

Col 123 = 263.
 Col 4-7 Serial No:
 Card 1 = 1.
 Col 8 = INTERVIEWER: 1 = Card 1. (CA)
 DON'T READ ALOUD 2 = Card 2)
 WORDS IN CAPITAL LETTERS
 SET 263
 DECEMBER, 1957

THE GALLUP POLL

WOULD LIKE YOUR OPINION

SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

SUGGESTED INTRODUCTION: I'm taking a Gallup Poll and I'd like your opinion on a few leading issues of the day.

TIME INTERVIEW BEGUN.....
(HOUR)

HAND CARD "A" TO RESPONDENT
 1. We are trying to find out how the average Canadian spends his spare time. Would you mind telling me which, if any, of the following you did last evening?

WENT TO MOVIES OR THEATRE...1
 LISTENED TO RADIO.....2
 WATCHED TV.....3
 ENTERTAINED FRIENDS.....4
 READ.....5
 PLAYED CARDS.....32 6
 DANCED.....7
 WATCHED SPORTS EVENTS.....8
 VISITED FRIENDS.....9
 OTHER.....0
 (SPECIFY)

2a. A number of people, these days, are working at two jobs. Are you, at the present time doing this?
 YES.....3.3 1
 NO.....3.3 2

IF "YES" ASK:
 b. Would you tell me what the jobs are? First which is your main job? And your other job?
 MAIN JOB.....34
 OTHER JOB.....35

ASK EVERYBODY
 3a. Now, thinking about advertising, on the whole, do you think most advertisements are believable or not?
 YES, BELIEVABLE.....3.6 1
 NO, NOT BELIEVABLE.....3.6 2

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

UNLESS "NO OPINION" ASK:
 b. Why do you feel that way?
37
38

ASK EVERYBODY
 4a. Do you approve, or disapprove of the way John Diefenbaker is handling his job as Prime Minister?
 APPROVE.....39 1
 DISAPPROVE.....2
 NO OPINION.....3

IF "DISAPPROVE" ASK:
 b. Why do you feel this way?
40

ASK EVERYBODY
 5. At the present time, most Canadian public and high schools are run by the provincial governments. Should this be continued, or should all these schools be run by the federal government in Ottawa?
 PROV. GOVT'S CONTINUE.....1
 SCHOOLS RUN BY FED. GOVT.....2
 UNDECIDED.....3

6. Assuming that the pay is the same, would you prefer to work for the Federal government or for a private firm?
 PREFER FED GOV'T.....42 1
 PREFER PRIVATE FIRM.....42 2

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

What do you feel is the greatest single problem facing Canada today?
43
44
CAN'T SAY.....X

UNLESS "CAN'T SAY" ASK:
 b. Which political party do you think could best handle this?
 PROG. CONSERVATIVES.....1
 LIBERALS.....2
 C.C.F.....3
 OTHER.....4
 (SPECIFY) CAN'T SAY.....5

ASK EVERYBODY
 8a. As you perhaps know, there is quite a bit of unemployment just now. Which level of Government do you feel should take the main responsibility for tackling this problem -- municipal, provincial, or federal?
 MUNICIPAL.....1
 PROVINCIAL.....2
 FEDERAL.....4.6
 ALL THREE EQUALLY.....4
 NONE.....5
 CAN'T SAY.....6

b. Generally speaking, do you think the steps being taken by our various governments to tackle this problem are adequate or inadequate?
 ADEQUATE.....4.7 1
 INADEQUATE.....2
 NO OPINION.....3

c. The way things look to you just now, do you think this problem of unemployment is going to increase, or decrease in the next few months?
 INCREASE.....1
 DECREASE.....4.8 2

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

9. On the whole, would you say that John Diefenbaker and the Conservative party is doing a good job, or not a good job in keeping election promises?
 A GOOD JOB.....4.9 1
 FAIR JOB.....2
 NOT A GOOD JOB.....3
 NO OPINION.....4

10. If hard times come again, which federal political party would you rather see in office in Ottawa?
 PROG. CONSERVATIVES.....1
 LIBERALS.....2
 C.C.F.....5.0
 SOCIAL CREDIT.....4

OTHER.....5
 (SPECIFY) NO OPINION.....6

11a. Are you satisfied with the present Canadian defence policies, or do you think there is need to take a new look at our defence policies?
 SATISFIED.....1
 NEED A NEW LOOK.....5.1 2
 NO OPINION.....3

