONCERN FOR OTHER COUNTRIES-SELFISH-narrow minded, only help other countries for their own gain refuse to agree with other countries only think of themselves
10. GENERAL -According to the news broadcasts, by the newspapers, just think they are on the foreign policy
- X. INCONSISTENT OR LACK OF FOREIGN POLICY-have no foreign policy, haven't any set foreign policy, indecision on foreign policy, weak foreign policy.

CODES

CIPO

Set #252

October 1956

Question 7b. cont.

V. Miscellaneous (please keep hand tab)

R. No Answer, D/c



Question 8b.

IF BRITAIN IS LOSING FRIENDS

Have you anything in particular in mind?

1. MIDDLE EAST CRISIS-Suez Situation, Eden has gone wrong in Suez Dispute, Iran oil deal, Israel
2. COLONIAL POLICY-outdated colonialism, dominating or dictating to her colonies, are finally catching up with Britain
3. POOR LEADERSHIP-Lack of strong leaders, Eden is war minded, prime minister Eden is weak
4. FOREIGN POLICIES OTHER THAN MIDDLE EAST-Cyprus crisis, by recognizing Red China
5. NOT DIPLOMATIC-Overbearing, aristocratic attitude
6. TOO AGGRESSIVE & INTERFERENCE-can't mind their own business, trying to control other countries, too bossy, want to be world leaders, domineering
7. War MONGERS-making war possible
8. LOSING GROUND OR INFLUENCE-not the great power she was losing influence with U.S.
9. LACK OF CONCERN FOR OTHER COUNTRIES -SELFISH-lack of concern for Commonwealth countries
0. GENERAL-just think so, hearsay, read in papers
- X. OUTDATED -left behind in the world change, old ideas, no longer important
- V. MISCELLANEOUS (please hand tab)
- R. no Answer, D. K.

Question 10b.

1. TAXES TOO HIGH-Tax over & over again, doubled taxed (Quebec)
2. Criticism of the method of collecting-take it out of pay, you always have to pay extra at April
3. BUSINESS CONCERNS NOT PAYING ENOUGH
4. UNFAIR TO FARMERS
5. UNFAIR DISTRIBUTION-Unfavorable to low income, favorable to high, shouldn't tax the person just starting to work, single person taxed too much, start to o low an income
6. UNFAIR WHERE INTEREST IS CONCERNED-they change your interest when you are late, but we can't change them for getting it early
7. UNREASONABLE WHEN YOU HAVE TO PAY-they won't give you any time to pay the money
8. LACK OF STRICTNESS IN COLLECTING WHAT IS DUE-all people not treated the same, the honest guy pays and the crook gets off scot-face
9. RE-EXEMPTIONS-exemptions for different cases, shoudl get more exemptions, family man should get more exemptions, etc.
0. GENERAL-Just think they are unfair, in some of their tactics
- X. OVERBEARING, DEMANDING, DICTATORIAL-no questions asked, you pay!

## V. Miscellaneous

- No reason given

Question 11b - asked of farmers only

BETTER THAN LAST YEAR

1. Prices are good
2. Good year for crops
3. Weather conditions
4. Irrigation
5. Financial security-debts paid off, out of red
6. Personal - I'm doing good work
7. Lots of market for the crops

V. Miscellaneous

- no reason given

WORSE THAN LAST YEAR

1. Price are not good
2. Poor year for crops
3. Weather conditions
- 4.
5. Farmers not making money
6. Shortage of Help

CODES

CIPO  
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October 1956

WORSE THAN LAST YEAR

7. No market for the crops, gov't quotas, can't sell wheat, over-production
  8. Difference between price farmer gets and what consumer pays, middleman
  9. Wages High
  0. Farm Prices low, Workers high
- V. Miscellaneous
- no reason given

Question 13c.

1. Queen Mother
  2. Princess Margaret
  3. Louis St. Laurent
  4. Lester B. Pearson
  5. Vincent Massey
  6. Duke Edinburgh
  7. Louis Mountbatten
  8. Viscount Alexander
  - 9.
  0. A Canadian - like to see a Canadian get job
  - X. Memembr of Royal Family
  - V. Miscellaneous
- No answer given