

THE CALLUP POLL

WOULD LIKE YOUR OPINION (circle appropriate numbers)

Interviewer: Don't read aloud words in capital letters SET 255 January, 1957.

1a. Do you plan to take a vacation trip this winter? YES.....1 NO.....2 ALREADY TAKEN ONE.....3 DON'T KNOW.....4

ASK EVERYBODY b. Thinking of an ideal winter vacation -- if you had your choice of going anywhere you wanted on a vacation this winter where would you most like to go? UNDECIDED.....X

2a. Did you make any New Year's Resolutions? YES.....1 NO.....2

IF "YES" ASK: b. Would you tell me what they are? Total "Yes" 13

c. Would you say you had kept them so far, or have you slipped up? KEPT THEM SO FAR.....1 SLIPPED UP.....2

ASK EVERYBODY Suppose when you get your newspaper tomorrow that the big headline across the top of the page could announce any news event or happening. What would you most like to see this headline say?

Code into top groups only 15

4a. Do you happen to have heard or read anything about the Canada Arts Council? YES.....1 NO.....2

IF "YES" ASK: b. Can you tell me in your own words what it is? 17

ASK EVERYBODY c. Actually the Canada Arts Council is to be established with Government funds to give financial encouragement where needed, to Canadian Arts -- things like painting, music, the ballet and so on. APPROVE.....1 DISAPPROVE.....2

UNLESS "NO OPINION" ASK: d. Why do you feel that way? 19

ASK EVERYBODY 5a. Now here's a different kind of question. Generally speaking would you describe yourself as a good-tempered person, or a bad-tempered person? GOOD-TEMPERED.....1 BAD-TEMPERED.....2

ASK EVERYBODY b. As a matter of interest can you recall the last time you lost your temper? YESTERDAY.....1 PAST WEEK.....2 WITHIN PAST MONTH.....3 LONGER AGO.....4 CAN'T RECALL.....5

IF "YES" ASK: c. Can you tell me who or what caused your anger -- a relative -- a friend -- or what? 22

ASK EVERYBODY 6. Many newspaper writers are making their predictions of what will happen during the coming year. What do you think will happen in 1957 about -

a) War - Will there be a major war in 1957? YES, WILL BE.....1 NO, WILL NOT BE.....2 NO OPINION.....3

b) Prosperity - will business in general be better or worse? BETTER.....1 WORSE.....2 ABOUT THE SAME.....3 DON'T KNOW.....4

c) Income Taxes - Will they be higher or lower in 1957? HIGHER.....1 LOWER.....2 ABOUT THE SAME.....3 DON'T KNOW.....4

d) You (Your Family) - Do you think you (your family) will be better off or worse off financially in 1957? BETTER OFF.....1 WORSE OFF.....2 NO DIFFERENCE.....3 DON'T KNOW.....4

HAND CARD TO ALL RESPONDENTS AREA SEX 7a. Which of the following do you ever have occasion to drink? COFFEE.....1 SOFT DRINKS.....2 BEER.....3 TEA.....4 LIQUOR.....5 MILK.....6

ASK IN EVERY PROVINCE BUT QUEBEC: b. A suggestion has been made that the sale of beer in grocery stores in (name of province) be allowed. Would you be in favour of this, or not in favour? IN FAVOUR.....1 NOT IN FAVOUR.....2

UNLESS "NO OPINION" ASK: c. Would you tell me why? 29

ASK EVERYBODY 8. Some people have suggested a return to total prohibition of alcoholic beverages in this province. Do you think this would be a good idea, or not a good idea? GOOD IDEA.....1 NOT A GOOD IDEA.....2 OTHER.....3 NO OPINION.....4

9a. Have you heard or read anything of the recent railway strike in Canada? YES.....1 NO.....2

IF "YES" ASK: b. What would you say was the main issue in this strike? 32

c. From what you have heard or read, whom do you think was in the right in this strike -- the union, or the railway? THE UNION.....1 THE RAILWAY.....2

10a. Do you approve or disapprove of Canada's immigration policy? APPROVE.....1 DISAPPROVE.....2

ASK EVERYBODY b. Will you tell me why you feel that way? 35, 36

na

ex age

Wait 5a - only top 3 answers

Wait No breaks

age ->

Wait

lex

a

7 H2

Area Political

Area Political

Area 30

Area 31

Area 32

35836

37838

Now here's a popular series that should be some fun: We're taking a census of interesting things people sometimes do.