UNLESS "NO OPINION" ASK:
 b. Why do you feel that way?
5.2

ASK EVERYBODY
 12. Do you think prices in general will go up, or down, or stay about the same during the next six months?
 GO UP.....1
 GO DOWN.....5.3 2
 ABOUT THE SAME.....3
 NO OPINION.....4

13. When you hear or read anything about the dispute between the Arabs and Jews in Palestine, do you find yourself sympathising more with one side than another?
 YES, WITH ARABS.....5.4
 YES, WITH JEWS.....3
 NO.....3

IF "YES" ASK:
 b. Would you tell me why?
5.5

ASK EVERYBODY
 14. Here is a quiz type of question. Can you tell me the organization for which these initials stand?
 UNO.....
 NORAD.....
 NEC.....
 NATO.....

Not Coded

513 56

X 11457

Red Card 2

skip of 46

Now ask some questions about holidays and travelling. Have you been away from home for three or more days at one time in the past 12 months on business or holidays?

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

36

IF "YES" ASK:

IF "NO" SKIP TO QUES. "m"

b. How long ago, or in what month, was your most recent trip of three or more days?

DECEMBER (LAST MONTH).....1
NOVEMBER (2 MONTHS AGO).....2
OCTOBER (3 MONTHS AGO).....3
SEPTEMBER (4 MONTHS AGO).....4
AUGUST (5 MONTHS AGO).....5
JULY (6 MONTHS AGO).....6
PRE-JULY (7 MONTHS AGO - 1 YEAR).....7

37

IF "PRE-JULY" SKIP TO QUES. "k"

ASK ALL AWAY IN LAST SIX MONTHS

c. What place did you go to on your last trip of three or more days? PLACE: Cal 60/1/2, Dun + Coe

PROVINCE? 3 USA
4

38

(IF OUTSIDE CANADA) - COUNTRY?

d. How many days did your trip to (Name/Place) take from the time you left home to the time you got back?

.....DAYS (INTERVIEWER: SPECIFY EXACT NUMBER OF DAYS) 39

ASK ALL AWAY IN LAST SIX MONTHS

e. How many people of your family or friends went with you on your trip to (Name/Place) including yourself?

ONE.....1 FIVE.....5
TWO.....2 SIX.....6
THREE.....3
FOUR.....4 MORE THAN SIX.....7

43

NOTE: IF RESPONDENT went alone - circle the 1, if with one other - circle 2, etc.

IF MORE THAN "ONE" ASK:

f. Of these, how many were school age children or younger?

NONE.....1 FOUR.....5
ONE.....2
TWO.....3 MORE THAN FOUR.....6
THREE.....4 (SPECIFY)

44

ASK ALL AWAY IN LAST SIX MONTHS

g. What were your main methods of transportation on your trip to (Name/Place)? (CIRCLE ALL NAMED IF MORE THAN ONE).

AUTO.....1 BOAT.....5
TRAIN.....2
BUS.....3 OTHER.....6
PLANE.....4 (SPECIFY)

45

h. Still thinking of this trip to (Name/Place) can you give me an idea as to what the whole trip cost -- including everyone's expenses on such things as gas and oil, or bus, train or plane tickets, and on living expenses, merchandise bought, amusements, etc. -- your best guess?

(WRITE IN EXACT AMOUNT STATED).....

1. And what was the main purpose of your trip to (Name/Place)? (INTERVIEWER: CIRCLE FOR EACH NAMED).

BUSINESS.....1 VISITING FRIENDS OR RELATIVES.....3
HOLIDAYS.....2 CONVENTIONS.....4
OTHER..... (SPECIFY) 48

HAND CARD "C" TO ALL AWAY IN PAST 6 MONTHS

j. And where did you stay on your trip to (Name/Place) (INTERVIEWER: CIRCLE FOR EACH NAMED)

CITY HOTEL.....1 SUMMER COTTAGE OR CAMP.....5
MOTEL OR MOTOR COURT.....2 FRIENDS OR RELATIVES.....6
TOURIST HOME.....3
RESORT HOTEL.....4 OTHER.....7 (SPECIFY) 49

k. Aside from this last trip, have you taken any other trips of three days or more in the last 12 months, on business or holidays?

