

THE GALLUP POLL

Serial No Col 1-4
Project No cols. 5-7
Col 8
1 Enquiries
2 French

NO NAMES TAKEN

WOULD LIKE YOUR OPINION

(Circle appropriate numbers)

INTERVIEWER:
DON'T READ ALOUD
WORDS IN CAPITAL
LETTERS

SET 257
MAY, 1957

1a. Will you be eligible to vote in the Federal election to be held June 10th?
YES.....9.....1
NO.....2
DON'T KNOW.....3

INTERVIEWER: IF NOT ELIGIBLE SKIP TO QUES. 4.

IF "ELIGIBLE TO VOTE":

b. Are you interested in the coming election?
YES.....10.....1
NO.....2

IF "YES" ASK:

c. About how much are you interested in it, would you say, - very interested, moderately interested, or only interested a little?
VERY INTERESTED.....1
MODERATELY INTERESTED.....11.....2
ONLY INTERESTED A LITTLE.....3

ASK ALL ELIGIBLE TO VOTE:

d. Do you think you, yourself, will vote or do you think you may not vote?
WILL VOTE.....1
MAY NOT VOTE.....12.....2
UNDECIDED.....3
DEFINITELY WON'T VOTE.....4

IF "WILL VOTE" ASK:

e. How certain are you that you will vote - absolutely certain, fairly certain or not certain?
ABSOLUTELY CERTAIN.....1
FAIRLY CERTAIN.....13.....2
NOT CERTAIN.....3

ASK ALL ELIGIBLE TO VOTE

2a. If a Federal election were being held today, which party's candidate do you think you would favor?
PROGRESSIVE CONSERVATIVE....1
LIBERAL.....2
C.C.F.....3
SOCIAL CREDIT.....4
LABOR PROGRESSIVE.....5
OTHER PARTY.....7
(SPECIFY) 14
UNDECIDED.....8
REFUSED TO ANSWER.....9

INTERVIEWER: If respondent wants to refuse to answer this question, assure him/her that no names or addresses are taken, and that we are using this information to get trends across Canada only.

IF "UNDECIDED" OR STILL "REFUSE TO ANSWER" ABOVE, ASK:

b. Which way are you leaning at the present time, as far as all the parties are concerned?
PROGRESSIVE CONSERVATIVE....1
LIBERAL.....2
C.C.F.....3
SOCIAL CREDIT.....4
LABOR PROGRESSIVE.....5
OTHER PARTY.....15.....7
(SPECIFY)
UNDECIDED.....8
REFUSED TO ANSWER.....9

ASK ALL ELIGIBLE TO VOTE

3a. Did you vote in the Federal election of August, 1957?
YES.....11.....1
NO.....12.....2
DON'T RECALL.....3

IF "YES" ASK:

b. Which party did the candidate for whom you voted represent?
PROGRESSIVE CONSERVATIVE....1
LIBERAL.....2
C.C.F.....3
SOCIAL CREDIT.....4
LABOR PROGRESSIVE.....5
OTHER PARTY.....7
(SPECIFY)
DON'T REMEMBER.....8
REFUSED TO ANSWER.....9

ASK EVERYBODY

4. Do you think, after the election, taxes could be cut by fairly large amounts, without harm to the country?
CAN BE DONE.....1
CANNOT BE DONE.....2
QUALIFIED.....18.....3
(SPECIFY)
DON'T KNOW.....4

IF "CAN BE DONE" ASK:

b. Which one of the various parties do you think would be most likely to do this, if in office after the election?
.....19

ASK EVERYBODY

5a. Do you think the Canadian way of life is, or is not, being too much influenced by the United States?
TOO MUCH INFLUENCED.....1
NOT TOO MUCH.....20.....2
NO OPINION.....3

IF "TOO MUCH INFLUENCED":

b. Can you give me one or two examples of this?
.....21

ASK EVERYBODY

6a. Do you think the work week in most industries should be reduced from 40 hours to 35 hours?
SHOULD BE REDUCED.....1
SHOULD NOT.....2
NO OPINION.....3

