

1234

#280

1/60

KP

(CIRCLE APPROPRIATE NUMBER.)

THE GALLUP POLL

WOULD LIKE YOUR OPINION

INTERVIEWER
DON'T READ ALOUD
WORKS IN CAPITAL
LETTERS

367
SET
JAN. 1960

SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

SUGGESTED INTRODUCTION: I'm taking a Gallup Poll and would like your opinions on a few leading topics of the day.

1a. Do you approve or disapprove of the way John Diefenbaker is handling his job as Prime Minister of Canada?

APPROVE 8 1
DISAPPROVE 2
NO OPINION 5

1b. Would you still do it if you had that way?

9

2. How much income do you think a family of four (including husband and wife) needs for health and comfort?

10
11
12

3. What do you think is the ideal size of family -- husband, wife and how many children?

13

4. Karma is a different kind of question. Do you believe there is, or is not, a life after death?

IS LIFE AFTER DEATH 14 1
IS NOT LIFE AFTER DEATH 2
DON'T KNOW 3

4b. Can you put your idea of it into words?

15

5. Did you yourself happen to go to church (or synagogue) in the last seven days?

YES 16 1
NO 2

6. When was the last time you read anything in the Holy Bible?

TODAY, YESTERDAY 17 1
2-7 DAYS AGO 2
8-30 DAYS AGO 3
-3 MONTHS AGO 4
-12 MONTHS AGO 5
LONGER 6
DON'T KNOW 7

7a. As you pay them, in addition to actual train fares, many people work for the railways. Unions representing these non-operating employees are asking for higher wages. How much do you know or may have heard do you think they are paid as much as, more than, or less than they would be paid for similar work in other industries?

PAID AS MUCH AS OTHERS 18 1
PAID MORE THAN OTHERS 2
PAID LESS THAN OTHERS 3
DON'T KNOW 4

UNLESS "DON'T KNOW"

7b. Do you think these employees should or should not be given higher wages?

YES, HIGHER WAGES 19 1
NO, NOT HIGHER WAGES 2
DON'T KNOW 3

8a. At the present time which do you think has the most influence on the laws passed in this country -- big business or labor?

BIG BUSINESS 20 1
LABOR 2
NO DIFFERENCE 3
UNDETERMINED 4

8b. Which do you think SHOULD have the most influence?

BIG BUSINESS 21 1
LABOR 2
OTHER (SPECIFY) 3
UNDETERMINED 4

9. Some people say we should do away altogether with capital punishment -- that is executing a person for murder. Do you think we should, or should not abolish capital punishment?

SHOULD ABOLISH 22 1
SHOULD NOT 2
DON'T KNOW 3

10a. How do you feel about TV commercials -- do you think they are unprofitable expenses or not?

YES, NO 23 1
NO, DO NOT 2
NO OPINION 3

10b. Do you think this is time of most television commercials, some of them, or only a few?

MOST OF THEM 24 1
SOME OF THEM 2
FEW OF THEM 3
NONE 4
CAN'T SAY 5

11a. Are you satisfied with the present Canadian foreign policies, or do you think there is need to take a new look at our foreign policies?

SATISFIED 25 1
NEED NEW LOOK 2
DON'T KNOW 3

UNLESS NO OPINION

11b. Why do you feel that way?

26

12a. As you may know, Canadian Old Age Pensioners must live in Canada for at least six months of the year. The Government has announced that it plans to permit those pensioners who want to, the right to live outside Canada altogether and still collect their pensions. Do you approve of this idea, or not?

YES, APPROVE 27 1
NO, DISAPPROVE 2
NO OPINION 3

UNLESS NO OPINION

12b. Why do you feel that way?

28

13a. Do you happen to have heard or read anything about the 100 TB refugees who recently were admitted to Canada as this country's contribution to World Refugee year?

YES 29 1
NO 2

IF YES

13b. Do you approve or disapprove permitting this group to come to this country?

APPROVE 30 1
DISAPPROVE 2
NO OPINION 3

14. Some people believe that in this World Refugee year, Canada should relax her immigration laws to permit a limited number of refugees from Europe to come to Canada. Do you agree with this proposal, or not?

AGREE 31 1
DISAGREE 2
NO OPINION 3

30+33 Thank

18a. Do you happen to have heard or read anything about NATO --that is the North Atlantic Treaty Organization?

YES 31 1
NO 2

IF YES:

b. Would you tell me in your own words just what they are trying to do? 35

c. Well actually NATO is a pact between some countries of Europe, Great Britain and North American to establish a defence force against aggression. Do you approve or disapprove of Canada taking part in this?

YES, APPROVE 36 1
NO, DISAPPROVE 2
UNDECIDED 3

18a. Do you think the advertising in newspapers adds to, or takes away from your interest in them?

ADDS TO INTEREST ... 37 1
TAKES AWAY FROM IT 2
MAKES NO DIFFERENCE 3
UNDECIDED 4
DON'T READ NEWSPAPERS ... 5

b. Do you think the advertising on the radio adds to, or takes away from your interest?