YES.....1
NO.....2 50

IF "YES":

l. How many more?

ONE.....1 FIVE.....5
TWO.....2
THREE.....3 MORE THAN FIVE.....6
FOUR.....4 (SPECIFY) 51

ASK EVERYBODY

m. Have you made your plans for your 1958 vacation?

YES.....1
NO.....2 52

IF "YES":

n. What gave you the idea for your plan?.....

.....
.....
..... (VERBATIM) X-54

BASIC DATA

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?"

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

PROG. CONS.....1 SOCIAL CREDIT.....4
LIBERAL.....2 LABOR.....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)

Did you vote in the last Federal election in June?

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

PROG. CONS.....1 SOCIAL CREDIT.....4
LIBERAL.....2 LABOR.....5
C.C.F.....3 DON'T REMEMBER.....8

OTHER PARTY.....7 (WRITE IN)

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

Which language is spoken in the home?

FRENCH.....1
ENGLISH.....2
BOTH ENGLISH & FRENCH.....3

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

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW..... (INT. SIGNATURE)

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

.....

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 (SPECIFY)
NO SCHOOLING.....4

Would you mind telling me if you are married or single?

MARRIED.....1
SINGLE.....2
WID. DIV. SEP.....3

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

EMPLOYEE.....1
SELF-EMPLOYED.....2

OCCUPATION OF HEAD OF FAMILY:
Specific Job.....17 17

Type of Company.....

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

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

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

YES.....19 19
NO.....2

IF "YES":
How many are union members?

..... 20 20

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

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

SOCIO-ECONOMIC GROUP:
A.....1
B.....2
C.....3
D.....4

SIZE OF COMMUNITY:

FARM.....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

TIME INTERVIEW ENDED..... a.m. / p.m.

ADDRESS OF RESPONDENT:.....

24-28
24-28
[] (INTERVIEWER'S NO.)

Day of Interview - Cal 29
Sk. cl. 30 - white - reject.
yellow

white skip
Cal. 30

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 263

TOTAL CARD COUNT (NATIONAL)

Number

2122

Regional

24

Maritimes

236

Quebec *

548

Ontario

748

Manitoba

590

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

1162

Women

958

* Quebec Province sample was attenuated - one respondent being asked Present Political Preference Question, the next was asked to write preference on a secret ballot & drop in box. Secret accidentally by an V in Col 30.

The following card counts were done after the CIPO cards were received and are, therefore, more accurate than those which appear in the code books themselves.

Set 263.		Sorted February 1963		J. Randles.	
Total card count				2122	
Sex	male				1162
	female				958
	reject				2
	Σ				2122
Regions	Atlantic Province				236
	Quebec				518
	Ontario				748
	Prairies				384
	BC				206
Σ				2122	
Population.	Farm				317
	<10,000 rural non farm				555
	over 10,000 Urban				1250
	Σ				2122
Age	21-29 yrs				446
	30-39				510
	40-49				441
	50 & over				695
	Σ				2122
Status.	A				45
	B				459
	C				1376
	D				203
	Reject				39
	Σ				2122

MAIN JOB

- 1. Farming
- 2.
- 3. Clerk, office work, clerical
- 4. Teacher
- 5. Outside sales, insurance
- 6. Unskilled laborer
- 7. Policeman
- 8. Barber
- 9. Forces
- 0. Owner of service station, store, boarding house
- X. Skilled electrician, transport driver
- V. Other
- Don't know

SECONDARY JOB

- 1. Farming
- 2.
- 3. Clerk, office work, clerical
- 4.
- 5. Outside sales, insurance sales
- 6. Unskilled laborer
- 7. Police
- 8. Waiter in restaurant
- 9.
- 0.
- X. Skilled carpenter, bricker
- V. Other
- Don't know

1st. column

- 1. Experience, proven value, have tried them successfully, are all they say
- 2. Can't lie to public, can't misrepresent them, not allowed to give false statements, not legal
- 3. Wouldn't be in interest of manufacturer to misrepresent products to consumers - have to make repeat sales
- 4. Wouldn't spend the money unless ads were worthwhile
- 5. Help show what is on the market - on sale
- 6. True for well-established board names
- 7. General - just believe them -
- 8.
- 9.
- 0.
- X.
- V. Other

2nd. column

- 1. Ads are overdone, exaggerated, too far-fetched, fantastic
- 2. False, not true, partly true, only half truths, good parts only told
- 3. Product not as good as ad says - all can't be true - ad superior to product - experience
- 4. Just a gimick to make sales - high pressure sales
- 5. Too much advertising
- 6.
- 7. General - just disbelieve
- 8. Depends, I have to prove it
- 9. Some are good, some bad
- 0.
- X.
- V.

