

DISCUSS ONE OF THE FOLLOWING TOPICS IN YOUR OWN WORDS

SUGGESTED ANSWERS: I'm taking a bet that the world will see a few more... leading to... (YOUR)

MP

1. Of all the things that have happened since the end of the 1940s, what do you most disapprove of? **8**

2. What would you say is the most urgent problem facing you and your family in 1949? **9**

3. Which of these do you think is the most likely to be true in 1950? (1950 IS A YEAR FROM NOW)

	1st	2nd	3rd	4th	5th
	HIGH	HIGH	IS LOW	CANT	BE
	1	2	3	4	5
a. A year of rising prices and a year of falling prices?	1	2	3	4	5
b. A year of full employment or a year of rising unemployment?	1	2	3	4	5
c. A peaceful year or a year of serious international disorders, or a year of peace with some international disorder?	1	2	3	4	5
d. A year when roads will improve throughout the world, or a year when highways won't improve?	1	2	3	4	5
e. A year when the world will improve for people in the world, or a year when the world won't improve?	1	2	3	4	5
f. A year when the world will improve for people in the world, or a year when the world won't improve?	1	2	3	4	5
g. A year when the world will improve for people in the world, or a year when the world won't improve?	1	2	3	4	5
h. A year when the world will improve for people in the world, or a year when the world won't improve?	1	2	3	4	5
i. A year when the world will improve for people in the world, or a year when the world won't improve?	1	2	3	4	5
j. A year when the world will improve for people in the world, or a year when the world won't improve?	1	2	3	4	5
k. A year when the world will improve for people in the world, or a year when the world won't improve?	1	2	3	4	5
l. A year when the world will improve for people in the world, or a year when the world won't improve?	1	2	3	4	5

4. The most outstanding personality in the ten years, 1940 to 1949 according to the world has been: **18**

MP

5. Which country in the world can look back on the years 1950 to 1955 with most satisfaction for what it has done? **19**

6. Do you think that, for people like yourself, the world in ten years time will be a better place to live than it is now, not so good, or just about the same? **20**

BETTER	1
NOT SO GOOD	2
SAME	3
DON'T KNOW	4

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7. Would you mind talking to if you are married or single? **21**

8. Would you mind talking to if you are married or single? **22**

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20

9. Would you mind talking to if you are married or single? **23**

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20

10. Looking ahead to 1950, which of these things do you think will be supported by the most people? **24**

	YES	NO	TOTAL
a. A year of rising prices and a year of falling prices?	1	2	3
b. A year of full employment or a year of rising unemployment?	1	2	3
c. A peaceful year or a year of serious international disorders, or a year of peace with some international disorder?	1	2	3
d. A year when roads will improve throughout the world, or a year when highways won't improve?	1	2	3
e. A year when the world will improve for people in the world, or a year when the world won't improve?	1	2	3
f. A year when the world will improve for people in the world, or a year when the world won't improve?	1	2	3
g. A year when the world will improve for people in the world, or a year when the world won't improve?	1	2	3
h. A year when the world will improve for people in the world, or a year when the world won't improve?	1	2	3
i. A year when the world will improve for people in the world, or a year when the world won't improve?	1	2	3
j. A year when the world will improve for people in the world, or a year when the world won't improve?	1	2	3
k. A year when the world will improve for people in the world, or a year when the world won't improve?	1	2	3
l. A year when the world will improve for people in the world, or a year when the world won't improve?	1	2	3

11. What is the ONE wish, over everything else, you would like to see fulfilled during the next ten years? **36**

12. Do you believe that it is possible or impossible to reach a peaceful settlement of differences with Russia? **37**

POSSIBLE	1
IMPOSSIBLE	2
DON'T KNOW	3

13. How important do you think it is that we try to make the United Nations a success - very important, fairly important, or not so important? **38**

VERY IMPORTANT	1
FAIRLY IMPORTANT	2
NOT SO IMPORTANT	3
DON'T KNOW	4

17. In general, do you think the nation is doing a good job, or a poor job in the area had to face?

GOOD JOB 4/1 1
 FAIR JOB 2
 POOR JOB 3
 DON'T KNOW 4

18. If you were free to go or, would you like to go and live in another country?

YES 4/8 1
 NO 2
 DON'T KNOW 3

IF YES:

b. Which country?

