

1234

278

page 01

THE GALLUP POLL

(CIRCLE A PREVIOUS NUMBERS)

WOULD LIKE YOUR OPINION

INTERVIEWER
DON'T READ ABOVE
WORDS IN CAPITAL
LETTERS

587
SER 278
SEPT. 1959

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SUGGESTED INTRODUCTION: I'm taking a Gallup Poll and would like your opinions on a few questions of the day. TIME INTERVIEW: BECOM..... (HOME)

1a. As you may know, Queen Elizabeth is expecting a baby next year. The suggestion has been made that if the baby is a boy, he be given a Canadian title at 21 -- perhaps the Duke of Ottawa. Do you think this might be a good idea or not?
YES, GOOD IDEA..... 8 1
NO, NOT GOOD..... 2

QUALIFIED (SPECIFY)..... 3
NO OPINION..... 4

UNLESS "NO OPINION"

b. Why do you feel that way? 9

2. In New York "jaywalkers" or pedestrians who do not cross the street at the right time and in the right place can be killed on the spot. Do you think it would be a good or bad idea if we adopted their system here?
GOOD IDEA..... 10 1
BAD IDEA..... 2
DON'T KNOW..... 3

3. Which of these statements expresses your feelings about rockets, satellites and space travel?
(READ STATEMENTS ALOUD)

(a) God did not mean us to go in for such things; we should stick to the earth..... 11 1
OR
We had always been an explorer; those who want to explore space have every right to do so..... 2
DON'T KNOW..... 3

(READ STATEMENTS ALOUD)

(b) We run the risk of affecting the earth by upsetting the balance of the planets..... 4
OR
There is no danger of affecting the earth by upsetting the balance of the planets..... 5
DON'T KNOW..... 6

4. Generally speaking, do you think we are fortunate or not fortunate to be living in an age when scientific development is going ahead at such pace?
FORTUNATE..... 12 1
NOT FORTUNATE..... 2
DON'T KNOW..... 3

5a. As you may know, in addition to actual train crews, many people work for the railways. Unions representing these non-operating employees are asking for wage increases this fall. Do you think these railway employees should, or should not be given higher wages?
YES, SHOULD GET HIGHER WAGES..... 13 1
NO, SHOULD NOT..... 2

QUALIFIED (SPECIFY)..... 3
NO OPINION..... 4

IF "YES"

b. Do you think they would be justified in going on strike if they are not given these increases, or do you think a strike would not be justified?
YES, WOULD BE JUSTIFIED..... 14 1
NO, NOT JUSTIFIED..... 2

QUALIFIED (SPECIFY)..... 3
NO OPINION..... 4

5a. Do you happen to have heard or read anything of the new compact cars being introduced this year by the three large automobile companies?
YES, HAVE HEARD..... 15 1
NO, HAVE NOT..... 2

b. Do you feel that the new compact cars, made on this continent will be as good, better, or not as good as small cars made in Europe?
AS GOOD..... 16 1
BETTER..... 2
NOT AS GOOD..... 3

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

UNLESS "NO OPINION"

c. Why do you feel that way? 17

7. When Mr. Khrushchev came to the U.S. for his visit, he said he was coming "with an open heart and good intentions". Do you think he really meant this, or was it just propaganda?
YES, MEANT IT..... 18 1
JUST PROPAGANDA..... 2
DON'T KNOW..... 3

COMMENT.....

8a. Are you reading any book now, or have you read any in the past week? (INTERVIEWER: THIS REFERS TO BOOKS NOT MAGAZINES)
YES..... 19 1
NO..... 2

b. Was it fiction or non-fiction?
FICTION..... 20 1
NON-FICTION..... 2
DON'T KNOW..... 3

9a. If a very old person, dying of cancer, but NOT in great pain, asks a doctor for a fatal drug, do you think the doctor should, or should not give that drug?
YES, SHOULD..... 21 1
NO, SHOULD NOT..... 2
NO OPINION..... 3

b. And what if a person dying in GREAT pain asks for a fatal drug -- should the doctor THEN give it or not?
YES, SHOULD..... 22 1
NO, SHOULD NOT..... 2
NO OPINION..... 3

c. And what about the mercy killing of hopelessly deformed or mentally deficient very young children, if the parents consent?
YES, SHOULD..... 23 1
NO, SHOULD NOT..... 2
NO OPINION..... 3

COMMENT.....

