

MASTER

7-2-55  
June, 1955

Serial No 2-1  
5-7

THE GALLUP POLL

WOULD LIKE YOUR OPINION

INTERVIEWER:  
DON'T READ ALOUD  
WORDS IN CAPITAL  
LETTERS

SEP 55  
JUN, 1955

(WRITE APPROPRIATE NUMBERS)  
NO NAMES TAKEN

SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

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

**TIME INTERVIEW RETURN (HOUR)**

1. We're interested in finding out how many Canadians stay in the area in which they were born. Thinking of yourself -- were you born in this city? (Town? Village? County?)

YES WAS BORN HERE.....1  
NO WAS NOT.....2

**IF "YES BORN HERE" ASK:**

b. Looking ahead, and speaking generally, do you expect to spend the rest of your life in this city? (Town? Village? County?)

YES, EXPECT TO STAY.....1  
NO DO NOT.....2

QUALIFIED.....3  
(SPECIFY) CAN'T SAY.....4

8a. Some people say that the United States is antagonizing some of her most important allies by her foreign policy. Others don't agree. Do you think that the U.S. foreign policy is losing her friendships among Western countries, or not?

YES, U.S. LOSING FRIENDS.....1  
NO, IS NOT.....2  
CAN'T SAY.....3

**IF "LOSING FRIENDS" ASK:**

b. Have you anything particular in mind?.....19

**ASK EVERYBODY**

8a. Now, on this question, I don't want to know the amount, but just what the trend is across Canada. In your case, for example, is the amount of savings you have now, lower or higher than it was a year ago?

LOWER.....1  
HIGHER.....2  
ABOUT THE SAME.....3  
HAVE NO SAVINGS.....4  
DON'T KNOW.....5

**IF "LOWER" OR "HIGHER" ASK:**

b. Do you think this is due to general conditions, or is it due to personal circumstances?

GENERAL CONDITIONS.....1  
PERSONAL CIRCUMSTANCES.....2  
BOTH.....3  
DON'T KNOW.....4

**ASK EVERYBODY**

9. How worried are you about the chance of a world war breaking out in which atom bombs and hydrogen bombs would be used -- very worried, fairly worried, or not worried at all?

VERY WORRIED.....1  
FAIRLY WORRIED.....2  
NOT WORRIED AT ALL.....3  
NO OPINION.....4

10. Now for some questions on the political scene. Do you approve or disapprove of the way John Diefenbaker is handling his job as Prime Minister?

APPROVE.....1  
DISAPPROVE.....2  
NO OPINION.....3

**ASK EVERYBODY**

9. Some people say we should do away altogether with capital punishment -- that is executing a person for murder. Do you think we should, or should not abolish capital punishment?

SHOULD ABOLISH.....1  
SHOULD NOT.....2  
NO OPINION.....3

11a. Thinking about the Federal Government in Ottawa. How do you feel about the proportion of seats the Parties have in the House -- do you think it is satisfactory or not?

YES, SATISFACTORY.....1  
NO, NOT SATISFACTORY.....2  
NO OPINION.....3

**IF "SATISFACTORY" OR NOT "SATISFACTORY" ASK:**

b. Why do you feel this way?.....23

4. Everything considered, which country in the world will be strongest 10 years from now?

RUSSIA STRONGEST.....1  
U.S. STRONGEST.....2  
OTHER.....3  
(SPECIFY) UNDECIDED.....4

**ASK EVERYBODY**

12a. Some people say that Canada is returning to the two-party system, others do not agree. What is your opinion?

RETURNING TO TWO-PARTY.....1  
NO, NOT RETURNING.....2  
QUALIFIED.....3  
(SPECIFY) NO OPINION.....4

5. And what nation do you expect to have the most influence in world affairs 10 years from now?

RUSSIA.....1  
U.S.....2  
OTHER.....3  
(SPECIFY) UNDECIDED.....4

13a. Now, thinking about the Conservative Party, what do you think might happen to it in the next election -- will it gain seats, lose seats, or remain about the same?

GAIN SEATS.....1  
LOSE SEATS.....2  
REMAIN ABOUT THE SAME.....3  
QUALIFIED.....4  
(SPECIFY) DON'T KNOW.....5

6. If you were asked to criticize labor unions, what would your main criticism be?

EXCESSIVE AGITATION AND DEMANDS.....1  
ARROGANT DICTATORIAL LEADERSHIP.....2  
HAVE EXCESSIVE POWER.....3  
TOO PRONE TO STRIKE.....4  
OTHER.....5  
(SPECIFY) NO PROBLEM.....6  
DON'T KNOW.....7

b. And what about the future of the Liberal Party? Do you think that in the next election it will gain seats, lose seats, or remain about the same?

GAIN SEATS.....1  
LOSE SEATS.....2  
REMAIN ABOUT THE SAME.....3  
QUALIFIED.....4  
(SPECIFY) DON'T KNOW.....5

**AND CARD "A" TO RESPONDENT**

a. Here are some of the things labor unions try to do for their members. Which of them do you think is the most important at the present time?

