

1. Do you think the Liberal Party should be invited to be Canada's next Prime Minister? Do you, or do you not approve of this idea?

APPROVE.....30.....1
 DISAPPROVE.....2

QUALIFIED.....3
 (SPECIFY) ABOLISH POSITION.....4
 NO OPINION.....5

IF "APPROVE" OR "DISAPPROVE" ASK:
 b. Why do you feel that way?.....31
32

ASK EVERYBODY

2a. How long do you think it will be before men in rockets will reach the moon? (RECORD IN NUMBER OF YEARS).....33

b. Have you heard or read anything about the earth satellite "Sputnik"?
 YES.....34.....1
 NO.....2

c. Why do you think Russia was able to launch the earth satellite before the U.S. did?
35

d. All things considered, do you think the earth satellite is more likely to be used for good purposes or for bad purposes?
 GOOD.....36.....1
 BAD.....2
 SOME OF BOTH.....3

QUALIFIED.....4
 (SPECIFY) NO OPINION.....5

3. As you may know, a considerable amount of American money has been invested in Canada. Some people are in favor of this, and others are not. What is your opinion?

IN FAVOR.....37.....1
 NOT IN FAVOR.....2

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

4a. Generally speaking, do you think labor is entitled, or not entitled to the higher wages they are demanding?
 YES, ENTITLED.....38.....1
 NOT ENTITLED.....2
 SOME ENTITLED.....3
 UNDECIDED.....4

ASK EVERYBODY

b. Are there any particular occupations or industries where you think the workers have more reason to demand an increase than others?
 YES.....39.....1
 NO.....2
 ALL EQUALLY.....3
 NO OPINION.....4

IF "YES":
 c. Which?.....40

ASK EVERYBODY

5. How long do you think it will be before there is another world war -- or do you think it is unlikely that we will have another world war?
41

(INTERVIEWER GET TIME IN WEEKS, MONTHS, OR YEARS)
 WORLD WAR UNLIKELY.....X

HAND CARD TO RESPONDENT

6. Here are two ways in which exploration and development for Canada's natural resources could be carried out. Will you tell me which you would like to see?
 - The government to take all the risks of prospecting and take all the losses or profits which result?.....1
 - Private companies to take all the risks of prospecting and take all the losses or a large share of the profits?.....2

OTHER.....3
 (SPECIFY) DON'T KNOW.....4

7. Does people think that Canada is going to see a good period of prosperity within the next year. Others do not agree. What is your opinion?
43

EVEN MORE PROSPERITY.....1
 LESS PROSPERITY.....2
 ABOUT THE SAME.....3

QUALIFIED.....4
 (SPECIFY) NO OPINION.....5

UNLESS "NO OPINION" ASK:
 b. Will you tell me why you think that?.....44
45

ASK EVERYBODY

8a. There are four main political parties in Canada today, would you tell me just in your own words, what you think are the main things each stands for? Let us start with the Liberal party. What would you say it stands for?
46

b. What about the Conservative party?.....47

c. Now the C.C.F.?.....48

d. Social Credit?.....49

9. Regardless of how you plan to vote, what is your best guess as to which political party will get most votes over the country as a whole, in the next Federal election?
 PROG. CONSERVATIVES.....50.....1
 LIBERALS.....2
 C.C.F.....3
 SOCIAL CREDIT.....4

OTHER.....5
 (SPECIFY) DON'T KNOW.....6

10. And regardless of any political feelings you may have, and thinking just of individuals, which man do you think would make the best leader for Canada at the present time, John Diefenbaker or Lester B. Pearson?
 JOHN DIEFENBAKER BEST.....51.....1
 LESTER B. PEARSON BEST.....2
 BOTH ABOUT THE SAME.....3

QUALIFIED.....4
 (SPECIFY) NO OPINION.....5

COMMENT.....NAT. CORED

11. As you may know, much of Canada's natural resources, such as oil, mining, lumber, is being developed by capital from outside the country. Do you, or do you not think this is a good thing for Canada?
 A GOOD THING.....52.....1
 NOT A GOOD THING.....2
 U.S. CAPITAL NOT A GOOD THING.....3

QUALIFIED.....4
 (SPECIFY) NO OPINION.....5

IF "A GOOD THING" ASK:
 b. Into which resources would you like to see more foreign capital invested?
53
DON'T KNOW.....X

