

THE GALLUP POLL

(CIRCLE APPROPRIATE NUMBERS)

WOULD LIKE YOUR OPINION

INTERVIEWER  
DON'T READ ALOUD  
WORDS IN CAPITAL  
LETTERS

col 57-59

SET 275  
JANUARY, 1969

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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)

1a. Can you give me the name, or the first few words of our National Anthem? DON'T KNOW... 5  
b. Here are the titles of four patriotic songs. Which do you think is the most suitable one for our National Anthem?  
Oh Canada..... 6  
God Save the Queen..... 2  
The Maple Leaf..... 3  
Rule Britannia..... 4  
OTHER..... 5 (SPECIFY)

2. Do you think the human race is getting better or worse from the standpoint: --  
BETTER WORSE NO CHANGE DON'T KNOW  
of health? 7-1 2 3 4  
of intelligence? 8-1 2 3 4  
of moral conduct? 9-1 2 3 4  
of inward happiness? 10-1 2 3 4

3a. Some labor leaders are suggesting that workers should work for a four-day week -- that is four days, of eight hours each. Would you like to see such a plan adopted by most industries in this country?  
YES, WOULD..... 11  
NO, WOULD NOT..... 2  
NO OPINION..... 3  
b. If the four day week is adopted, should workers get the same pay for four days as they now get for five?  
YES, SHOULD..... 12  
NO, SHOULD NOT..... 2  
NO OPINION..... 3

4. Is (was) the head of the family an employee, or self-employed?  
EMPLOYEE..... 13  
SELF-EMPLOYED..... 2  
OCCUPATION OF HEAD OF FAMILY  
Specific job.....  
Type of company..... 14

5. Have you (your husband) had an increase of pay over the past twelve months?  
YES..... 15  
NO..... 2  
NOT APPLICABLE..... 3

6a. Do you think workers in public utilities such as transportation, gas, hydro, and so on should be allowed to strike, or not?  
SHOULD BE ALLOWED..... 16  
SHOULD NOT..... 2  
QUALIFIED..... 3 (SPECIFY)  
NO OPINION..... 4

UNLESS "NO OPINION" ASK:  
b. Would you tell me your reason? ..... 17

7a. Now for questions on another topic. Putting aside your own politics for a moment, what would your MAIN criticism be of the present Conservative Government at Ottawa?  
..... 18

b. And what would your MAIN criticism be of the Liberal Opposition at Ottawa?  
..... 19

8a. Again putting your own politics on one side, what do you admire MOST about the Conservative Government at Ottawa?  
..... 20

b. And what do you admire MOST about the Liberal Opposition at Ottawa?  
..... 21

9a. Thinking generally, would you say that you are inclined to be more religious, or less religious than your parents?  
MORE RELIGIOUS..... 22  
LESS RELIGIOUS..... 2  
ABOUT THE SAME..... 3  
CAN'T SAY..... 4

IF "MORE" OR "LESS" RELIGIOUS ASK:  
b. Why do you think this is so?  
..... 23

10a. And what about teen age children generally. Would you say they are inclined to be more, or less, religious than your generation was at their age?  
MORE RELIGIOUS..... 24  
LESS RELIGIOUS..... 2  
ABOUT THE SAME..... 3  
CAN'T SAY..... 4

IF "MORE" OR "LESS" RELIGIOUS ASK:  
b. Why do you think this is so?  
..... 25

11a. Here's another kind of question. If a man or woman quits work, or is fired, and makes no immediate effort to find work again, do you feel that it is all right for them to collect unemployment insurance?  
YES..... 26  
NO..... 2  
QUALIFIED (SPECIFY)..... 3  
NO OPINION..... 4

IF "YES" OR "NO" ASK:  
b. Why do you feel that way? ..... 27

12. As you may know, the Community Chest (United Appeal) campaigns in a number of Canadian cities did not reach the objectives in the last campaign. Why do you think this happened?  
..... 28

13. There has been some argument about whether or not Canadians should be given titles (Sir, Lord, Viscount) for outstanding service to their country. What are your views on this?

FAVOR TITLES.....30...1  
 OPPOSE TITLES.....2  
 UNDECIDED.....3

14a. Have you, yourself done any painting or decorating or repairs about the house at any time over the past twelve months?

YES, PAINTING.....31...1  
 YES, DECORATING.....2  
 YES, REPAIRS.....3  
 YES, OTHER.....4  
 (SPECIFY)  
 NO.....5

IF "YES" IN ANY WAY ASK:

b. Do you do it yourself because you like doing it, or because you can save money that way?