24 blank
25 blank

12. Do you know, some stores give stamps to customers when they buy. These are saved, pasted in books, and arranged for products illustrated in catalogues.

a. Do you happen to know whether such stamps are given by any stores in this community?

YES, GIVEN IN COMMUNITY... 26 1
 NO, NOT GIVEN IN COMMUNITY... 2
 DON'T KNOW... 3

b. Do you, yourself, think these stamps are a good idea or not?

3, GOOD IDEA... 27 1
 12, NOT GOOD... 2

QUALIFIED (SPECIFY)... 3
 NO OPINION... 4

IF NOT GOOD IDEA!

c. Why do you feel that way? ... 28

ASK EMPLOYEE, UNLESS NOT GIVEN IN COMMUNITY ON 10a

d. Is anyone in your family saving these stamps?

YES... 29 1
 NO... 2
 DON'T KNOW... 3

11. Do you think workers should, or should not, be organized into unions?

YES, MAY BE RIGHT... 30 1
 NO, MAY BE NOT... 2
 UNDECIDED... 3

b. Do you think some of the big national unions are, or are not, becoming too powerful?

BECOMING TOO POWERFUL... 31 1
 NO, ARE NOT... 2
 NO OPINION... 3

IF "BECOMING TOO POWERFUL"

c. Which one(s) do you have in mind?

32

13. Do you think unions should, or should not, engage in political activities?

YES, SHOULD ENGAGE... 33 1
 NO, SHOULD NOT... 2
 NO OPINION... 3

15. How long do you think it will be before there is another world war — or do you think it is unlikely that we will have another world war?

WITHIN A YEAR... 34 1
 ONE - 5 YEARS... 2
 5-10 YEARS... 3
 OVER 10 YEARS... 4
 WORLD WAR UNLIKELY... 5
 DON'T KNOW... 6

BASIC DATA: INTERVIEWER: Introduce this section as follows: "Now may I ask you a few questions to check to be sure I am getting the right sample of people in this community?"

35 Blank
 36 Blank

If a Federal election were held today, which party's candidate do you think you would favor?

PROG. COND... 37 1
 LIBERAL... 2
 C.C.F... 3

SOCIAL CREDIT... 4
 LABOR PROG... 5
 UNDECIDED... 6

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... 38 1
 NO... 2

IF "YES" ASK:

Which party did the candidate for whom you voted represent?

PROG. COND... 39 1
 LIBERAL... 2
 C.C.F... 3

SOCIAL CREDIT... 4
 LABOR PROG... 5
 CAN'T REMEMBER... 6

OTHER PARTY... 7
 (WRITE IN)

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: READ APPROPRIATE NUMBER UNLESS OR NOT SCHOOLING WAS COMPLETE.)

PUBLIC SCHOOL (GRADE 1-8)... 44 1
 SECONDARY OR HIGH SCHOOL (GRADES 9-12)... 2

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

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

MARRIED... 45 1
 SINGLE... 2
 DIVORCED... 3

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

21-29 YEARS... 46 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... 47 1
 NO... 2

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

YES... 50 1
 NO... 2

IF "YES":

How many are union members?

INTERVIEWER: RECORD WITH NUMBER OF MEMBERS.

SEX: MALE... 51 1
 FEMALE... 2

SOCIO-ECONOMIC RATIO:

A... 52 1
 B... 2
 C... 3
 D... 4

SIZE OF COMMUNITY:

RURAL... 53 1
 NON-RURAL (UNDER 1,000 IN POPULATION)... 2
 1,000 - 10,000... 3
 10,000 - 30,000... 4
 30,000 - 100,000... 5
 OVER 100,000... 6

TIME IN CURRENT SHOP...