ASK EVERYBODY

12a. Have you heard or read anything of recent ideas suggesting that a free trade area between Great Britain and Canada be developed over the coming years?
 YES.....54.....1
 NO.....2

ASK EVERYBODY
 b. What is your opinion of this idea -- do you approve or disapprove?
 APPROVE.....55.....1
 DISAPPROVE.....2

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

UNLESS "NO OPINION" ASK:
 c. Why do you think that?.....56
57

X in Col 58

ASK ALL AWAY IN LAST SIX MONTHS

1. JULY (4 MONTHS AGO)4
 2. JUNE (5 MONTHS AGO)5
 3. MAY (6 MONTHS AGO)6
 PRE-MAY (7 MONTHS AGO -
 1 YEAR).....7

IF "PRE-MAY" SKIP TO BASIC DATA

ASK ALL AWAY IN LAST SIX MONTHS

c. What place did you go to on your last trip of three or more days?
 PLACE?.....
 PROVINCE?.....
 (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).

HAND CARD MAP TO ALL RESPONDENTS:

e. Thinking of your journey to (Name/Place) and your return home, approximately how many days did you spend in any province? (INTERVIEWER: CHECK EACH VISITED AND RECORD NUMBER OF DAYS IN EACH, MAKE SURE THEY ADD TO NUMBER OF DAYS ON d. ABOVE.)

<input type="checkbox"/> NFLD.....DAYS	<input type="checkbox"/> ONT.....DAYS
<input type="checkbox"/> PEI.....DAYS	<input type="checkbox"/> MAN.....DAYS
<input type="checkbox"/> N.S.....DAYS	<input type="checkbox"/> SASK.....DAYS
<input type="checkbox"/> N.B.....DAYS	<input type="checkbox"/> ALTA.....DAYS
<input type="checkbox"/> QUE.....DAYS	<input type="checkbox"/> B.C.....DAYS
<input type="checkbox"/> OUTSIDE CANADA.....DAY	

ASK ALL AWAY IN LAST SIX MONTHS

f. 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

(SPECIFY)

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

ASK ALL AWAY IN LAST SIX MONTHS

FOUR.....4
 MORE THAN FOUR.....6
 THREE.....3 (SPECIFY)

ASK ALL AWAY IN LAST SIX MONTHS

h. 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)

i. On your trip to (Name/Place) what other places did you visit for one day or more -- either going or coming?

PLACE	PROVINCE
.....
.....

j. 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. -- just your best guess?
 (WRITE IN EXACT AMOUNT STATED).....

k. 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.....5	(SPECIFY)

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

1. 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	OTHER.....7
RESORT HOTEL.....4	(SPECIFY)

m. 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

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.....9..1	SOCIAL CREDIT.....4
LIBERAL.....2	LABOR. PROG.....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?
 YES.....10..1
 NO.....2

IF "YES" ASK:
 Which party did the candidate for whom you voted represent?
 11

PROG. CONS.....1	SOCIAL CREDIT.....4
LIBERAL.....2	LABOR. PROG.....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.....17..1
30 - 39 YEARS.....2
40 - 49 YEARS.....3
50 AND OVER.....4

Which language is spoken in the home?
 FRENCH.....13..1
 ENGLISH.....2
 BOTH ENGLISH & FRENCH.....3

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).....14..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.....15..1
SINGLE.....2
WID. DIV. SEP.....3

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

EMPLOYEE.....16..1
SELF-EMPLOYED.....2

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

Type of Company.....

Do you, or does any member of your immediate household own a passenger car - not a truck?
 YES.....18..1
 NO.....2

Are you (or is any member of your family) a member of a labor union?
 YES.....19..1
 NO.....2

IF "YES":
 How many are union members?
 20

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: MAN.....21..1
 WOMAN.....2

SOCIO-ECONOMIC GROUP:

A.....22..1
B.....2
C.....3
D.....4

SIZE OF COMMUNITY: 23

FARM.....23..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.

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

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW.....
 (INT. SIGNATURE) 24 25 26 27 28
 INTERVIEWER'S NO.)