SAVE MONEY.....32...1  
 LIKE DOING IT.....2  
 BOTH.....3

ASK HOUSEWIVES ONLY

15a. Do you have to do all the housework yourself, or do you get help with it from anyone else?

ALL SELF.....33...1  
 GET HELP.....2  
 NOT APPLICABLE.....

IF "GET HELP":  
 b. Do you employ someone to help you?  
 YES HAVE PAID HELP.....34...1  
 NO.....2

ASK ALL HOUSEWIVES

c. Do the other members of your family do as much as you think they should to help you, or do you think they could help out more?

DO ALL THEY SHOULD.....35...1  
 COULD HELP MORE.....2  
 NOT APPLICABLE.....3

ASK EMPLOYED ONLY

16a. About how many hours is your average working week, including overtime?  
 36 HOURS

b. Does that, in fact, include any overtime for which you get paid?  
 YES.....37...1  
 NO.....2

c. Would you like to be able to do (more) overtime (than you do or do you prefer to have the time to yourself)?  
 WOULD LIKE (MORE) OVERTIME...1  
 PREFER TIME FOR MYSELF...38...2  
 CAN'T SAY.....3

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...39...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 we are using this information to get trends across Canada, only.)

Did you vote in the last Federal election in March 1958?

YES.....40...1  
 NO.....2

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

PROG. CONS...41...1 SOCIAL CREDIT...4  
 LIBERAL.....2 LABOR PROG.....5  
 C.C.F.....3 DON'T REMEMBER.....8

OTHER PARTY.....7  
 (WRITE IN)

Do you mind telling me if you are Roman Catholic, Protestant or Jewish?

ROMAN CATHOLIC...42...1  
 PROTESTANT.....2  
 JEWISH.....3

OTHER (SPECIFY).....4

In what country were your parents born?

Father.....not coded  
 Mother.....

(IF FATHER BORN IN CANADA ASK:)  
 What country did your father's people come from originally?.....

Which language is spoken in the home?

FRENCH.....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)...43...1  
 SECONDARY OR HIGH SCHOOL (GRADES 9-13)...2

UNIVERSITY (SPECIFY).....3  
 NO SCHOOLING.....4

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

MARRIED...44...1  
 SINGLE.....2  
 WID.DIV.SEP.....3

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

21-29 YEARS...45...1  
 30-39 YEARS.....2  
 40-49 YEARS.....3  
 50 AND OVER.....4

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

YES...46...1  
 NO.....2

Do you have any children living either at home or away?

YES...47...1  
 NO.....2

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

YES...48...1  
 NO.....2

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

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: MAN...49...1  
 WOMAN.....2

SOCIO-ECONOMIC GROUP:

A.....50...1  
 B.....2  
 C.....3  
 D.....4

SIZE OF COMMUNITY:

FARM.....51...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:.....

NAME OF RESPONDENT.....52-2  
 53-7

ADDRESS.....54-3

TELEPHONE NO.....set name

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

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

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 273

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

687

100%

70

10

186

27

250

37

181

26

100

14

104

15

76

11

120

18

287

42

343

50

344

50

*= From C.P. 273 forward - use*

qu. 1(a)

National Anthem

- 5-1 Correct (God Save The Queen)
- 2 All others (mainly oh Canada)
- 3 Don't know

13-y not stated

qu. 4. Occupation of Head of Family

- 14-1 Professional, owners + executives
- 2 White collar + sales
- 3 Labor - skilled + unskilled
- 4 Farmers
- 5 Other

Note: This is not the usual occupational code.Region

- |           |   |                          |
|-----------|---|--------------------------|
| Maritimes | } | 1-0 Prince Edward Island |
|           |   | 1 Nova Scotia            |
|           |   | 2 New Brunswick          |
|           |   | 3 Newfoundland           |
|           |   | 4 Quebec                 |
|           |   | 5 Ontario                |
| Prairies  | } | 6 Manitoba               |
|           |   | 7 Saskatchewan           |
|           |   | 8 Alberta                |
|           |   | 9 British Columbia       |

Note: This regional code to be used from now on. It will always be on Col. 1.Number of Union Members.

- 48-3 One
- 4 Two
- 5 Three
- 6 Four

6(b) Should Have Right To Strike

GP # 273.

16-1

on

17-1 Everyone has the right to strike

2 It's all right if justified - with proper bargaining etc.

3 Strike is their only weapon

4 They have the right to decent wages

5 Have to uphold union

0 No particular reason

X Other reasons.

Not Allowed To Strike

16-2

on

17-1 The public suffers, duty to the public. too many innocent people involved - essential industries.

