

Cal. 5, 6, 78 = Serial #

Cal. 1, 2, 3 - Job No. 251

Cal 4 - R=1
T=2

✓
Set 251K
Sept. 1956

THE GALLUP POLL

NO NAMES TAKEN

WOULD LIKE YOUR OPINION

(circle appropriate numbers)

Interviewers
Don't read aloud
words in capital
letters

1a. As you know the two candidates in the coming U.S. election are Eisenhower and Stevenson. As far as you are concerned, which of these two would you like to see win the election?

EISENHOWER.....1
STEVENSON.....2

OTHER.....3
(SPECIFY)
NO OPINION.....4

UNLESS "NO OPINION" ASK:
b. Why do you feel this way?
.....10

ASK EVERYBODY
2a. Have you heard or read anything about the Suez Canal dispute?

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

IF "YES" ASK:
b. If Egypt refuses all plans for international control of the Suez, do you think we should risk a war over it, or allow Egypt to control the canal?

RISK WAR.....1
ALLOW EGYPT TO CONTROL CANAL.....2

QUALIFIED.....3
(SPECIFY)
NO OPINION.....4

ASK EVERYBODY
Canada's population is now about 16 million people. What would your best guess be as to what the population will be in 10 years - say 1966?

15-17 MILLION.....1
18-22 MILLION.....2
23-27 MILLION.....3
28-32 MILLION.....4
OVER 32 MILLION.....5
CAN'T GUESS.....6

4a. Generally speaking do you think overweight people are more inclined to have heart attacks?

MORE INCLINED.....1
NOT MORE INCLINED.....2
NO OPINION.....3

ASK EVERYBODY
b. Do you think people who are overweight live longer or shorter than thin people, speaking generally?

OVERWEIGHT LIVE LONGER.....1
NOT AS LONG.....2
NO REAL DIFFERENCE.....3
NO OPINION.....4

5a. Do you happen to have heard of the Duke of Windsor - that is, the former King of England?

HAVE HEARD.....1
HAVE NOT HEARD.....2

IF "HAVE HEARD" ASK:
b. Some people are suggesting him as a governor-general for Canada. Others do not approve the idea. What do you think - would you approve or disapprove?

APPROVE.....1
DISAPPROVE.....2
NO OPINION.....3

UNLESS "NO OPINION" ASK:
c. Would you tell me why you feel this way? (INTERVIEWER: PROBE FOR VERBATIM COMMENTS).
.....18

ASK EVERYBODY
6. Do you consider the amount of Federal income tax which you (or your husband) has to pay, as too high, about right, or too low?

TOO HIGH.....1
ABOUT RIGHT.....2
TOO LOW.....3
DON'T PAY INCOME TAX.....4
CAN'T SAY.....5

Generally speaking would you consider yourself an average Canadian - a little bit different from the average, or a good deal different?

AVERAGE.....1
LITTLE BIT DIFFERENT.....2
GOOD DEAL DIFFERENT.....3
NO OPINION.....4

UNLESS "NO OPINION" ASK:
b. How do you feel you are different from the average?
.....21

ASK EVERYBODY
8a. Some people think that children today are too pampered. Others say they are not. What is your opinion?

TOO PAMPERED.....1
NOT TOO PAMPERED.....2

QUALIFIED.....3
(SPECIFY)
NO OPINION.....4

UNLESS "NO OPINION" ASK:
b. Why do you feel this way?
.....23

ASK EVERYBODY
9a. Can you recall whether, in the last six months, you or any member of your family has had a traffic ticket, or traffic summons?

HAD TICKET.....1
HAD NO TICKET.....2
CAN'T RECALL.....3
NO CAR.....4

IF "HAD TICKET" ASK:
b. Did you (or member of your family) pay this traffic ticket or summons without going to court; or did you take it to court?

PAID WITHOUT GOING TO COURT.....1
WENT TO COURT.....2
CAN'T RECALL.....3

ASK EVERYBODY
9c. If you felt in the right, would you be likely to go to court over a traffic ticket or summons, or would you pay out of court?

GO TO COURT.....1
PAY OUT OF COURT.....2

QUALIFIED.....3
(SPECIFY)
CAN'T SAY.....4

UNLESS "CAN'T SAY" ASK:
d. Why do you feel this way?
.....27

ASK EVERYBODY
10a. If you were asked, would you contribute \$5.00 to the campaign fund of the political party you prefer, in a Federal Election?

YES.....1
NO.....2
CAN'T SAY.....3

ASK EVERYBODY
b. Why do you feel this way?
.....29

11a. Can you tell me where the Olympic Games are being held this year?