Province X in Col 29

CANADIAN INSTITUTE OF PUBLIC OPINION

Use 1's of Col 8 only

GALLUP POLL # 262

TOTAL CARD COUNT (NATIONAL)

Regional *col. 24*

Maritimes

Quebec

Ontario

Manitoba

Saskatchewan

Alberta

British Columbia

Number

3138

~~1066~~

+110 add'l Marit
cards. **

221

+110

295

359

301

Province - col. 24

Community Size

Farm

Rural non-farm

1 - 10,000

10,001 - 30,000

30,001 - 100,000

Over 100,000

-Sex

~~Men~~

~~Women~~

age 21-29

30-39

40-49

50+

204

269

233

360

1665

1472

1

m

w

reg

** Use in Regional Breakdown only - Runched X or V
in Col. 59

QU. 1. (A).

QUEEN MOTHER AS CANADA'S NEXT GOVERNOR-GENERAL.APPROVE.
1. column.

1. WE SHOULD HAVE A CANADIAN ~~SHOULD~~ BE A CANADIAN BORN—THERE ARE PLENTY OF CAPABLE CANADIANS TO CHOOSE FROM.
2. QUEEN MOTHER SHOULD STAY IN HER OWN COUNTRY—WITH HER FAMILY.
3. IT IS A MAN'S JOB ~~TOO~~ HARD FOR A WOMAN--WOMAN COULDN'T DO IT.
4. SHE HAS A JOB TO DO IN ENGLAND—COULD NOT SPARE ENOUGH TIME.
5. WOULD PREFER TO SEE A MAN IN THE POSITION.
6. CANADA SHOULD BE INDEPENDENT FROM ENGLAND, BRITAIN -- IS INDEPENDENT.
7. TOO EXPENSIVE.
8. *Too old*
9. *Doesn't know enough about Canadian affairs*
- 0.
- X.
- V. OTHER REASONS (DISAPPROVE.)

~~DISAPPROVE.~~
2nd. column.

1. WOULD HELP BRITISH--CANADIAN RELATIONS ~~KEEP~~ COMMONWEALTH CLOSE TOGETHER.
2. SHE HAS THE NECESSARY KNOWLEDGE—IS CAPABLE.
3. SHE WILL DO A GOOD JOB.
4. IT IS A GOOD IDEA.
5. SHE ~~HAS~~ A GOOD, NICE PERSON.
6. IT IS AN HONOUR FOR CANADA.
7. *Nice to have someone of royal family - royal family representative*
8. *She deserves the post.*
9. *As good as anyone else. Why not her?*
- 0.
- X.
- V. OTHER REASONS (APPROVE.)

DO NOT DOUBLE CODE ON COL. 1-----2 & 4, or 3 & 5.

QU. 2 (A).

1. UNDER 1 year.
2. 1 year—UNDER 3 years.
3. 3 years—UNDER 5 years.
4. 5 years—UNDER 10 years.
5. 10 years—UNDER 15 years.
6. 15 years—UNDER 20 years.
7. 20 years—UNDER 30 years.
8. 30 years—UNDER 40 years.
9. 40 years—UNDER 50 years.
0. 50 years and OVER.
- X. NEVER.
- V. OTHER.
- DON'T KNOW, NO ANSWER.

QU. 2 (C).

WHY RUSSIANS LAUNCHED THE EARTH SATELLITE BEFORE U. S.

1. THEY ARE MORE ADVANCED IN SCIENTIFIC MATTERS—AHEAD OF U. S. GENERALLY—
MORE, BETTER SCIENTISTS.
2. THEY SPEND MORE MONEY ON SCIENCE, RESEARCH.
3. RUSSIANS STOLE FOREIGN SCIENTISTS, PLANS, BECAUSE OF THEIR SPY ACTIVITIES.—
from German scientists - help from G- other scientists.
4. THEY CONCENTRATE ON SCIENCE MUCH MORE THAN U. S.—GREAT EDUCATION IN SCIENCE—
MORE TIME IS SPENT ON SCIENCE, WORK HARDER, CONCENTRATE ON IT.
5. THEY ARE CLEVER, MORE INTELLIGENT.
6. SYSTEM—NON-DEMOCRATIC, FORCE PEOPLE TO BE SCIENTISTS, ETC.
7. U. S. PROGRAM BADLY ORGANIZED—INTER-SERVICE RIVALRY. — *not getting on*
8. *Western complacency*
- 9.
- 0.
- X. *Question not answered properly. — to show their power, superiority, put fear into West*
- V. OTHER REASONS.

DO NOT DOUBLE CODE*** 1 & 5.

