

#267

Serial N: Col 1-4
Project No 5-7

THE GALLUP POLL

INTERVIEWER:
DON'T READ ALOUD
WORDS IN CAPITAL
LETTERS

(USE APPROPRIATE NUMBERS)
NO NAMES TAKEN

WOULD LIKE YOUR OPINION

SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

SET 267
MARCH, 1958

SUGGESTED 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

1a. Will you be eligible to vote in the Federal election to be held March 31st?

YES.....1
NO.....8
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.....9
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.....10
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.....11
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.....12
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.....1
LIBERAL.....2
C.C.F.....3
SOCIAL CREDIT.....4
LABOR PROGRESSIVE.....13
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.....1
LIBERAL.....2
C.C.F.....3
SOCIAL CREDIT.....14
LABOR PROGRESSIVE.....5

OTHER PARTY.....7
(SPECIFY) UNDECIDED.....8
REFUSED TO ANSWER.....9

3a. Did you vote in the Federal election of June, 1957?

YES.....15
NO.....52
DON'T RECALL.....3

IF "YES" ASK:

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

PROGRESSIVE CONSERVATIVE.....1
LIBERAL.....16
C.C.F.....16
SOCIAL CREDIT.....1
LABOR PROGRESSIVE.....5

OTHER PARTY.....7
(SPECIFY) DON'T REMEMBER.....8
REFUSED TO ANSWER.....9

ASK EVERYBODY

4. Some people claim that the Russians could wipe out most cities in Canada in a matter of a few hours with their rockets and missiles. Do you agree or disagree with this?

AGREE.....1
DISAGREE.....18
NO OPINION.....3

5a. Would you volunteer to be the first person to go up in an earth satellite?

YES.....18
NO.....18
DON'T KNOW.....3

ASK EVERYONE:

b. Why do you feel that way?.....19

ASK EVERYONE

6. Someone has said that fathers should be the top boss of the family in this country. Do you agree or disagree with this?

AGREE.....1
DISAGREE.....20
NO OPINION.....3

7. As things stand today, would you say the chances of the United Nations for keeping peace in the world are good or poor?

GOOD.....21
FAIR.....2
POOR.....3
NO OPINION.....4

8a. What is the smallest amount of money a family of four (husband, wife and two children) needs each week to get along in this community?

.....A WEEK 22

b. On the average, about how much does your family spend on food, including milk, each week?

.....A WEEK 23

9. What would you say is the greatest problem facing you or your family at the present time?

.....24

NOW SEE OTHER SIDE X 25

ASK MEN ONLY:

10a. Do you ever help with the housework?

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

26

IF "YES" ASK:
b. How often do you do this?

REGULARLY.....1
WEEKENDS.....2
OCCASIONALLY.....3

27

ASK WOMEN ONLY:
c. Do the men in your home ever help with the housework?

YES.....1
NO.....2
NO MEN IN HOUSE.....3

28

IF "YES" ASK:
d. About how often?

REGULARLY.....1
WEEKENDS.....2
OCCASIONALLY.....3

29

ASK EVERYBODY:

11. The Russian radio often claims that Russia wants to end the cold war, and seeks only peace. Do you feel that this is sincere, or do you think this is only propaganda?

SINCERE.....1
PROPAGANDA.....2

30

QUALIFIED.....3
(SPECIFY) DON'T KNOW.....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
30 - 39 YEARS.....2
40 - 49 YEARS.....3
50 AND OVER.....4

31

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

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

34

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

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

40

Which language is spoken in the home?

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

32

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

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

35

SOCIO-ECONOMIC GROUP:

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

41

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

.....

OCCUPATION OF HEAD OF FAMILY:

Specific Job.....1
Type of Company.....2

36

SIZE OF COMMUNITY:

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

42

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

33

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

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

37

TIME INTERVIEW ENDED

.....a.m.
.....p.m.

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

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

IF "YES":
How many are union members?.....3

38

39

ADDRESS OF RESPONDENT:

.....

CITY..... ARMA.....

ELECTORAL DIVISION (RIDING)..... PROVINCE..... DATE OF INTERVIEW.....

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

43	44	45	46	47
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(INTERVIEWER'S NUMBER)

- Col 43 - Province
- 0 - Nfld
- 1 - PEI
- 2 - Nova Scotia
- 3 - New Brunswick
- 4 - QUEBEC
- 5 - ONTARIO
- 6 - MAN
- 7 - SASK
- 8 - ALTA
- 9 - BR. COLUMBIA

X - 48

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 267

TOTAL CARD COUNT (NATIONAL)

Number

1224

Regional

Maritimes

134

Quebec

310

Ontario

443

Manitoba

337

Saskatchewan

Alberta

British Columbia

Community Size

Farm

181

Rural non-farm

216

1 - 10,000

141

10,001 - 30,000

114

30,001 - 100,000

512

Over 100,000

~~512~~Sex

Men

618

Women

606

C.I.P.O. - G.P. #267

Ques. 9

1. Financial, economical, shortage of money, cash, high cost of living
2. Unemployment, obtaining work
3. Housing, find somewhere to live
4. Health
5. Education
6. Insecurity, lack of security
7. Business problems, work problems, farm problems
0. Personal problems, love affairs, no children
- X. No problem
- V. Other

Ques. 8a

1. Under \$15
2. \$15 - 24
3. \$25 - 34
4. \$35 - 44
5. \$45 - 54
6. \$55 - 64
7. \$65 - 74
8. \$75 - 84
9. \$85 - 94
0. \$95 - 104
- X. \$105 - ~~105~~ 109
- V. Over \$109
- D.K., no answer

Ques 8b

1. Under \$12.50
2. \$12.50 - 17.49
3. ~~\$17.50 - 22.49~~
4. \$22.50 - 27.49
5. \$27.50 - 32.49
6. \$32.50 - 37.49
7. \$37.50 - 42.49
8. \$42.50 - 47.49
9. \$47.50 - 52.49
0. \$52.50 - 57.49
- X. \$57.50 - 62.49
- V. \$62.50 and over
- D.K., no idea, no answer

G.P. # 267

Ques. 5b - IF "YES"

1. Like adventure, thrill of it, excitement, something new
 2. For the fame attached to it
 3. Curiosity - see what it is like
 4. Would take a chance
 5. Help mankind/ science
 6. Beat Russians to it
 7. End to troubles
- V. Other

G.P. # 2668

Ques 5b - IF "NO"

1. Too risky, safer on ground, no wish to end life ~~is~~ too unknown.
 2. Science not advanced enough - no confidence in science
 3. Scared
 4. Personal reasons, too old, ill, poor health, not the type, not adventurous
 5. Impossible to survive - certain death.
 6. Don't want to go, no desire - rather stay on ground, not interest ed.
 7. Would be unable to get back.
 8. Responsibilities on earth
 9. Dislike planes - wouldn't go up in a plane
 0. No sense to it, useless (D.K. to 5a) - not enough information.
 - X. Should not go outside earth, leave earth, biblical reasons
 - V. Other reasons
- no answer, Don't know.