49

146 Not on Fr. questionnaire but some did ask question.

50 blank

19. Do you think that the Canadian people are getting better or worse from the point of view of: (READ ALOUD FOR EACH IN THEM)

	BETTER	WORSE	SAME	DON'T KNOW
Health?	4/2 1	2	3	4
Intelligence?	4/3 1	2	3	4
Honesty?	4/4 1	2	3	4
Happiness?	4/5 1	2	3	4
Its attitude to sex?	4/2 1	2	3	4
Its attitude to religion?	4/7 1	2	3	4

BASIC DATA: INTERVIEWER: Interview this section as follows: "Now may I ask you a few questions so that I can be sure I am talking to 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. CONSERVATIVE 1
 LIBERAL 2
 SOCIAL CREDIT 3
 LABOR PROGRAM 4
 NEW DEMOCRACY 5
 OTHER PARTY 6
 (WRITE IN)

(COMMENTARY: 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 on March 1967?
 YES 5/2 1
 NO 2

IN "YES" ASK: Which party did you candidate for whom you voted represent?
 PROG. CONSERVATIVE 1
 LIBERAL 2
 SOCIAL CREDIT 3
 LABOR PROGRAM 4
 NEW DEMOCRACY 5
 OTHER PARTY 6
 (WRITE IN)

Now for a question on religion. What is your religious preference - Protestant, Roman Catholic, or Jewish?
 PROTESTANT 5/4 1
 ROMAN CATHOLIC 2
 JEWISH 3

Is (was) the head of the family an employee or self-employed?
 EMPLOYEE 5/5 1
 SELF-EMPLOYED 2

OCCUPATION OF HEAD OF FAMILY:
 Specific job 5/6
 Type of Company

In what country were your parents born?

Father 5/7
 (IF FATHER BORN IN CANADA ASK)
 What country did your father's people come from daily?

CITY PROVINCE DATE OF INTERVIEW

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

Would you have continued school after 16 years of age if you had not left?

Would you mind telling me how far you went in school? (INTERVIEWER: READ APPROPRIATE NUMBER WHETHER OR NOT SCHOOLING WAS COMPLETE.)
 PUBLIC SCHOOL (GRADES 1-7) 5/8 1
 SECONDARY OR HIGH SCHOOL (GRADES 8-13) 2
 UNIVERSITY (SPECIFY) 3
 NO SCHOOLING 4

Would you mind telling me what age group you are in?
 21-29 YEARS 5/9 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 6/0 1
 NO 2

Do you have a driver's licence?
 YES 6/1 1
 NO 2

Do you have any children living either at home or away?
 YES 6/2 1
 NO 2

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

YES 6/3 1
 NO 2

INTERVIEWER: RECORD WITH YOUR OWN OBSERVATION:

SEX: MALE 6/4 1
 FEMALE 2

SOCIO-ECONOMIC GROUP:
 A 6/5 1
 B 2
 C 3
 D 4

SIZE OF COMMUNITY:
 RURAL 6/6 1
 RURAL NON-FARM (UNDER 1,000 IN POPULATION) 2
 1,000 - 10,000 3
 10,000 - 50,000 4
 50,000 - 100,000 5
 OR 100,000 6

TIME INTERVIEW ENDED:

NAME OF RESPONDENT:

ADDRESS:

TELEPHONE NO.

67-441.Cord

The following card counts were done after the CIPO cards were received and are, therefore, more accurate than those which appear in the code books themselves.

Set 279 Sorted February 1963 J. Baubles

Total card count		686
Sex	male	345
	female	341
	Σ	686
Region	Atlantic Prov	67
	Quebec	188
	ONTARIO	250
	Prancies	131
	BC.	50
	Σ	686
Population	Farm	99
	<10,000 rural non farm	183
	over 10,000 Urban	404
	Σ	686
Age	21-29 yrs	161
	30-39	202
	40-49	156
	50+	166
	reject-	1
	Σ	686
Status	A	21
	B	168
	C	168
	D	415
	Σ	82
	Σ	686

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL #279

TOTAL CARD COUNT (NATIONAL)

Regional*col. 1*

	<u>Number</u>	
TOTAL CARD COUNT (NATIONAL)	686	100%
<u>Regional</u>		
Maritimes	67	10
Quebec	188	27
Ontario	250	37
Manitoba	40	6
Saskatchewan	50	7
Alberta	41	6
British Columbia	50	7
<u>Community Size</u>		
Farm	99	14
Rural non-farm	104	15
1 - 10,000	79	12
10,001 - 30,000	40	6
30,001 - 100,000	75	11
Over 100,000	289	42
<u>Sex</u>		
Men	345	50
Women	341	50

Note: 19 cards in the Maritimes were weighted by 1. They are coded as 67-1 on the original card. The duplicate cards are on green + are coded as 67-X.