AUSTRALIA.....1
OTHER COUNTRIES.....2
DON'T KNOW.....3

ASK EVERYBODY
b. Do you think the Olympic Games will improve relations between the countries taking part, harm them, or not make any difference?

IMPROVE.....1
HARM.....2
NO DIFFERENCE.....3
NO OPINION.....4

12a. Now here is something entirely different. Will you tell me in your own words what the word "happiness" means to you?

.....32

ON T QUESTIONNAIRE (207 CAL) Question 12a - asking if OWN HAPPINESS COME FROM QUESTIONS 12a - measure of happiness

b. In general, how happy would you say you are - very happy, fairly happy, not very happy, or not at all happy?

VERY HAPPY.....1
FAIRLY HAPPY.....2
NOT VERY HAPPY.....3
NOT AT ALL HAPPY.....4

X in Cal 34

13. If you were nominated as a candidate by your political party in the next Federal election, would you be inclined to run, or not?
 WOULD RUN..... 35
 WOULD NOT RUN..... 2

QUALIFIED..... 3
 (SPECIFY)
 NO OPINION..... 4

UNLESS "NO OPINION" ASK:
 a. Would you tell me why you feel this way?
 36

ASK EVERYBODY
 14. 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..... 37
 WOULD OPPOSE..... 2
 NO OPINION..... 3

15a. Do you happen to know what sport the Grey Cup is connected with?
 YES-FOOTBALL..... 38
 YES-OTHER..... 2
 (SPECIFY)
 DON'T KNOW..... 3

IF "FOOTBALL" ASK:
 b. Who do you think will win the Grey Cup this year - the East or the West?
 THE EAST..... 39
 THE WEST..... 2
 DON'T KNOW..... 3

UNLESS "DON'T KNOW" ASK:
 c. Which team do you think will represent the East?
 DON'T KNOW X 40
 d. Which team do you think will represent the West?
 DON'T KNOW X 41

ASK EVERYBODY
 16. What would you say is the greatest single problem facing the Federal Government at Ottawa at the present time?
 CAN'T SAY 42

17a. 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: RE: APPROPRIATE NUMBER WILL ENTER ON NEXT SCREENING WAS COMPLETE)
 PUBLIC SCHOOL (Grades 1-6)..... 43
 SECONDARY OR HIGH SCHOOL (Grades 7-11)..... 2
 UNIVERSITY..... 3
 (SPECIFY)
 NO SCHOOLING..... 4

ASK EVERYBODY
 18. If a Dominion election were held today, which party's candidate do you think you would favor?
 PROGRESSIVE..... 44
 CONSERVATIVE..... 1 SOCIAL CREDIT..... 4
 LIBERAL..... 2 LABOR 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.

19a. Did you vote in the last Dominion election?
 YES..... 45
 NO..... 2

IF "YES" ASK:
 b. Which party did the candidate for whom you voted represent?
 PROGRESSIVE..... 46
 CONSERVATIVE..... 1 SOCIAL CREDIT..... 4
 LIBERAL..... 2 LABOR PROGRESSIVE..... 5
 C.C.F..... 3 DON'T REMEMBER..... 8
 OTHER PARTY..... 7
 (Write in)

INTERVIEWER: Introduce this section as follows: "Now my task is to ask you a few questions so that I can be sure I am getting the right sample of people in this locality":

Which language is spoken in the home?
 FRENCH..... 47
 ENGLISH..... 1
 BOTH ENGLISH & FRENCH..... 3

Would you mind telling me which age group you are in?
 21-29 YEARS..... 48
 30-39 YEARS..... 2
 40-49 YEARS..... 3
 50 AND OVER..... 4

Were you born in Canada or Elsewhere?
 CANADA..... 49
 ELSEWHERE..... 2
 (SPECIFY)

Do you mind telling me if you are Roman Catholic, Protestant, or Jewish?
 ROMAN CATHOLIC..... 50
 PROTESTANT..... 2
 JEWISH..... 3
 OTHER..... 1
 (SPECIFY)

Do you, or does any member of your immediate household own a passenger car - not a truck?
 YES..... 51
 NO..... 2

Do you yourself, happen to have a driver's license?
 YES..... 52
 NO..... 2

Are you (or is any member of your family) a member of a labor union?
 YES..... 53
 NO..... 2
 IF "YES"
 How many are union members?
 54

Is (was) the head of the family an employee, or self-employed?
 EMPLOYEE..... 55
 SELF-EMPLOYED..... 2

Occupation: HEAD OF FAMILY.
 Specific job..... 56
 Type of company..... 2
 (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:
 MAN..... 57
 WOMAN..... 2