Now for a question on religion. What is your religious preference — Protestant, Roman Catholic, or Jewish?

PROTESTANT... 40 1
 JEWISH... 2
 ROMAN CATHOLIC... 3

OTHER (SPECIFY)... 4

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

EMPLOYEE... 41 1
 SELF-EMPLOYED... 2

OCCUPATION OF HEAD OF FAMILY:

Specific job... 42 1
 Type of Company... 2

In what country were your parents born?

Father... Mother...

(IF FATHER BORN IN CANADA ASK:)

What country did your father's people come from originally? ... 43

Do you have a driver's license?

YES... 48 1
 NO... 2

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

YES... 49 1
 NO... 2

NAME OF RESPONDENT...

ADDRESS...

TELEPHONE NO...

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

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 278

	<u>Number</u>	<u>%</u>
TOTAL CARD COUNT (NATIONAL)	693	100%
<u>Regional</u>		
Col. 1-		
0123 Maritimes	68	10
4 Quebec	186	27
5 Ontario	250	36
6 Manitoba	40	6
7 Saskatchewan	30	4
8 Alberta	50	7
9 British Columbia	69	10
<u>Community Size</u>		
Col 53-		
0 Farm	107	15
1 Rural non-farm	99	14
2 1 - 10,000	82	12
3 10,001 - 30,000	45	7
4 30,001 - 100,000	70	10
5 Over 100,000	290	42
<u>Sex</u> Col 51-		
1 Men	351	51
2 Women	342	49

tes: Re French Questionnaire
 - occupation questions not coded on any Quebec questionnaires due to omission of these on French questionnaires
 - also the code numbers on the French Religious Preference question are not the same as the English. They have been recoded to correspond with the English Questionnaire.
 Qu. 56, 54-3 should read "Qualified Specify 3 - Ancestral opinion" 4. These have been recoded to correspond with the English Questionnaire
 106 should have had "no sais pas 3"

4) Reasons Good Idea To Give Queen Elizabeth's Baby
A Canadian Title

8-1

~~8-1~~

- 9-1 Create closer tie between Canada + England - Help cement relationship between the 2 countries, - closer tie to Mother country.
- 2 Because we are part of the Commonwealth - create closer tie to the Commonwealth - Because Canada is a large part of the Commonwealth
- 3 Create closer tie to Royalty - to the throne - favour royalty + the ^{Crown} - She is Queen of Canada too
- 4 It would be a nice gesture; Honour for Canada - He would be part of Canada - Because it's never been done before
- 5 Link between Queen's recent visit here - timely visit - commemorate their Canadian tour
- 6 Because the Queen seems to like Canada - Wants to show her attachment to our country
- o No harm in it - general approval
- x Other
- y No opinion, not stated

Reasons ^{Not} A Good Idea To Give Queen Elizabeth's Baby A
Canadian Title

8-2

9-1

- 1 Canada has enough British ties now, Canada should be independent
- 2 Don't believe in titles - Canadians should stay clear of such titles
- 3 Should be titled in his own country - he will be English - his parents are English - tradition - Only Canadians should have such titles
- 4 It might cause bad relations with other countries in the Commonwealth - it differentiates between the Commonwealths
- 5 Don't believe in royalty, should get away from it - would be starting a precedent
- 6 Too many different nationalities in Canada
- It would be an added expense for us
- General disapproval - see no advantage to it - rather ridiculous
- x Other
- y No opinion, not stated

Qualified Reasons About Giving Queen Elizabeth's Baby
A Canadian Title

That's up to the ~~Queen~~ ^{parents} - it's her baby it's up to the parents
Don't really care - it's not important - no difference to Canada
No opinion

Reasons Stamps Are "Not a Good Idea"

27-2

on

28-1 We pay in the long run, extra price on goods - prices go up - it's a hoax

~~Would rather have lower prices; if they can afford it, why don't they reduce the price of products?~~