	YES	NO
a. Have you ever served on a jury?.....	1	1
b. -- written to your Member of Parliament?...	2	2
c. -- been in a hospital as a patient?.....	3	3
d. -- had a major operation?.....	4	4
e. -- been up in an airplane?.....	5	5
Within the last year have you entered.....		
f. -- a newspaper contest?.....	6	6
g. -- a magazine contest?.....	7	7
h. -- a T.V. or radio contest?.....	8	8
i. -- Have you ever fallen in love at first sight?....	9	9
j. -- refused a marriage proposal?.....	10	10
k. -- bought anything on the installment plan? 11	11	11
l. -- lit the wrong end of a filter cigarette? 12	12	12
m. -- seen your double - that is, a person who looks almost exactly like you?.....	13	13
n. -- gone to a burlesque show?.....	14	14
o. -- been interviewed by the Gallup Poll before?....	15	15
p. -- (ASK WOMEN) Have you ever smoked a cigar? 16	16	16
q. -- forgotten where you parked your car?....	17	17
r. -- written a letter to the editor?.....	18	18
s. -- Have you ever received a ticket for speeding?.....	19	19
t. -- received a parking ticket?.....	20	20
u. -- fallen asleep in church?.....	21	21
v. -- overdrawn your checking account?.....	22	22
w. -- (ASK MEN) whistled at a strange woman? 23	23	23
x. -- (ASK WOMEN) winked at a strange man....	24	24
y. -- crashed a party?.....	25	25
z. -- deliberately mis-stated your age?.....	26	26
aa. -- cheated at cards?.....	27	27
ab. -- stayed out all night on a party?.....	28	28

12a. Do you think workers in public utilities such as transportation, gas, hydro, and so on, should be allowed to strike or not?

SHOULD BE ALLOWED...1
SHOULD NOT.....2

QUALIFIED.....44.....3
(SPECIFY)
UNDECIDED.....4

b. UNLESS "UNDECIDED" ASK:
Would you mind telling me your reason for saying that?
.....by 12a.....45

13a. 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..2
(Grades 9-13)
UNIVERSITY.....46.....3
(SPECIFY)
NO SCHOOLING.....4

ASK EVERYBODY

14. 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.....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).

15. Did you vote in the last Dominion election?
YES.....48.....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.....5
C.C.F.....3 DON'T REMEMBER.....8

OTHER PARTY.....7
(Write in) 49

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.....50.....1
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)

happen to have a T.V. (television) in this house?
YES.....53.....1
NO.....2

Would you mind telling me if Married or Single?
MARRIED.....54.....1
SINGLE.....2
WIDOWED, DIV. SEP...3

Are you (or is any member of your family) a member of a labor union?
Yes.....55.....1
No.....2

IF "YES"
How many are union members? 56

Is (was) the head of the family an employee, or self-employed?
EMPLOYEE.....57.....1
SELF-EMPLOYED.....2

OCCUPATION OF HEAD OF FAMILY:
Specific Job.....58
Type of Company.....

(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: 59

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

SOCIO-ECONOMIC GROUP: 60
A.....1
B.....2
C.....3
D.....4

SIZE OF COMMUNITY: 61
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

DATE OF interview

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL #	<i>255</i>	<u>Number</u>
TOTAL CARD COUNT	(NATIONAL)	<i>2051</i>
 <u>Regional</u>		
	Maritimes	<i>219</i>
	Quebec	<i>518</i>
	Ontario	<i>732</i>
	Manitoba	<i>582</i>
	Saskatchewan	
	Alberta	
	British Columbia	
 <u>Community Size</u>		
	Farm	<i>331</i>
<i>?</i>	Rural non-farm	<i>581</i>
	1 - 10,000	
<i>?</i>	10,001 - 30,000	<i>300</i>
	30,001 - 100,000	
	Over 100,000	<i>827</i>
 <u>Sex</u>		
	Men	<i>1017</i>
	Women	<i>1034</i>
		<i>2051</i>

NOTE: ALL CARDS EXCEPT MARITIMES & SASK HAVE BEEN DUPLICATED - ORIGINAL INTERVIEWS APPROX. 1200

OK.

#255
CIP0

1(b)

1st

1. Florida
2. California
3. Somewhere warm - south
4. New York
5. Mexico
6. ~~Southern~~ Rest of U.S.A.
7. The Laurentians
8. Western Canada - The Rockies - prairies
9. Eastern Canada ~~to~~ Central
0. Europe
- X
- V Miscellaneous.