IF "SHOULD BE":

b. If the work week were cut to 35 hours, should workers get the same pay as they got for 40 hours, or should they be paid for 35 hours?
PAID FOR 40 HOURS.....1
PAID FOR 35 HOURS.....23.....2
NO OPINION.....3

ASK EVERYBODY

7. Now, thinking of marriages, some churches refuse to marry couples if one of them has been divorced. Do you approve or disapprove of this stand on the part of these churches?
APPROVE.....1
DISAPPROVE.....2
QUALIFIED.....3
(SPECIFY)
NO OPINION.....4

x - 25

8a. How for some different kinds of questions. Do you happen to have been away from home for a period of three or more days during the past 6 months?

YES.....26...1
NO.....2

IF "NO" SKIP TO BASIC DATA

IF "YES" ASK QUES. 8-b-c-d-e-f-g-h-i

8. Thinking of the most recent trip, can you tell me approximately when it was?

IN THE PAST MONTH.....27...1
1 OR 2 MONTHS AGO.....2
3 OR 4 MONTHS AGO.....3
5 OR 6 MONTHS AGO.....4

9. Would you tell me how many were in your immediate party? (INTERVIEWER; NOT A TOUR)

1 - 2 PERSONS.....28...1
3 - 4 PERSONS.....2
5 - 6 PERSONS.....3
7 - 8 PERSONS.....4

MORE THAN 8, How many?.....5
(SPECIFY)

10. Would you tell me what the purpose of this last trip was - holidays, business, convention, or what?(IF MORE THAN ONE CIRCLE APPROPRIATE NUMBERS)

HOLIDAYS.....29...1
BUSINESS.....2
CONVENTION.....3

OTHER.....4
(SPECIFY)

11. Would you mind telling me where you went? (Province or Country)

PROVINCE..... PLACE.....30...
(SPECIFY PROVINCE OR COUNTRY)

INTERVIEWER: QUESTION CONTINUED AT RIGHT TOP

8f. And what was the means of transportation you used? (IF MORE THAN ONE, CIRCLE APPROPRIATE NUMBERS)

AUTO.....31...1
TRAIN.....2
BUS.....3
BOAT.....4

OTHER.....
(SPECIFY)

9. Thinking of the trip as a whole, would you tell me about how much, generally speaking, was spent on it by your group - just your best guess?

UNDER \$75.....1
\$76 TO \$125.....2
\$126 TO \$225.....32...3
\$226 TO \$325.....4
\$326 TO \$425.....5
\$426 TO \$525.....6

OVER \$525.....7
(SPECIFY)
CAN'T SAY.....8

10. Where did you stay? At a friend's, a motel, hotel, or where?(IF MORE THAN ONE CIRCLE APPROPRIATE NOS.)

FRIENDS.....33...1
RELATIVES.....2
MOTEL.....3
HOTEL.....4

OTHER.....5
(SPECIFY)

11. What would be your complaints or criticisms about your whole trip? (IF MORE THAN ONE CIRCLE APPROPRIATE NUMBERS)

COMPLAINTS: RE FOOD.....1
RE ACCOMMODATION.....2
RE ROADS.....3
RE INTEREST, SCENERY.....34...4
RE DISCOURTESY.....5

OTHER.....
(SPECIFY)
NO COMPLAINTS.....7

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?"