OCCUPATION. WHICH SHOULD HAVE INCREASE IN PA...

1. PEOPLE WHO DO DANGEROUS, HAZARDOUS JOBS, DETRIMENTAL TO HEALTH.
 2. FARMERS, FARMING.
 3. CIVIL SERVANTS.
 4. TEACHERS.
 5. OTHER PROFESSIONAL, MORE EDUCATED, LONG TRAINING.
 6. MINING.
 7. TEXTILES.
 8. OTHER SKILLED ~~PROFESSION~~ OCCUPATIONS.
 9. UNSKILLED LABORERS, DAY LABORERS.
 0. ALL, EVERYONE, NO PARTICULAR GROUP.
 - X. *White collar workers, office workers*
 - V. OTHER.
- *No answer, Don't know*

QU. 5 (B).

1. 6 MONTHS OR LESS.
2. OVER 6 MONTHS TO 1 YEAR.
3. OVER 1 YEAR TO 2 YEARS.
4. OVER 2 YEARS TO 3 YEARS.
5. OVER 3 YEARS TO 4 YEARS.
6. OVER 4 YEARS TO 5 YEARS.
7. OVER 5 YEARS TO 10 YEARS.
8. OVER 10 YEARS TO 15 YEARS.
9. OVER 15 YEARS.
0. WILL BE A WAR, BUT DON'T KNOW WHEN.
- X. WORLD WAR UNLIKELY.
- V. OTHER.
- DON'T KNOW, NO ANSWER.

QU. 7 (A).

PROSPERITY.MORE PROSPERITY.1st. column.

1. INDUSTRIAL EXPANSION, NEW INDUSTRIES ARE DEVELOPING.
2. DEVELOPMENT OF NATURAL RESOURCES, VAST RESERVES OF NATURAL RESOURCES TO BE EXPANDED.
3. MORE IMMIGRANTS COMING IN.
4. GOVERNMENT WILL SEE TO IT, GOVERNMENT WILL BRING IT ABOUT.
5. NO REASON FOR A DECLINE. - *no reason why not*
6. THERE IS STILL PLENTY OF WORK, EMPLOYMENT.
7. GENERAL FEELING OF EXPANSION, EVERYTHING IS ON THE INCREASE, BOOMING.
8. OTHER--MORE PROSPERITY,
9. *Qualified - Depends on U.S., Russia*
- 0.
- X.
- V.

2ND. COLUMN.

1. INDUSTRY IS NOT EXPANDING, NO NEW INDUSTRY.
2. THE PEAK HAS BEEN REACHED.
3. TOO MANY IMMIGRANTS COMING IN.
4. NO FAITH IN THIS GOVERNMENT, GOVERNMENT WILL NOT BE ABLE TO HELP.
5. INFLATION, RISE IN COST OF LIVING, MONEY IS TIGHT.
6. MORE UNEMPLOYMENT, LESS WORK AVAILABLE, INCREASING UNEMPLOYMENT.
7. GENERAL FEELING OF A SLUMP - EVERYTHING SLOWING DOWN - SLACKING
8. OTHER - LESS PROSPERITY
9. A YEAR IS TOO SHORT A TIME FOR CHANGE - NOTHING CAN CHANGE
0. THERE IS NOTHING TO MAKE ANY DIFFERENCE - NO REASON FOR IT TO CHANGE
- X. *General - Everything will, ^{be} continue the same*
- V. *Other reasons (Same)*

CU. C A & B.

Q. 9A + B

W. SAL & P. O.

Liberal + P.C.

262 G. P.

262 G-P.

1. DEMOCRATIC WAY OF LIFE, LIBERTY, BENEFIT OF ALL PEOPLE, THE PEOPLE,
PROTECT OUR WAY OF LIFE.
2. ^{moderate} MODERATE REFORM, MIDDLE ROAD, SOCIAL ADVANCEMENT, WELFARE, PROGRESS.
3. IN FAVOUR OF WORKING MAN, LOWER INCOME GROUPS, UNDERPRIVILEGED.
4. FREE TRADE, LOW TARIFFS.
5. PRIVATE ENTERPRISE, LESS STATE CONTROL.
6. BIG BUSINESS, BIG SHOTS, CAPITALIST, CAPITALISM, NEGLECT WORKERS, IN FAVOUR OF
BIG MEN, HIGHER WAGES INCOME GROUPS, HIGH TAXES.
7. OUT FOR THEMSELVES ONLY, GRABBER, GRIPERS.
8. PROTECTION, HIGH TARIFFS, LESS FREE TRADE.
9. VERY BRITISH, IN FAVOUR OF ^{BRITISH} ~~FREE~~ TRADE.
0. OTHER UNFAVOURABLE.
1. ~~OTHER UNFAVOURABLE~~. *all the same*
7. *Other (Favourable)*