DISAPPROVE

1. HAS NOT FILLED/KEPT HIS PROMISES
2. UNEMPLOYMENT/MORE UNEMPLOYMENT
3. HAS NOT DONE ANYTHING YET/TAKES TOO LONG TO ACT
4. HAVE NO FAITH IN HIM/TOO RASH/UNSTABLE/NOT CAPABLE
5. AM A LIBERAL/DON'T BELIEVE IN HIS POLICIES
6. TURNING AGAINST USA TOO, PRO-BRITISH, UN-AMERICAN TRADE,
MORE BRITISH
- 7.
- 8.
- 9.
- 0.
- X.
- Y.. Other
- Don't know

1st. column

1. War coming up/maintain peace/national defense/conscription/foreign affairs/control of atom bomb
2. Personal faults/as manifested by alcohol-morals/greediness/irreligiousness/lack of Sunday observance/unrest/unco-operativeness
3. Unemployment problems/lack of work/depression
4. Housing/high rents/homes for workers
5. Cost of living/high prices/restoration of price controls/price stabilization/inflation
6. Youth problems/juvenile delinquency
7. Economic markets/dollar problem/export markets/necessary business
8. Population problems/immigration/need immigration scheme/too many D.P.'s/too many immigrants
9. Communism
0. Social security measures/O. A. P./health insurance/baby bonus/etc.
- X. Can't say
- V. Other

2nd. column

1. Russia
2. Taxes/income tax
3. Education system
4. Sputnik/rockets/missiles/scientific matters
5. Farm markets/wheat/grain surplus
- 6.
- 7.
- 8.
- 9.
- 0.
- X. No great problem
- V.

1st. column PRO-JEWS

1. Have a right to a country of their own/to a national home
2. They have been down-trodden for years/badly treated/suffered enough/
always been persecuted
3. It was their country originally
4. Should be given a choice/allowed to make a nation for themselves
5. Peaceable people/mind their own business/quiet living
6. Sympathy for Jews/Jewish, pro-Jewish friends
7. God's chosen people, biblical reasons
8. Communists, Russia behind Arabs
9. Jews are really trying, good workers
- 0.
- X.
- V. Other
- Don't know

2nd. column PRO-ARABS

1. Jews are trying to dominate/to throw Arabs out/cause trouble
2. Arabs are poor/ill treated/not fairly treated
3. It was their country originally/have been there for years
- 4.
5. Peaceable people/mind their own business/quiet living
6. No sympathy for Jews/anti-Jewish/dislike Jews
- 7.
- 8.
- 9.
- 0.
- X.
- V. Other
- Don't know

1st. column SATISFIED

- 1. Enough money is being spent on defense - can't afford any more
- 2. Have confidence in leaders, defense men
- 3. We are doing our part, keeping up reserves, doing our best
- 4. Keeping up with other countries, as good as other countries
- 5. Modernizing, experimenting with new methods, up to date
- 6.
- 7.
- 8.
- 9.
- 0. General/everything seems fine/o.k.
- X.
- V. Other
- Don't know

2nd. column NEED NEW LOOK

- 1. Too much money is being spent
- 2. Too much wastage of money/materials, etc.
- 3. Great need to modernize/is anticipating new methods - need new missiles, more science
- 4. We are getting behind other countries
- 5. Not spending enough money, on equipment/training/etc.
- 6. We should not be cutting down on defense
- 7. Relying too much on U.S. A.
- 8. We are getting behind Russia
- 9. Public should be better informed
- 0. General/just not adequate/ must be more prepared/can't have too much/ need more
- X. Less armaments, more cooperation - more talks with Russia
- V. Other
- Don't know

DAY OF INTERVIEW:

1. Monday (6th or 13th)
2. Tuesday (7 - 14)
3. Wednesday (1-8-15)
4. Thursday (2-9-16)
5. Friday (3-10-17)
6. Saturday (4-11-18)
7. Sunday (5-12)

Coded Column 29