SOCIO-ECONOMIC GROUP:
 A..... 58
 B..... 1
 C..... 2
 D..... 4

SIZE OF COUNTRY:
 FARM..... 59
 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..... 60-6

I HEREBY ATTEST THAT THIS IS A TRUE AND CORRECT INTERVIEW (Interviewer's signature)

Xin Cai

UNLESS YOU
 CAN'T READ
 THIS
 DON'T
 SIGN
 IT

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 251

TOTAL CARD COUNT * (NATIONAL)

<u>Number</u>
2035 1970

Regional *

Maritimes

212

Quebec

542

Ontario

723

Manitoba

Saskatchewan

558

Alberta

~~2035~~

British Columbia

Community Size

Farm

386

Rural non-farm

369

1 - 10,000

173

10,001 - 30,000

278

30,001 - 100,000

Over 100,000

829

Sex

Men

~~1075~~ 985

Women

~~1020~~ 985
1970

* All cards except Maritimes & Saskatchewan have been duplicated. Original Interviews were approx. 1190

CIP0 - #251

Ques. 1b:

EISENHOWER

- no reason given
- 1. Popular, well liked, well-known
- 2. Personal qualities - honest, good sense, personality, clever, good leader, ability
- 3. Record - done a good job,
- 4. Knowledge + experience, knows Europe, knows foreign affairs
- 5. A Soldier - in army, served his country
- 6. Has/^{NOT}had a chance to prove himself, second term
- 7.
- 8. Better speaker
- 9. Govt. good - why change?
- 0. GENERAL LIKE - like him, best man, better man, don't like Stevenson
- X. Favor Republican party
- V. Miscellaneous

✓

STEVENSON

- no reason given
- 1. Popular, well-liked
- 2. Personal qualities - honest, good sense, clever, good leader, etc.
- 3. Record - has done a good job , good policies
- 4. Knowledge & experience, better qualified
- 5. Don't like military
- 6. Younger man
- 7. Health
- 8. Better speaker
- 9. Time for change
- 0. General like - better, don't like Ike,
- X. Favor Democratic party - better off with Democrats.
- V. Miscellaneous

CIPO - #251
Ques. 7b

AVERAGE

1. I'm average - no different from anyone
2. I am a Canadian, just like any other Canadian
3. Brought up the same as another Canadian - same environment, born & educated here
4. Just as good as anyone else - not better than anyone else.
5. Physically the same - look just like anyone else.

V. Miscellaneous

- no answer

DIFFERENT

1. I feel I'm different, just think I'm different - think everyone feels they are different
2. I am not a Canadian, came from Europe,
3. Brought up differently from Canadians - brought up in Europe, by European parents, by strict parents,
4. As good as anyone and better than some -
5. Physically different - am blind, am deaf, am ugly,
6. More Character - got more guts than average Canadian
7. Better morally - don't smoke, drink swear,
or not as well-off
8. Better off/financially - more money, less money,
9. More liberal
0. Take an interest in Canada

V. Miscellaneous

- no answer, reason, given

TOO PAMPERED

1. Lack of discipline - too much freedom, have own way too much,
2. Get too much material things, pleasures - too many luxuries, expect too much, get too much money
3. Lack of respect for adults, saucy
4. Lack of responsibility, irresponsible everything is given to them, not taught to fend for themselves.
5. Catered to parents become slaves to their kids,
6. Let out too much - stay out late at night, run wild
7. Lack of religious training
8. According to the way we were raised
9. Do need better training - manners
0. Spoiled
- X. Their life is too easy, take too much for granted, get everything they want

V. Miscellaneous

- no reason given

NOT TOO PAMPERED

1. Disciplined enough - according to the times, they are disciplined enough, children need more freedom now.
2. Should or do get more material things - due to money parents can't ~~them~~ give them ~~as much~~ as much
3. On the whole they are respectful
4. Children are more responsible
5. Lack of family life - parents don't spend enough time with children, do many parents are working
6. Children are still the same - children have not changed
7. Children of today are fine
8. Should enjoy life while they are young
9. Way of raising children has changed - times have changed
0. We try not to pamper ours

V. Miscellaneous

CITE - #251

Question 9d

GO TO COURT

1. Prove innocence, to prove myself right, stand up for my rights
2. Might prove I'M wrong - might be able to show I've been wrong
3. Re Money - I'm i'm right I do not intend to pay, why pay when not guilty, (WHERE PAYING OR MONEY ENTERS)
4. Court is made for justice - like to see justice done, it is my right.
5. Fear of bad record - it would be recor ded against you otherwise, keep my liscence.
0. General - just to satisfy myself, to satisfy my mind.

