

ASK EVERYBODY
 1. Give your opinion on a few lead-
 ing Canadians:
 a. How would you rate her
 speeches -- excellent, good,
 fair, or poor?
 YES.....1
 NO.....2
 CAN'T RECALL.....3

EXCELLENT.....1
 GOOD.....2
 FAIR.....3
 POOR.....4

ASK EVERYBODY
 2. Some people say that the Queen's advisors are doing a
 good job, others disagree.
 What is your opinion?
 DOING A GOOD JOB.....1
 NOT DOING A GOOD JOB.....2
 NO OPINION.....3

UNLESS "NO OPINION":
 b. Why do you feel that way?
33

ASK EVERYBODY
 3a. Figures show that in the past ten years, prices
 generally have gone up about 45 per cent. Do you feel
 that, on the whole, your income
 has kept pace with this in-
 crease or not?
 YES, KEPT UP.....1
 NO, NOT KEPT UP.....2
 CAN'T SAY.....3

b. Do you think the main cause of high prices in Canada
 is high wages, big profits or
 some other cause?
 HIGH WAGES.....1
 BIG PROFITS.....2
 BOTH.....3
 OTHER.....4
 (SPECIFY) CAN'T SAY.....5

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

IF "DISAPPROVE":
 b. Would you tell me why you feel that?
37

ASK EVERYBODY
 5. As you may know the present Government in Ottawa does
 not have an overall majority of seats. Which alterna-
 tive do you think the Government should follow --
 Carry on a government
 until they have to have
 an election?
 Have an election as soon
 as possible?
 CARRY ON.....1
 HAVE AN ELECTION.....2
 NO OPINION.....3

COMMENT.....39

6. In the event that Mr. St. Laurent should retire as
 leader of the opposition who would you like to see
 succeed him as leader of the Liberal Party?
DON'T KNOW.....40

UNLESS "DON'T KNOW":
 b. Why do you select him?
41

ASK EVERYBODY
 7. Can you recall the names of any cabinet ministers
 appointed by Mr. Diefenbaker?
42
43

ASK EVERYBODY
 8. Do you think Canadians should make an effort to buy
 fewer goods from the
 United States and more
 from the Commonwealth,
 or not?
 YES, BUY LESS FROM U.S.....1
 DO NOT BUY LESS FROM U.S.....2
 OTHER.....3
 NO OPINION.....4

UNLESS "NO OPINION":
 b. Why do you feel that way?
45

ASK EVERYBODY
 9. Some people like a job which pays well, even if it is not
 so secure, others prefer a steady job that may not pay so
 much. Which would you prefer -- the secure, or the better
 paying job?
 PREFER SECURE JOB.....1
 BETTER PAYING JOB.....2
 QUALIFIED.....3
 (SPECIFY) NOT EMPLOYED.....4
 CAN'T SAY.....5

10. From what you have seen or read of Russia's policies
 towards other countries, what do you think her main object
 is?
47

ASK EVERYBODY
 11a. You have probably watched a lot of U.S. and Canadian
 programmes on TV. Which, speaking generally, do you think
 better -- Canadian or
 U.S.?
 CANADIAN BETTER.....1
 U.S. BETTER.....2
 NOT MUCH DIFFERENCE.....3
 NO OPINION.....4

UNLESS "NO OPINION":
 b. Why do you feel that way?
49

ASK EVERYBODY:
 c. Do you own a TV set?
 YES.....1
 NO.....2

ASK EVERYBODY
 12a. If all other nations, including Russia agree to stop
 making any more tests with nuclear weapons and H-Bombs,
 should the Western nations agree to stop, or not?
 SHOULD AGREE TO STOP.....1
 SHOULD NOT.....2
 NO OPINION.....3

b. Have you heard or read anything of the controversy over
 "fall-out" of radio-active matter, from H-Bomb or A-Bomb
 tests?
 YES.....1
 NO.....2

c. Do you think there is real danger from "fall-out" of
 radio-active matter from testing of H-Bombs and A-Bombs
 now being done, or not?
 YES, IS REAL DANGER.....1
 NO, IS NOT.....2
 CAN'T SAY.....3

13. The term of office of the present Governor General ends
 next year. Which of these things would you like to see
 done about appointing a new Governor General:
 (INTERVIEWER: READ ALOUD ALL BUT "OTHER" AND "NO OPINION")
 Make an appointment from England.....1
 Make an appointment from Canada.....2
 Abolish the position.....3