2nd

1. Caribbean Islands - Bahamas - West Indies - Cuba
2. Bermuda
3. Hawaii - Pacific Isl.

X - Undecided - No answer

CIPPO - #255

Ques. 2bN

1. Stop drinking - stay out of beer parlors, cut down ;
 2. Stop smoking, cut down on smoking
 3. Go to church more regularly
 4. Economize - save money, etc.
 5. Diet
 7. Make more money
 8. Consideration for others - better relations with others, tolerant, more patient, kinder
 9. Not to worry so much
 0. Generally improve myself, better man, better housewife.
- V. Miscellaneous
- no answer given

CIP0 - #255

Ques. 38

1. Peace, world peace, nor more wars
 2. Trouble in Middle East settled
 3. Hungary - troubles over,
 4. Threat of communism wiped out - communism wiped out
 5. Reduction of income tax
 - 6.. Decrease in cost of living, lower prices, higher wages, higher farm prices,
more jobs
 7. Increase in pensions, old age pensions, war pensions, family allowances
 8. Cure for incurable diseases - cancer, etc.
 9. Abolition of atomic bomb
 0. Personal - win Irish Sweep Stakes, wife win crossword competition
 - X. Warmer weather
 - V. Miscellaneous
- no answer given

Q178 - #255

Ques. 4b

1. Government aid - grant for art, financial help.
 2. Body set up - organization - to promote art, culture
 3. To help people with talent in their art studies, to help artists
 4. General - to promote art - culture, the arts.
- V. Miscellaneous

Ques. 4d "If approve"

1. Young people with talent should be helped, artistic talent should be helped.
 2. Benefit the country, the people
 3. To develop Canadian art, help art to grow
 4. It is needed here, a great need for it, lack of arts in Canada
 5. Right to encourage art, needs encouragement
 6. Educational
 7. Like art, etc.
- V. Miscellaneous

4d If disapprove

1. Money is needed more urgently in other places - hospitals - old age pensions.
2. Should be supported by scholarships.
3. Only a few are interested.
4. Government is wasting enough money now - spending too much now - waste of money.
5. Arts should support ~~themselves~~ themselves.
6. AM NOT INTERESTED IN ART
7. UNNECESSARY
- 8.
- 9.
- 0.
- X.
- V. Miscellaneous.

CIPQ - #255

Ques. 5c:

1. Relative
 2. Children
 3. Friends
 4. Employees, employer, people at work
 5. Domestic troubles, something went wrong at home,
 6. Personal, car wouldn't start, lost glove, etc.
 7. Weather too cold
- V. Other
- not stated

Ques. 7c - favourable:

1. If allowed to consume freely, less drunkenness - once a thing is free, it loses its importance - wouldn't wish after it so much.
 2. Easier to obtain liquor, more convenient location, saves time and trouble going to beer store.
 3. Help the independent grocer - increase small grocers business
 4. People will get it anyway, doesn't matter where it is sold.
 5. People should be allowed to buy it if they want to.
 6. Would buy less - could buy it by bottle instead of case.
 7. Less drinking in taverns, go to tavern less often.
 8. It has worked in Quebec - in USA - in other countries - example of other countries.
 9. Less bootlegging - remove bootlegging
 0. So we can get it when we want to, like buying other commodities.
 - X. Modernize our way of thinking - mature country
 - V. Other
- No answer, D.K.

Ques. 7c - unfavourable:

1. Might sell to juveniles, young people could get it too easily
2. Would cause more drunkenness, more drinking
3. Make it too easy to get, too accessible
4. Grocers not a place for beer
5. Are enough outlets now, too easy to get it now
6. Spend more than they can afford - spend grocery money on beer
7. Too much drinking now - drunkards
8. Need strict control, need regulating
0. Don't believe in drinking - beer helps no one, harmful
- X. General - just not in favor of unnecessary drinking
- V. Other

^(b)
9.(a)

1. ~~Correct~~ - whether or not to keep fireman on diesel engines - firemen.
2. Vaguely correct - too many working men - personnel - lay off workers.
3. Incorrect - raise in pay.

CUPO - #255

Ques. 10b

UPPER COLUMN

1. Too many Canadian unemployed, too much unemployment here
2. Bringing in too many, too many allowed,
3. Should help Canadians first before helping others; give them too much help
4. Lower Canadian wages, standard of living
5. Taking Canadians jobs, they take our jobs
6. Not enough screening, not selective enough
7. Bringing the wrong type of person over
8. Too costly, country can't afford it
9. Should ensure jobs are available, right sort of job
0. Too fussy, discriminate too much, should let more in
- X. Approve as long as doesn't hurt Canada, Canadians
- V. Other answers

LOWER COLUMN

1. Need more immigration, need more people, more population
2. There is plenty of room in Canada, large country
3. More people will help to develop our country
4. Helps the immigrant, we should help the more unfortunate people
0. General - think policy is O.K., good, good job being done
- X. No answer, Don't know