V. Miscellaneous

- No reason given



PAY OUT OF COURTS

1. Saves time & trouble - easy way out, not as much bother, don 't miss work
2. Hard to prove - how are you going to prove it, papse of time - forget facts
3. Re Money - would be cheaper, to save expenses, cost less in long run
4. Lack of faith in courts - does not get you anywhere, never win at court, no use going, can't argue with law
5. Keep on better terms - keep everyone happy, don't want to get a bad name
6. Prefer to do things quietly - do not like becoming involved, & n't like the publicity

V. Miscellaneous

- no reason given



Ques. 10.

YES WOULD CONTRIBUTE

NO WOULD NOT CONTRIBUTE

- 1. Should help if needed - they need money,
- 2.
- 3. It's my duty to the party, should help so party will win
- 4. Might or will get a better class of politician
- 5. The people should pay for elections

- 1. Just don't feel it's right, public shouldn't finance parties,
- 2. Don't have the money - only if I had the financial means, unless I couldn't afford it,
- 3. Should be able to stand on it's own two feet
- 4. Criticism of gov't. or politics - senators should pay, they don't do anything, enough money wasted, they are all crooks
- 5. Tax we pay should be sufficient
- 6. Should not have to pay to get good gov't.
- 7. Don't believe they need it- have enough money
- 8. Should not ask for funds, but accept if offered
- 9. Not a party man - have no party preference

O. General - it's a good idea, good thing.

V. Miscellaneous

- no reason given

V. Miscellaneous

- no reason given

CIFO - #251

Ques. 12a, b

1. FINANCIAL SECURITY - sufficient money, being independent financially
 2. CONTENTMENT - peace of mind
 3. FAMILY LIFE - loving my wife, husband, children, etc. good home life, satisfied with home + surroundings; love,
 4. Physical healthy sound mind and body
 5. LIVING MY LIFE IN MY OWN WAY - having a good time, pleasures ability to enjoy life; independence
 6. FRIENDSHIP - lots of friends; good neighbours; get along with everyone
 7. FREEDOM OF SPEECH/ RELIGION - being free
 - 8.
 9. FEW OR NO WORRIES/PROBLEMS - no troubles, everything going along in order
 10. EMPLOYMENT - having a good job, liking my work, etc.
 - X. RELIGIOUS OR ~~MORAL~~ ^{moral aspects} ASPECTS - to be a good Christian, have faith, lead a good moral life, love thy neighbours, helping people;
- V. MISCELLANEOUS -
- no answer given

Ques. 13

WOULD RUN

1. Would like to try it, like to see what it's like
2. I feel I'm the type, feel I'd be good
3. Feel its/ my duty- would be serving my country
4. Would like the experience
5. I have the education for it (DO NOT DOUBLE CODE WITH 6)
6. Am qualified - capable, have the ability
7. Would like to share in the graft - might as well get a cut
8. Would like to help clean up the graft/corruption
9. Educational

V. Miscellaneous

WOULD NOT RUN

1. Would not want the job - don't appeal, not interested in politics
2. Just not the type - not suitable, not equipped, not right man for job
3. Too hard a job - have to please too many people.
4. Lack of experience, would need more training (DO NOT DOUBLE CODE WITH # 5 or 6) don't know enough about politics.
5. Lack of education - would need more education (DO NOT DOUBLE CODE WITH 4 or 6)
6. NOT QUALIFIED - haven't ability, (DO NOT DOUBLE CODE WITH 4 or 5)
7. Too many undesirable characters in politics
8. Too much graft & crooked politics
9. Because of my age - too old, too young, in poor health
0. Too busy, no time, have to look after my family

V. Miscellaneous

- no reason given

TP #251

QPO - Ques. 15 c and d.

1. Toronto Argonauts
2. Hamilton Tiger Cats
3. Ottawa Roughriders
4. Montreal Allouettes
5. Edmonton Eskimos
6. Calgary Stampeders
7. Winnipeg Blue Bombers
8. Regina or Saskatchewan Rough Riders
9. Vancouver Lions ~~or~~
- X. Don't know, won't guess
- V. Miscellaneous (INCLUDES VICTORIA, ALBERTA, CUBS, MAPLE LEAFS)

CIFO - #251

Qu es. 16

1. War - civil defence, conscription, world peace - re-armament
 2. Govt. criticism and election problems
 3. Unemployment, strikes
 4. Housing
 5. Cost of living, inflation, economics
 6. Egypt or Suez canal dispute,
 7. Markets, exports, sale of farm produce
 8. Population problems, immigration, ex D.P.'s
 9. Pipeline
 0. Social Security measures - national health scheme, pensions
 - X. Tax problems, what to do with excess tax, reducing taxes,
 - V. Miscellaneous
- Can't say, no answer