Most Outstanding Event In The World During 1959

- 8-1 Russian rocket to the moon, reaching the moon, Lunik
- 2 Russia's moon pictures, photographing the backside of the moon
- 3 Launching of missiles, rockets, satellites in orbit, probing of outer space, Sputnik
- 4 Other scientific; atomic research, polio vaccine.
- 5 Queen Elizabeth's visit to Canada.
- 6 Opening of the St. Lawrence Seaway
- 7 Death of Maurice Duplessis, Paul Sauvé taking over
- 8 Other Canadian Events: tight money, oil + gas in Alberta, Springhill, developing Canadian north etc.
- 9 Khrushchev's visit to the U.S.A., Khrushchev + Eisenhower meeting, Khrushchev at the U.N.
- 0 Prevention of war, progress of U.N. on peace, attempts to prevent nuclear war - John Foster Dulles - discontinue atomic tests, easing of cold war
- X China - invasion of Tibet, border incidents with India, peace with Formosa etc.
- Y1 Other political events abroad - Cuba - 4th Republic + Gen. de Gaulle - cold war continues, independence of African states
- Y2 Election of Pope John XXIII, death of Pope Pius XII
- Y3 Other U.S.A. events - Earthquake in Yellowstone, Chicago school fire, negro + white incidents, steel strike
- Y4 Other General Events - Queen pregnant, submarine to Arctic personal events.
- Y5 Sports - Johansson, B.C. Lions, Canadians winning 4th Stanley Cup.

note: Adds to 10070 - no double mentions.

Most Urgent Problem Facing Respondent + Family In 1960

- 9-1 Cost of living; high prices; making ends meet; financial problems
- 2 Problems concerning occupation or employment
- 3 Housing problems, improving home
- 4 Health problems (own)
- 5 Health problems (other members of family)
- 6 Education, schooling of children
- 7 Personal problems; adjustment to old age, birth control, divorce, getting married
- 8 World peace, getting rid of threat of war
- 9 Radiation fall-out
- 0 Other
- x No important problems
- y Don't know

Question 5.

Country Which Can Look Back on the Years 1950 to 1959 With
most Satisfaction For What It Has Achieved

- 19-1 Britain
- 2 France
- 3 Germany (West)
- 4 Russia
- 5 U.S.A.
- 6 China
- 7 India
- 8 Canada (own country)
- 9 Israel
- 0 Japan
- X Don't Know
- Y Other

21-4 Widowed

Happiness Scale

22+23 -	1	+5
	2	+4
	3	+3
	4	+2
	5	+1
	6	-1
	7	-2
	8	-3
	9	-4
	0	-5

y Not stated - refused (married group)

Ref: Not stated for other than "married"

Note: Some of the widowed group answered both parts
" " " others answered the second scale

Question 9:

One Wish Would Like To See Fulfilled During The Next Ten Years.

For Self:

- 36-1 Financial ambition
- 2 Status ambition
- 3 Educational ambition
- 4 Other ambitions, connected with work not specifying 1, 2 or 3.
- 5 Other personal ambition (want to get married etc.)

For Self + others:

- 6 Steady employment for everyone, no strikes
- 7 Housing - own home, new or better home.
- 8 Standard of living for family
- 9 alone, Children's education / future
- 91 Other family / group ambitions.

Collective:

- 0 Peace, world peace, threat of war a thing of the past, complete disarmament
- 1 alone Cure for cancer, other diseases; more research in medicine
- 14 Religious wish - Lord comes again, freedom of religion throughout world, Christian way of living, back to Catholic Church, no prejudices
- 24 Other political or social ambitions
- 34 Other replies not covered above

X Can't say, Don't know, nothing special

Country Would Like To Settle In.

48-1
on

- 49- 1 U.S.A. (mainly Florida + Calif).
2 Australia
3 France
4 England, Scotland
5 Africa, South Africa
6 New Zealand
7 Germany
8 Holland
9 Other European (Sweden, Italy, Hungary)
o
x
y Other - where warm climate, undeveloped area
Rej. Not stated

Note: 14.b wasn't on the French questionnaire but some of the interviewees asked the question.

Question 4.

Most Outstanding Personality In the World (1950-1959)

- 18- 1 Sir Winston Churchill
 2 President Eisenhower
 3 Khrushchev
 4 ~~Queen Elizabeth, Queen of England~~
 6 Diefenbaker, Prime Minister of Canada
 7 Pope Pius XII
 8 Pope John XXIII
 9 John Foster Dulles
 0 alone St. Laurent
 10 General de Gaulle
 20 Dr. Adenauer
 30 Albert Schweitzer
 40 Dag Hammarskjöld
 50 Hon. Harold Mac Millan
 60 Fidel Castro
 70 Nehru
 80 Lester Pearson
 90 Maurice Duplessis
 x0 Other royalty - Margaret, Philip
 y0 Other Presidents, Prime Ministers & leaders of countries & other politicians
 (Massery, Hester, Mrs. F.D.R., Nixon, Smallwood, Ben Hurion, Vanier, Dauré, Nason)
 y1 Entertainers - M. Monroe, Combs, Liz Taylor, Presley, Alex. King
 y2 Sportsmen - women - Maurice Richard, Marilyn Bell
 y3 Cardinal Leger
 y4 Billie Graham
 y5 Stalin
 y6 military
 y7 men of religion (Gandhi, Dalai Lama)
 y alone Others
 x Don't know
 rej. no-one outstanding

Note: adds to 100% - no double mentions.