HIGH WAGES.....1  
BETTER WORKING CONDITIONS.....2  
SHORTER WORKING HOURS.....3  
SECURITY OF EMPLOYMENT.....4  
BETTER PENSION PLANS.....5  
PROFIT SHARING.....6  
OTHER.....7  
(SPECIFY) CAN'T SAY.....8

c. And the C.C.F. Party? Do you think it will gain or lose seats in the next election, or remain about the same?

GAIN SEATS.....1  
LOSE SEATS.....2  
REMAIN ABOUT THE SAME.....3  
QUALIFIED.....4  
(SPECIFY) DON'T KNOW.....5

**AND CARD "A" TO RESPONDENT**

b. Are there any things on this list you feel labor unions should not press for at the present time?

HIGH WAGES.....1  
BETTER WORKING CONDITIONS.....2  
SHORTER WORKING HOURS.....3  
SECURITY OF EMPLOYMENT.....4  
BETTER PENSION PLANS.....5  
PROFIT SHARING.....6  
OTHER.....7  
(SPECIFY) CAN'T SAY.....8

14. As you may know there are, at present, no Social Credit members in the House of Commons. In your opinion what is the future of this Party, Federally? Do you think it will regain a place as a Federal Party in the next election or not?

REMAIN PLACE.....1  
WILL NOT.....2  
QUALIFIED.....3  
(SPECIFY) DON'T KNOW.....4

SEE OTHER SIDE 29

15a. Do you think U.S. should stop atomic bomb tests, or do you feel these tests should be continued?

SHOULD STOP.....3.0.1  
 SHOULD CONTINUE.....3.0.2  
 NO OPINION.....3

IF "SHOULD STOP" OR "CONTINUE":

b. Why do you say this?.....3.1

ASK EVERYBODY

16. Now for a different type of question. Here is a quiz such as they have on television, let's see how you do. Please tell me what these trade names stand for.

Kleenex.....DON'T KNOW  
 Revlon.....DON'T KNOW  
 Percolin.....3.2.....DON'T KNOW  
 Spartan.....DON'T KNOW

**BASIC DATA** INTERVIEWER: Introduce this section as follows: "Now why I ask you a few questions so that I can be sure I am getting the right sample of people in this community?"

|   |  |  |
|---|--|--|
| <p>If a Federal election were held today, which party's candidate do you think you would favor?</p> <p>PROG. CONS.....1 SOCIAL CREDIT.....4<br/>         LIBERAL.....2 LABOR PROG.....5<br/>         C.C.F.....3 UNDECIDED.....8</p> <p>OTHER PARTY.....3.3<br/>         (WRITE IN)</p> <p>(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.)</p> | <p>Would you have continued school after 16 years of age if you had been able?</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).....3.8.1<br/>         SECONDARY OR HIGH SCHOOL (GRADES 9-13).....2<br/>         UNIVERSITY.....3<br/>         (SPECIFY)</p> <p>NO SCHOOLING.....4</p> | <p>INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:</p> <p>SEX: MAN.....4.5.1<br/>         WOMAN.....4.5.2</p> <p>SOCIO-ECONOMIC GROUP:</p> <p>A.....1<br/>         B.....2<br/>         C.....4.6.3<br/>         D.....4</p>  |
| <p>Did you vote in the last Federal election in March?</p> <p>YES.....3.4.1<br/>         NO.....3.4.2</p> <p>IF "YES" ASK:</p> <p>Which party did the candidate for whom you voted represent?</p> <p>PROG. CONS.....1 SOCIAL CREDIT.....4<br/>         LIBERAL.....2 LABOR PROG.....5<br/>         C.C.F.....3 DON'T REMEMBER.....8</p> <p>OTHER PARTY.....3.5.7<br/>         (WRITE IN)</p>  | <p>Would you mind telling me if you are married or single?</p> <p>MARRIED.....3.9.1<br/>         SINGLE.....3.9.2<br/>         WID, DIV, SEP.....3</p> <p>Is (was) the head of the family an employee, or self-employed?</p> <p>EMPLOYEE.....4.0.1<br/>         SELF-EMPLOYED.....4.0.2</p> <p>OCCUPATION OF HEAD OF FAMILY:</p> <p>Special Job.....4.1</p> <p>Type of Company:.....4.1</p>                        | <p>SIZE OF COMMUNITY:</p> <p>FARM.....0<br/>         RURAL NON-FARM (UNDER 1,000 IN POPULATION).....1<br/>         1,000 - 10,000.....2<br/>         10,000 - 30,000.....3<br/>         30,000 - 100,000.....6.7.4<br/>         OVER 100,000.....</p> <p>TIME INTERVIEW BEGAN:</p> <p>.....A.M.<br/>         .....P.M.</p> |
| <p>Would you mind telling me which age group you are in?</p> <p>21-29 YEARS.....1<br/>         30-39 YEARS.....3.6.2<br/>         40-49 YEARS.....3.6.3<br/>         50 AND OVER.....4</p> <p>Which language is spoken in the home?</p> <p>FRENCH.....1<br/>         ENGLISH.....3.7.2<br/>         BOTH ENGLISH &amp; FRENCH.....3.7.3</p>   | <p>Do you, or does any member of your immediate household own a passenger car - not a truck?</p> <p>YES.....4.2.1<br/>         NO.....4.2.2</p> <p>Are you (or is any member of your family) a member of a labor union?</p> <p>YES.....4.3.1<br/>         NO.....4.3.2</p> <p>IF "YES": How many are union members?.....4.4</p>  | <p>ADDRESS OF RESPONDENT:</p> <p>.....<br/>         .....<br/>         .....</p>   |