1. COMMUNISM.
2. GOVERNMENT OWNERSHIP, STATE CONTROL, NATURALIZATION, SOCIALIST STATE, SOCIALISM, ANTI- CAPITALISM, LEFT WING.
3. WORKING MAN'S PARTY, BETTERMENT OF UNDERPRIVILEGED.
4. EQUALITY FOR ALL PEOPLE, EQUALITY OF INCOME, EQUAL RIGHTS.
5. SUBVERSIVE, BAD, STUPID.
6. SOME GOOD IDEALS, BUT IMPRACTICAL, IDEALISTIC.
7. OUT FOR THEMSELVES ONLY, GRAFTERS, GRIPERS.
8. PROGRESS, CHANGE.
9. MONETARY REFORM, NEW MONEY POLICY. —
0. OTHER UNFAVOURABLE.
- I. THEY ARE ALL THE SAME----NO MEANING.
- V. OTHER (FAVOURABLE).

1. MINES OR MINING—~~COAL~~, GOLD, NICKEL, ETC.
2. NATURAL GAS OR GAS (UNSPECIFIED).
3. FORESTS—LUMBER, WOOD, PULP & PAPER, ETC.
4. AGRICULTURAL—LAND, ETC., FARMING, WHEAT.
5. OIL, PETROLEUM.
6. WATERPOWER, HYDRO-ELECTRIC, WATERPOWER, ETC.
7. INDUSTRY—MANUFACTURING, FACTORIES, ETC.
8. GAME & FISHERIES.
9. ALL RESOURCES, ANY OF THEM.
0. NO PREFERENCE.
- X. DON'T KNOW (PRECODED.)
- V. MISCELLANEOUS (KEEP HAND TAB).

— *not answered*

1st. column.

1. WE ARE A COMMONWEALTH COUNTRY, ALL PART OF COMMONWEALTH, BELONG TO ENGLAND, HAVE TIES WITH ENGLAND.
2. WILL BRING ABOUT BETTER RELATIONSHIP BETWEEN THE TWO COUNTRIES.
3. SPECIFIC BENEFITS TO CANADA—LOWER COST OF LIVING, LOWER PRICES, INCREASED PROSPERITY OF COUNTRY, CAN EXPORT SURPLUS WHEAT, DEVELOP CANADA.
4. GENERAL BENEFITS TO CANADA, WOULD HELP CANADA, DO CANADA A LOT OF GOOD.
5. DO BOTH COUNTRIES A LOT OF GOOD, WOULD HELP BOTH, COUNTRIES NEED EACH OTHER.
6. BENEFIT TO ENGLAND, WOULD HELP ENGLAND, SHE NEEDS OUR HELP.
7. WOULD INCREASE, HELP TRADE.
8. OTHER (APPROVE).
9. PROVIDED IT IS BENEFICIAL TO CANADA, DOES NOT HURT CANADA.
0. PROVIDED IT IS WITHIN REASONABLE LIMIT.
- X. PROVIDED WE DO NOT FORGET THE OTHER COUNTRIES.
- V. OTHER (QUALIFIED).

2nd. column.

1. WE SHOULD STAND ON OUR OWN FEET, NOT BE TIED TO ENGLAND.
- 2.
3. SPECIFIC HARM. BAD FOR INDUSTRY, INCREASE UNEMPLOYMENT, UNDER SELL CANADIAN GOODS.
4. GENERALLY BAD FOR CANADA, INJURIOUS TO CANADA, NO ADVANTAGE TO CANADA.
5. ENGLAND WOULD GAIN TOO MUCH AND CANADA TOO LITTLE.
6. MIGHT RUIN RELATIONS WITH U. S., TRADE WITH U. S., AMERICAN TRADE BETTER.
7. SHOULD TRADE WITH ALL NATIONS.
8. OTHER (~~APPROVE~~ DISAPPROVE).
- 9.
- 0.
- X.
- V.