

THE GALLUP POLL

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SET 266-K  
MARCH 15, 1958

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

TIME INTERVIEW BEGUN.....  
(HOUR)

ASK ALL ELIGIBLE TO VOTE

3a. Did you vote in the Federal election of June, 1957? **16**  
YES.....1  
NO.....2  
DON'T RECALL.....3

IF "YES" ASK:

b. Which party did the candidate for whom you voted represent? **17**  
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

1a. Will you be eligible to vote in the Federal election to be held March 31st?  
YES.....9...1  
NO.....2  
DON'T KNOW.....3

INTERVIEWER: IF NOT ELIGIBLE SKIP TO BASIC DATA

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.....11...1  
MODERATELY INTERESTED.....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.....12...1  
MAY NOT VOTE.....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? **13**  
ABSOLUTELY CERTAIN.....1  
FAIRLY CERTAIN.....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...14...1  
LIBERAL.....2  
C.C.F.....3  
SOCIAL CREDIT.....4  
LABOR PROGRESSIVE.....5  
OTHER PARTY.....7  
(SPECIFY) 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...5...1  
LIBERAL.....2  
C.C.F.....3  
SOCIAL CREDIT.....4  
LABOR PROGRESSIVE.....5  
OTHER PARTY.....7  
(SPECIFY) UNDECIDED.....8  
REFUSED TO ANSWER.....9

ASK ALL ELIGIBLE TO VOTE:

5a. Just to be sure I've got this right, have you, at this time, made up your mind as to how to vote in the coming election?  
YES.....20...1  
NO.....2

IF "YES" ASK:

b. How certain do you feel about this way you plan to vote - absolutely certain, fairly certain - or do you think something might happen which could change your vote?  
FEEL ABSOLUTELY CERTAIN...21...1  
FAIRLY CERTAIN.....2  
VOTE COULD CHANGE.....3  
CAN'T SAY.....4

ASK ALL ELIGIBLE TO VOTE:

6. How would you vote in this coming election, if your vote might decide whether we had a Liberal Government under Mr. Pearson, or a Conservative Government, under Mr. Diefenbaker, for the next four or five years?  
Would vote: PROG. CONS...1 C.C.F.....3 **22**  
LIBERAL.....2 SOCIAL CREDIT...4  
OTHER.....5  
(SPECIFY) DON'T KNOW...6

7. How would you vote if the party of your choice did not run a candidate in this riding?  
PROG. CONS...1 C.C.F.....3 **23**  
LIBERAL.....2 SOCIAL CREDIT...4  
OTHER - Specify?.....5  
WOULDN'T VOTE.....6  
DON'T KNOW.....7

8. How would you vote if the party of your choice ran a candidate you did not like?  
PROG. CONS...1 C.C.F.....3 **24**  
LIBERAL.....2 SOCIAL CREDIT...4  
OTHER - Specify?.....5  
WOULDN'T VOTE.....6  
DON'T KNOW.....7

NOW SEE OTHER SIDE

X in Col 25

*Question 7 - Name of man or woman - Ques 7 - Code + the same.*

9. Regardless of your political feelings you may have, and thinking just of individuals, which man do you think would make the best representative for Canada at the present time --  
 John Diefenbaker or Lester B. Pearson?

JOHN DIEFENBAKER.....26...1  
 LESTER B. PEARSON.....2  
 BOTH ABOUT THE SAME.....3

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

11. How apart from party affiliation, which of these men do you think would make the best representative for this riding?

PROG. CONS.....1 C.C.F.....3 29  
 LIBERAL.....2 SOCIAL CREDIT.....4

OTHER - Specify?.....5  
 DON'T KNOW.....6

10a. Which of the following parties have candidates running in your riding -

- the Progressive Conservative party? (RECORD BELOW)
- the Liberal party? (RECORD BELOW)
- the C.C.F. party? (RECORD BELOW)
- the Social Credit party? (RECORD BELOW)
- any Independent candidates? (RECORD BELOW)
- any other candidates? (RECORD BELOW)

b. Can you tell me the names of any of these candidates?