| | | |
|--|--|---|
| <p>Would you have continued school after 16 years of age if you had been able?</p> <p>.....</p> <p>Would you mind telling me how far you went in school? (INTERVIEWER: RING APPROPRIATE NUMBER WHETHER OR NOT SCHOOLING WAS COMPLETE)</p> <p>PUBLIC SCHOOL (GRADES 1-8).....1 SECONDARY OR HIGH SCHOOL (GRADES 9-13).....2 UNIVERSITY.....35...3 (SPECIFY)</p> <p>NO SCHOOLING.....4</p> <p>Which language is spoken in the home?</p> <p>FRENCH.....36...1 ENGLISH.....2 BOTH ENGLISH & FRENCH.....3</p> | <p>Would you mind telling me which age group you are in?</p> <p>21 - 29 YEARS.....39...1 30 - 39 YEARS.....2 40 - 49 YEARS.....3 50 AND OVER.....4</p> <p>Would you mind telling me if you are married or single?</p> <p>MARRIED.....40...1 SINGLE.....2 WIDOWED, DIV, SEP.....3</p> <p>In what country were your parents born?</p> <p>FATHER.....41...1</p> <p>MOTHER.....2</p> <p>IF FATHER BORN IN CANADA ASK: What country did your father's people come from originally?</p> <p>.....</p> | <p>Are you (or is any member of your family) a member of a labor union?</p> <p>YES.....44...1 NO.....2</p> <p>IF "YES": How many are union members?.....45</p> <p>INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:</p> <p>SEX:</p> <p>MAN.....46...1 WOMAN.....2</p> <p>SOCIO-ECONOMIC GROUP:</p> <p>A.....1 B.....2 C.....34...3 D.....4</p> <p>SIZE OF COMMUNITY:</p> <p>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</p> |
| <p>Do you happen to be a member of a church? YES.....1 NO.....2 37</p> <p>IF "YES": Which denomination?.....</p> <p>IF "NO": What is your religious preference?.....38</p> | <p>Is (was) the head of the family an employee, or self-employed?</p> <p>EMPLOYEE.....42...1 SELF-EMPLOYED.....2</p> <p>OCCUPATION OF HEAD OF FAMILY:</p> <p>Specific job.....43</p> <p>Type of Company..... multi-prinche</p> | |

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

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

(Interviewer's signature) [Signature] 49502525
(Interviewer's number)

7249-Pr... X-54

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 257

TOTAL CARD COUNT (NATIONAL)

Number

~~1828~~ 1868

Regional

Maritimes

180

Quebec

527

Ontario

656

Manitoba

Saskatchewan

515

Alberta

British Columbia

Community Size

Farm

Rural non-farm

1 - 10,000

10,001 - 30,000

30,001 - 100,000

Over 100,000

Province - cal. 49

Sex

Men

Women

478

Age

21-29

412

30-39

452

40-49

400

50+

610

not answered

4

U.S.P.O. G.P. 257

- Ques. 4b
1. P. C., Conservative
 2. Liberal
 3. C.C.F.
 4. Social Credit
 5. Labor Progressive
 6. All parties
 7. Other
- don't know, no answer

Col. 48- Rural-Urban is
multi-punched. Code
and reasons unknown

Ques. 5b - MORE DEPENDANT

1. Canadian companies owned by Americans, Am., cos. have holdings in Cdn. cos.,
 2. American money invested in Canada, borrow from States
 3. Financially
 4. Economically
 5. Govt., policy, foreign policy
 6. Just copy American pattern, way of life, imitate Americans
 7. Importing from States, getting more American produce
 8. We need their help, money
 - X. General, just think so.,
 - V. Other
- no reason given

Ques. 5b - LESS DEPENDENT

1. Canada developing rapidly with more industry, production, manufacturing
2. Canadian dollar up, value of Cdn. money
3. Economic ally
4. Country growing rapidly, population growing
5. Better foreign policy, govt. leadership better, don't always follow U.S. lead
6. Financial situation better, less American capital coming in
7. Less imports, more exports - better balance of trade
8. Developing own natural resources, oil mines, etc.
9. Becoming more self-sufficient
- X. General - just think so
- V. Other

RACIAL ORIGIN

1. Canada
2. England, Ireland, Scotland, Wales,
3. Other Br. Commonwealth countries
4. U.S.
5. France
6. Other European countries
- 7.
- V. Other

NOTE: FOLLOW THIS PATTERN

1. Take country of birth of father (IF OTHER THAN CANADA)
2. IF FATHER CDN. BORN, take country of birth of mother
3. IF BOTH PARENTS CDN. BORN - take country of father's people originally
4. FOR FR-SPEAKING ONLY'S - where Canadian origin claimed - take as French.

RELIGION

1. R.C.
2. Anglican, Church of England
3. United Church
4. Presbyterian
5. Baptist
6. Jewish
7. Protestant (unspecified)
8. Lutheran
9. Mennonite
- V. Other