2 Disrupts the country - raises cost of living - disrupts other industries.

3 Can settle it peacefully - have other means

4 They are well paid - more they get, the more they want - eat their own throats by lost time & wages - no real gain.

5 Don't believe in strikes, unions - don't do any good - too strong - abusing their privileges.

6 Gov't should prevent it.

0 No particular reason

X Other reasons

Y Not stated

7a) Main Criticism Of Conservative Government

Q# 273.

- 18-1 Not keeping election promises, taking too long - made too many promises - showing their inexperience
- 2 Unemployment situation - not enough work + still bringing more people into the country
- 3 Financial policy - spending too much money - getting further into debt - not controlling the budget - cost of living has gone up - inflation - not spending wisely - too much to other countries.
4. Not doing enough for the farmers - don't like their farm policy - higher prices on pork etc; freight rates
- 5 Too big a majority - too strong - could induce complacency
- 6 Higher taxation, keeping taxes too high
- 7 Didn't like Dieffenbaker taking world tour at our expense - should have stayed home + looked after business
- 8 Royal trips paid by Canadians - too much for Britain
- 9 Not for working man, favors higher income group + big industry
- 0 Not enough pension - family, widow, old-age, lower age in order to get pension - family allowance for children up to 18.
- x Other
- y No criticism, no opinion.

7b) Main Criticism Of Liberal Opposition

- 19-1 Not a strong enough opposition - too idle - not helping - too middle of the road <sup>policy</sup>
- 2 They created unemployment by too much immigration - too much immigration - not helping the present unemployment situation
- 3 Don't like Lester Pearson should get a new leader - he interferes too much
4. Not cooperating with Conservatives - too critical - making things worse - name calling etc - say too much after letting things ride.
- 5 Their past record - didn't do much when in - didn't keep promises - became over confident - in too long - lost contact with people.
- 6 Don't do much for farmers, didn't do much for farmers - too much for East - not enough for West.
- 7 Handling of finances, spend too much where not needed as badly as elsewhere
- 8 Didn't do much about taxes, too high taxes
- 9 Stopped building of CF 105
- 0 The Pipeline deal
- x Other
- y No criticism, no opinion, refused.

8(a) What Most Admired About The Conservative Government Q.P.#273  
at Ottawa

- 20-1 Admire the leader - Diefenbaker very sincere, trying to help ordinary people
- 2 Increased the old age pensions
- 3 They are getting things done - standing up against opposition; determined, keeping promises, no mud slinging, good group of men, being fair, trying to help the working man.
- 4 Trying to open up the north - developing resources - St. Lawrence <sup>Bayway</sup> <sub>etc.</sub>
- 5 Trying to do something about the unemployment situation
- 6 Trying to aid the farmers, their farm policy - agricultural loans - trying to stop increase in freight rates
- 7 Efforts to improve Canada's position in world affairs - PM's world tour - in foreign trade - peace - good relations with England
- 8 Financial policy - adjusted income tax - haven't increased taxes - spending wisely - aid to education
- 9 Hospital plan
- 0 Nothing - don't like anything about them
- x Other (Improved roads, mother's allowances, blend of defence etc.)
- y No opinion, don't know - haven't been in long enough to form an opinion - refused.

What Most Admired About the Liberal Opposition at Ottawa

- 21-1 Admire Lester Pearson - good statesman - his knowledge of foreign affairs
- 2 Making effort to strengthen their party - learning their lesson trying to be a constructive opposition - they are good, honest, doing a good job, have experience etc.
- 3 There was less unemployment with Liberal govt. - They are fighting to improve present unemployment situation
- 4 Oppose aid to other countries
- 5 Helped the working man more, small business, people in general
- 6 Their financial policy - wise spending - lower debt - live with budget and against increased taxes.
- 7 Foreign policy - international affairs - better position - trade practices.
- 8 Started National Health Plan - more for health & hospitals - Paul Martin
- 9 Their past leaders - St. Laurent - Mr. Kenzie King.
- 0 Nothing - don't like anything about them
- x Other
- y No opinion, don't know, refused.