PARTY (a) NAME OF CANDIDATES (b)

P.C.....27...1 .....28 - #1 - PC Candidate  
 LIBERAL.....2 .....2 - Lib "  
 C.C.F.....3 .....etc  
 SOC. CREDIT.....4  
 INDEPENDENT.....5  
 OTHER - Specify?...6  
 DON'T KNOW CANDIDATES.....X

12. Here is a quiz such as they have on television. Let's see how you do. Please tell me who these people are?

Donald Fleming?.....1  
 Arnold Blair?.....2 *Not coded*  
 Joseph Smallwood?.....3  
 Giselle McKenzie?.....4

**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?"

Would you mind telling me which age group you are in?

21 - 29 YEARS.....1 31  
 30 - 39 YEARS.....2  
 40 - 49 YEARS.....3  
 50 AND OVER.....4

Would you mind telling me if you are married or single?

MARRIED.....34...1  
 SINGLE.....2  
 WID. DIV. SEP.....3

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: MAN.....1 40  
 WOMAN.....2

Which language is spoken in the home?

FRENCH.....1 32  
 ENGLISH.....2  
 BOTH ENGLISH & FRENCH.....3

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

EMPLOYEE.....35...1  
 SELF-EMPLOYED.....2

SOCIO-ECONOMIC GROUP:

A.....1 41  
 B.....2  
 C.....3  
 D.....4

Would you have continued school after 16 years of age if you had been able?

OCCUPATION OF HEAD OF FAMILY:

Specific Job.....36  
 Type of Company.....

SIZE OF COMMUNITY:

FARM.....0 42  
 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

Would you mind telling me how far you went in school? (INTERVIEWER: RING APPROPRIATE NUMBER WHETHER OR NOT SCHOOLING WAS COMPLETE).

Do you, or does any member of your immediate household own a passenger car - not a truck?

YES.....37...1  
 NO.....2

TIME INTERVIEW ENDED

.....A.M.  
 .....P.M.

PUBLIC SCHOOL (GRADES 1-8).....1 33  
 SECONDARY OR HIGH SCHOOL (GRADES 9-13).....2  
 NO SCHOOLING.....3  
 NO SCHOOLING.....4

Are you (or is any member of your family) a member of a labor union?

YES.....38...1  
 NO.....2

IF "YES":  
 How many are union members?.....39

ADDRESS OF RESPONDENT:

CITY..... AREA.....

ELECTORAL DIVISION (RIDING)..... PROVINCE..... DATE OF INTERVIEW..... 43 x 44

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW.....  
 (INTERVIEWER'S SIGNATURE)

45 46 47 48 49  
 (INTERVIEWER'S NUMBER)

Prin. Code  
 NFD - 0  
 P1 - 1  
 NS - 2  
 NS - 3  
 One - 4  
 One - 5  
 Man - 6  
 Bus - 7  
 Alt - 8  
 Bal - 9

*Jim Col 51*

*oded*

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 266

TOTAL CARD COUNT (NATIONAL) (*EXCLUDE 2nd Col 9)*

Regional

Maritimes  
 Quebec  
 Ontario  
 Manitoba  
 Saskatchewan  
 Alberta  
 British Columbia

Number

1153  
~~1152~~  
~~1140~~  
  
 116  
 299  
 416  
 309  


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 1140

Community Size

Farm  
 Rural non-farm  
 1 - 10,000  
 10,001 - 30,000  
 30,001 - 100,000  
 Over 100,000

Sex

Men  
 Women

578  
 573  
 1  


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 1152

*NOTE: There are 2 forms of questionnaire 266-K (1 of Col 8) has John Diefenbaker in first spot for ques 9 - on 266-T (2 of Col 8) John Diefenbaker is listed second. Code numbers remain the same for both forms of questionnaire.*