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

MB

43 not included

X in 55

CANADIAN INSTITUTE OF PUBLIC OPINION

Use only 1's of Col 8

GALLUP POLL # 260

TOTAL CARD COUNT (NATIONAL)

Regional

Maritimes

Quebec

Ontario

Manitoba

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

Women

Number

2179

1139

+ 89 addtl

177

+ 89 addtl - X or V
in column
after closing.
(Col 56)

267

379

405

~~584~~

1014

~~555~~

1064

1

** Use in Regional Breakdown only.

Q

Qu. 2

"Doing A Good Job"

1. They are trained for the job - have the knowledge - clever - know what they are doing - chosen people.
 2. No reason to think they are not - have no complaints - everything seems O.K. - quite satisfied.
 3. It's a hard job
 4. They are doing their best - trying hard
 5. Country is getting along alright - it's well governed - peace, prosperity - general conditions show they are alright.
 6. They give her good advice, look after her well - keep up her prestige.
 7. She's a good speaker - they help her make good speeches.
 8. She acts wisely - dignified - accepts her responsibility.
 9. She is doing her best - a good job.
 10. She visits the common people - establishes good relations with her people - Queen - down to earth people.
- I.
- V. Other reasons

Qu.2

"Not Doing A Good Job"

- 1. Should let her use her own judgement. They have too much to say.
- 2. She has little privacy, freedom. Dig too much into her private life.
- 3. Queen has much reserve, seems nervous, remote, unattractive
- 4. Too stuffy and old fashioned. Too strict.
- 5. I think they could do better.
- 6. There seems to be friction.
- 7. Queen would do better by going to school for public speaking.
- 8. No need for advisors.
- 9. They bungle things and give bad advice. make mistakes
- 0. No respect for the workers.
- X.
- V. Other reasons
- Not answers, irrelevant answers.

Qn. 4B

"If Disapprove"

- 1. Has not filled, kept his promises.
- 2. More unemployment, unemployment.
- 3. Has not done anything yet. Takes too long to act.
- 4. Has not nominated enough ministers.
- 5. Higher prices (butter). Money tighter. Taxes .
- 6. He is too rash, unstable. *have no fault in him*
- 7.
- 8.
- 9.
- 0.
- X
- V Other reasons.

QU.5

"Have an Election"

- 1. (Can't make real decisions.
(Need one to run the country right.
(Any government should have a majority to do good work.
(Impossible for good government.
- 2. No opposition.
- 3. To get a stronger party. *Have a real majority*
- 4. (Stand better chance of winning right now.
(Better have it now and not be forced into it.
(Would gain greater working majority right now.
(Fresh in minds of people, will get larger vote. Better now -
(have good will of people.
- 5. At present they have to depend on other parties.
- 6. To improve things. Foolish to carry on like it is.
- 7. (Present political position makes hard feelings.
(Too many conflicts.
- 8. To get other party in.
- 9. *To get things settled one way or the other*
- 0.
- X
- V Other reasons.

WL.5

"Carry On"

- 1. Elections cost too much. Too expensive.
- 2. See if they keep their promises. Give them a chance. Try it out as it is now. Wait and see what they can do.
- 3. Leave them as long as things work/well. Carry on if it is possible. Carry on if they are doing a good job. There is always time if they can't manage.
- 4. Too soon. Too short a time in office to know. Carry on for a few more years. ~~Not for~~ a year.
- 5. They are doing O.K., well, as good as last government. People want ~~tye66hem6666~~ them to.
- 6. No need. No purpose in having one now. An election wouldn't alter anything.
- 7. They only need a vote of confidence. See what the other party will do to help them.
- 8. They would be beaten in an election.
- 9. Elections a lot of work. Don't approve of unnecessary elections.
- 0.
- X.
- V. Other reasons.

1. Lester Pearson - Mike Pearson
2. Paul Martin
3. Harris
4. Howe
5. L. Chevrier
6. J. Sinclair
- 7.
- 8.
- 9.
0. St. Laurent should stay
- X. ~~St. Laurent should stay~~
- V. Other persons.

64

Reasons

- 1. Because of past record - has done a good job - has done well in government - done a lot for Canada.
- 2. Excellent statesman - diplomat, good leader - politician
- 3. Good man, good character - wonderful - worthy of the post, *most qualified*
- 4. Most competent, capable - clever intelligent, all round ability
- 5. Very well known to everyone; public (national)
- 6. Well known internationally - outside the country.
- 7. Would do his best for everyone - interested in Canada, Canadians.
- 8. Younger man - more active - energetic
- 9. Because he's a French Canadian
- 0. Done a good job at U.N.O. knows a lot about international affairs
- X. Majority opinion - most popular - only, best choice - no alternative
- V. Other reasons.