Inclined To Be More Religious Than Parents

22-1

on

- 23-1 attend church more regularly than they did - easier to get there due to cars etc - do more church work - have nurseries for children - more hours for the mass
- 2 Have changed to a different faith (sect) - divided at home
- 3 Had a better education than parents, have a broader viewpoint - talks on religion & T.V., books, more enlightened
- 4 Parents didn't have any religion or as much - have taken a bigger interest on own - more vital to me than it was to parents - I believe in prayer
- 5 Church is more interesting for young people - go more because they want to
- x Other
- y Not stated, don't know

Inclined To Be Less Religious Than Parents

22-2

on

- 23-1 Don't attend church as often as they did - Don't go to church they did more church work & took part in more church affairs.
- 2 Too many other activities, pleasures; life used to be more simple - trend of the times - too busy, work, large family - too much in a hurry to pray
- 3 They were too religious, father was a minister - rebelled, too strict.
- 4 I read more, have a broader outlook, scientific research, don't believe by faith alone
- 5 Own carelessness, fallen away from it. parents just were more religious & kept the sabbath - We may attend but we don't practice it everyday
- 6 Belong to different faith - changed when married.
- 7 Don't have the same knowledge of the Bible - they read it more - don't have Bible reading at home like they did.
- 8 Church hasn't the same influence - too mercenary - world in general is less religious - too many beliefs therefore don't know what to believe
- x Other
- y Not stated, don't know



Teen Age Children More Religious

24-1

on

- 25-1 Attend church more regularly
- 2 Church is more interesting for young people, have more organizations for them - Priests help them more
- 3 T.V. & books help to promote religion, better educated in religion
- 4 They feel the need more, general trend toward religion
- 5 More responsible, contribute more to the community
- 6 Children brought up in a faith (R.C.), more training at home.
- γ Don't know

Teen Age Children Less Religious

24-2

on

- 25-1 Don't attend church as often, don't go to Sunday school
- 2 Too many other activities, interests, amusements, sports - no time for it - faster life - new trend.
- 3 No training at home, parents are at fault, not disciplined enough, parents don't go to church, too much freedom
- 4 People live differently today - do not take religion seriously - drifting away
- 5 Economic life different - have too much money, cars etc.
- 6 They have more education & don't believe as easily - hear too many things against the church - schools don't give proper training - educational system
- 7 More crime etc. liquor, vice
- 8 Their conduct, get worse all the time.
- X Other (leave home early, church doesn't get after them etc)
- γ Don't know.

All Right To Collect Unemployment Insurance

26-1

on

- 27-1 If they've paid into it, they are entitled to collect, it's their own money
- 2 Providing there are no other jobs available
- 3 The family would suffer if there wasn't an income - he has to eat
- 4 For a short time - able to review things before looking - should be looking
- 5 Depending on age & health
- 6 People can be forced or quit for many reasons, good reason to quit
- 7 If not habit forming
- 8 It's up to the unemployment office this is part of contract
- X Other

Not All Right To Collect Unemployment Insurance

26-2

on

- 27-1 They should try & find work - if job offered & they refuse they have no right to collect
- 2 It's dishonest, unjust, is a racket, take advantage of it.
- 3 Creates laziness, burns, laziness should not be paid for
- 4 Unemployment Insurance is for those who try, for those who really need it - not fair to take this if one is able to get work
- 5 We live to work, everyone should work to earn his bread if able - should try & keep job - find other job before quitting - only sick & disabled should get it.
- 6 Unemployment benefits don't pay enough to take care of every-day needs.
- X Other
- Y Don't know, not stated

## Reasons Why Community Chest (United Appeal) Failing To Reach Objective

- 28-1 Too many campaigns, appeals
- 2 People haven't got the money - unemployment - cost of living up living beyond their means "tight money"
  - 3 Too many different organizations in this one appeal - too commercial not personal enough - people like to give to their pet charities - object to some of the groups covered in this appeal
  - 4 Their objective was too high too much to put out at once
  - 5 Not advertised enough, not enough information, don't know where it goes, lack of organization, not canvassed properly
  - 6 Lack of interest, people don't care, didn't think it was necessary - less generous
  - 7 Too much spent on administration, banquets, becoming a racket.
  - 8 Too much pressure, too demanding on what one should give direct from pay, at work + at home too
  - 9 Big industry + wealthier people do not give as much as they should - their rates doesn't equal the average worker's
  - 0 Should be a government chore, through taxes, national basis (legal lotteries etc).
  - x Other (Springhill, disaster etc).
  - y No idea, don't know anything about it.

14.6.

32-y Not stated

32-0 None of these reasons, no other choice (to save time)

N.P. Miscellaneous codes on the elections. These will be used throughout.

( ) ~~not state~~  
 (39)-0 Doesn't vote, has no vote.

39, 40 + 41 - y Refused.

### 6(a) Average Working Week

36-1 34 hours &amp; less

2 35 "

3 36, 37, (37½), 38, 39

4 40

5 41, 41½ (42)

6 44

7 (45), 46

8 (48), 49

9 (50) 52, 54

0 (55), 56, 58

x 60

y over 60

Note: circled one in each group had the largest response.