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

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

(INTERVIEWER'S SIGNATURE)

48 49 50 51 52  
 INTERVIEWER'S NUMBER

X-53

15.(b) Should Continue.

1. Preparation and Protection - self preservation in case of war
2. Safeguard against War - sign of strength.
3. Scientific Advancement and Perfection - constant improvement,  
science can't stand still,  
need the knowledge.
4. Peaceful uses - for scientific and peaceful uses only.
5. To Keep up with Other Countries - Russia - as long as other  
countries continue.
- 6.
7. Yes - (Qualification)
- 8.
- 9.
- 0.
- X General approval - no harm - responsible people in charge - just  
think so.
- V. Other
- D.K. - No answer

15.(a) Should Stop

1. Dangerous - destroys everything - harmful, bad for civilization  
(do not double code with (2) Atmospheric Effects).
2. Atmospheric Effects - effects the weather - effects of radiation -  
cause disease - contaminate air.
3. Lack of Control - science is getting ahead of itself - science  
is advancing quickly.
4. International Apprehension - causes war, ill feeling among nations.
5. Popular Apprehension - scares people to death, unsettles peoples'  
minds.
6. Have gone far enough - enough knowledge now, further test unnecessary.
7. Expense - too expensive, money could be used to better advantage -  
used elsewhere - waste of money.
8. Providing other countries do so - if U.S.S.R. stop, if they do stop.
9. Other qualified (No)
- 0.
- X. General disapproval, just think so, should not be allowed, does more  
harm than good.
- V. Other reasons.
- D.K.

11.(b) Not satisfactory.

1. Undemocratic - leads to dictatorial government, P.C's can do what they like.
  2. One-sided - Not enough opposition, too big a majority - too many P.C's - not enough Liberals.
  3. Bad for Country - Need a strong opposition for good government.
- 
- X. General - Just think so - It's bad.
- V. Other
- D.K. No answer.

11.(b) Satisfactory

268 G.P.

1. Doing a good job - the P.C.'s seem to be doing a good job.
2. Will of the people - it's what people wanted - done in a democratic way.
3. Need  
~~Want~~ of a strong government - better for a government to have a good majority - can run country better with a good majority.
4. Give P.C.'s a chance - can see what they will do - how they will do.
5. A change - change was required - Liberals been in too long.
- 6.
- 7.
- 8.
- 9.
- 0.
- X. General - just think so - it's D.K. - quite satisfied.
- V. Other
- DK, no answer.

## 8.(a)

1. Criticism of Dulles - Dulles is a disadvantage.
2. Poor leadership - lack of strong leadership - criticism of lke.
3. Not Diplomatic - arrogant, trying to impress other countries with their wealth - trying to be boss - big shots.
4. Too aggressive - interfere - always nosing in other peoples' business - trying to run the world domineering, aggressive, dictatorial.
5. War Mongers - they seem more likely to cause war, it seems. They want war, more warlike than russia.
6. Losing <sup>ground</sup> ~~ground~~ influence - in UNO. with other countries.
7. Lack of concern for other countries. - selfish - only help for their own good gain - "we Americans" think of themselves only.
8. Inconsistant lack of foreign policy - weak foreign policy - indecisive.
9. Middle East Policy - Suez, Egypt.
0. Other specific Foreign Policy
- X. General just think so, according to news broadcasts, papers, other people.
- V. Other
- D.K. No answer.

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 268

TOTAL CARD COUNT (NATIONAL)

Regional - Col. 48

Maritimes

Quebec

Ontario

Manitoba

Saskatchewan

Alberta

British Columbia

Number

~~1092~~ 1203

✓ 111

✓ 292

✓ 409

✓ 280

1092

✓ + 111 additional  
in Maritimes\*

Community Size

Farm

Rural non-farm

1 - 10,000

10,001 - 30,000

30,001 - 100,000

Over 100,000

Sex

Men

Women

~~546~~ 600

~~546~~ 603

\* Use these additional Maritimes cards in regional break-downs only. Identified as an X or ✓ in Col. 54