~~just encourage extra buying - forces public to buy more - just another gimmick to sell more - will buy inferior quality to get stamps~~

- 4 They are a nuisance, waste of time to customer, to store
- 5 Hurts small business, somebody else's business
- 6 They take too long to save
- 7 You actually pay more for the premium than it's worth. Looks like a lot but is of very little value - inferior merchandise
- 8 Too many kinds of stamps - can only cash at one store
- 9 Bad business, against the law; too much like gambling
- 0 General disapproval of stamps, people don't really want them want to buy what I want, only what I need.
- x Other

y Not stated, no opinion

11 (c) Unions Which Are "Becoming Too Powerful"

31-1

on

32-1 Teamsters, Hoffa

- 2 A.F. of L. (American Federation of Labour)
- 3 C.I.O. (Congress of Industrial Organizations)
- 4 I.W.A. (International Woodworkers Association)
- 5 Steel workers, U.S.W. (United Steel Workers of America)
- 6 Railway Unions, Brotherhood of Railway Employees
- 7 Automobile Workers - United Automobile Workers of America - Walter Reuther
- 8 C.L.C. (Canadian Labour Congress)
- 9 Miners - United Mine Workers - coal miners - J.L. Lewis
- 0 All of them, most of them, all the big ones - American Union
- x Other (Longshoremen, carpenters, plumbers, garment workers etc.)
- y Don't know, couldn't think of name, not stated

6-3 Reasons small cars "Not as Good" as Europeans

- 7-1 Europeans have had more experience in this line - they invented it - been in the business longer
- 2 Being made for competition
- 3 are just copying them, don't really know
- 4 Better materials used in Europe, superior materials in Europe
- 5 Better workmanship in Europe, better made - thrown together here
- 6 Will not be as strong as European, won't stand up, won't last as long
- 7 Labour is cheaper in Europe, therefore can produce better car cheaper, material cheaper there too
- 8 Mass production on this continent neglects quality
- 9 Generally European products better quality
- 0 Europeans build for economy, we build for show
- x Other
- y Not stated, vague

Qualified Statements Re Small Cars

- 16-4
on
- 17-1 It has to prove itself, before can state whether good or bad. Remains to be seen
- 2 Will take some time to iron out bugs - eventually will be as good or better - take a few years to perfect
- 3 Depend on company - some companies use better materials in their cars
- 4 Thinks should buy Canadian cars because of availability of repairs & parts
- 5 Better on this continent but not in any other
- 6 European cars not made for Canadian conditions but they have a better engine
- x Other

(C)

16-1 Reasons Small Cars "As Good As European"

on

- 17-1 Our products are just as good, we have made good cars for a long time, our big cars are good, so why not the little ones - we have high standards.
- 2 They will have to be due to competition - They won't sell if they are not as good.

We have the ability, brains, engineers, experience & facilities

- 4 We have good materials, materials right here, metals, parts available
- 5 Our workmanship good, skilled labour, good mechanics
- 6 We have studied the foreign cars.
- 7 Better suited to our needs, road conditions, climate
- 8 Better buy because supports our industry, creates more employment
- 9 It will probably cost more but be just as good or better for that price. We need a cheaper car than the big ones.
- 0 No reason why wouldn't be as good; what can be produced in Europe can be produced here.

x other

y not stated, no opinion, vague

16-2 Reasons Small Cars Will Be "Better" than European

on

- 17-1 Because will be made specifically for this continent, better suited to our needs, climate, road conditions, stronger
- 2 Should be better to compete with European cars
- 3 We are more advanced, experienced, our cars have always been the best
- 4 Better materials
- 5 Better workmanship, workmanship is good
- 6 Have the benefit of the other's experience - learned a lot from the European cars
- 7 Cars would be easier to get, no delays, better parts, better service
- 8 Better for our economy, should use what Canada produces & not import, create employment
- 9 General answers - anything made in Canada is better
- x other
- y not stated.