U.7

- 1. Howard Green
- 2. Donald Fleming
- 3. George Hees
- 4. Davie Fulton
- 5. Michael Starr
- 6. Gordon Churchill
- 7. A.J. Brooks
- 8. George Pearkes
- 9. Douglas Harkness
- 0. J.W. Montieth
- X. Paul Comtois
- V. George Nowlan.

b1

- 1. Hamilton (Alvin; William)
- 2. Angus Maclean
- 3. Ellen Fairclough
- 4. Leon Balcer
- 5. Macdonnell
- 6. W.J. Browne
- 7.
- 8.
- 9.
- 0.
- X. Incorrect names
- V. No name stated D.K.

b2

QU.7a

- 1. Named one cabinet minister correctly
- 2. Named 2
- 3. --- 3
- 4. --- 4
- 5. --- 5
- 6. --- 6
- 7. --- 7
- 8. --- 8 or more
- 9.
- 0.
- X. Named one or more incorrect
- V. Named no cabinet minister.

3

Q.8

Should Make Effort

- 1. Britain needs our help - repay her for war effort - help her with shortage
- 2. Strengthen Empire - Commonwealth ties - Britain more our people, mother country.
- 3. British goods better, cheaper, just as good - it's cheaper
- 4. Balance trade, will help Canada as then England will be able to buy for Canadian goods.
- 5. ~~Useless of~~ Use less of U.S. dollar - makes us less dependent. of U.S.
U.S. too much influence in C. now
- V. Other
- 6. *Should make more in Canada - buy from C. mfgs.*

Should Not Make Effort

- 1. More natural to trade with U.S.A. - closer neighbours - friendly terms, ties
- 2. U.S. goods better - cheaper - more suited to Canada
- 3. Have helped England long enough - time stood on own feet
- 4. Britain doesn't consider us - U.S.A. helps Canada
- 5. Must trade with U.S.A. - can't cut off their imports - good market for Canadian goods
- 6. Should buy wherever we like - where best
- 7. U.S.A. has more money invested in Canada
- 8. Need American dollar
- V. Other

8.

Other

1. Should divide trade
2. Only if goods are better
3. Both U.S. - England are important to us
4. Buy where best advantages - wherever we like
5. Other.

RUSSIA

1. Communize World - destroy democracy - spread Communism - World Supremacy of Communism.
2. War - World domination - power - war - aggression - conquer world.
Enslave everyone - power
3. Territorial Expansion - gain territory - territorial greed - gain wealth of other nations - connections in all countries.
4. Control Europe.
5. Promote cold war, conquest without war, infiltration, cause dissention in countries - cause world disturbance - stir up trouble.
6. Wants to be recognised.
7. Security for herself, self protection, wants to be left alone, peaceful trade, peace.
8. Pulling a bluff
9. We don't know what goes on - too difficult, underhand to understand.
0. To better living conditions in Russia; trying to rebuild country after war.
- * Pro Russian Misc.
- V. Misc.

#260

QU.11(b)

"Prefer Canadian Stations"

1. Better selection
2. More interesting, more educational, more intelligent
3. Not so commercial as U.S. Not so much advertizing.
4. More down to earth, more commonsense. More true to life.
5. Better, more talent, Better Actors
6. More Canadian, More in Keeping with Canadian Habits
7. Better plays, like singing, like country Hoedown (like other specific items)
8. Far superior, improving all the time.
9. Because they are in French (on French Questionnaire - Because I can understand them).
0. More religious programmes
More Catholic
- x. Not so much slang, better English
- v. Other reasons.

1. More variety, more stations.
2. More interesting, more stimulating, more entertaining, more original.
3. They have more money. Not enough money spent on Canadian TV Not the sponsors in Canada to pay. More backing.
4. More experience. Canadians lack good producers. Canadian programmes show less experience.
5. Better talent, better actors
6. Canadian programmes are terrible. Better programmes, Better quality, Better settings, Better, More, bigger productions shows.
7. More detective stories. More funny stories, Sports (other specific items)
8. Higher standard *better all round*
- 9.
0. More religious programmes
- X.
- V. Other reasons

NB

all codes after 40 in the new commercial
poll are wrong. The (b) part of question 6 is
in column 41; question 7 is in columns
42, 43, 44; question 8 part (a) is in 45 and so
forth. A "one" should be added to column codes
after 40 in order to get the correct code.