ADDS TO INTEREST ... 38 1
TAKES AWAY FROM IT 2
MAKES NO DIFFERENCE 3
UNDECIDED 4
DON'T LISTEN TO RADIO ... 5

c. What about magazines? Do you think advertising in magazines adds to, or takes away from your interest in them?

ADDS TO INTEREST ... 39 1
TAKES AWAY FROM IT 2
MAKES NO DIFFERENCE 3
UNDECIDED 4
DON'T READ MAGAZINES ... 5

d. And how about television? Do you think advertising on TV adds to, or takes away from your interest?

ADDS TO INTEREST ... 40 1
TAKES AWAY FROM IT 2
MAKES NO DIFFERENCE 3
UNDECIDED 4
DON'T WATCH TV 5

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?"

41 blank
42 blank

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

PROG. CONS. ... 43 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 44 1
NO 2

IF "YES" ASK:

Which party did the candidate for whom you voted represent?

PROG. CONS. ... 45 1 SOCIAL CREDIT ... 4
LIBERAL ... 2 LABOR PROG. ... 5
C.C.F. ... 3 DON'T REMEMBER ... 8

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: RING APPROPRIATE NUMBER WHETHER OR NOT SCHOOLING WAS COMPLETE.)

PUBLIC SCHOOL (GRADES 1-8) 50 1
SECONDARY OR HIGH SCHOOL (GRADES 9-13) .. 2

UNIVERSITY (SPECIFY) 3
NO SCHOOLING 4

marital status
married 51-1
single 2
wid, div, sep 3

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

21-29 YEARS 52 1
30-39 YEARS 2
40-49 YEARS 3
50 AND OVER 4

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

YES 56 1
NO 2

IF "YES":
How many are union members?

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: MAN 57 1
WOMAN 2

SOCIO-ECONOMIC GROUP:

A 58 1
B 2
C 3
D 4

SIZE OF COMMUNITY:

FARM 59 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

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

PROTESTANT 46 1
JEWISH 2
ROMAN CATHOLIC 3

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

YES 53 1
NO 2

TIME INTERVIEW ENDED:

OTHER (SPECIFY) 4

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

EMPLOYEE 47 1
SELF-EMPLOYED 2

Do you have a driver's licence?

YES 54 1
NO 2

NAME OF RESPONDENT:

OCCUPATION OF HEAD OF FAMILY:

Specific job 48
Type of Company

In what country were your parents born?

Father Mother

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

YES 55 1
NO 2

ADDRESS:

TELEPHONE NO.

(IF FATHER BORN IN CANADA ASK:)
What country did your father's people come from originally? 49

CITY PROVINCE DATE OF INTERVIEW

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

Disapprove "Of The Way" Diefenbaker Is Handling
His Job As Prime Minister Of Canada

106

1. Hasn't lived up to his promises
2. Hasn't improved the unemployment situation - still bringing immigrants into country - not enough jobs
3. Poor handling of the farm problem, hasn't kept his promises to the farmers
4. Spending too much money - poor handling of finances - tight money, mounting a national debt - inflation, rising taxes
5. Poor handling of defense problem
6. Poor handling of international affairs, poor foreign policy - too Pr.
7. Disapproval of his administrative actions, not organized - dictatorial
8. Disapproval of personal characteristics - don't like the man
9. Not keeping promises to civil servants - no raise
0. Poor trade policy - too many exports - too many U.S. imports
- X minor dislikes - political - local
- Y ~~dislikes~~, not stated, no opinion, refused

2. Weekly Income Family of 4 Needs For Health And Comfort

Total dollars weekly coded on cols 10, 11, + 12

10-4 Can't say re: on 11 + 12

examples \$401 = 10-1, 11-0, 12-1

\$85 = 10-0, 11-8, 12-5

Note: This data as average per week could be computed.

Amounts range from \$ 10 to \$ 288

Average computed as \$88.00 per week.

3. Ideal Size of Family - Husband + WifeNumber of Children

- 0 - 0 No children
 1 - 1 One child
 2 - 2 Two children
 3 - 3 Three children
 4 - 4 Four children
 5 - 5 Five children
 6 - 6 Six children
 7 - 7 Seven children
 8 - 8 Eight children
 9 - 9 Nine children
 X - 10 or more list: 5520(10), 4320(14), 4243(10), 4113(10), 6108(11),
 Y - Indefinite

average to be computed
so assigning full code.

4b. What Life after Death is Like

15-1 As a spiritual life, spirit world, believe that the soul lives after the body dies - soul lives forever

2 Believe what the Bible tells us, as promised in the Bible - the scriptures tell us this; Christ told us this, God's promise

3 Believe in Heaven + Hell, soul goes to heaven, Purgatory

4 Eternal life, Eternity

5 Peaceful, beautiful, better life, removal of evil

6 A happy state; no worries, troubles, sickness

7 Resurrection Day, Judgment Day - the earth will be different after resurrection

8 Believe in re-incarnation

9 We are put on this earth for this life after death, there would be no purpose to living a good life on earth if we could look forward to life after death + a better life in the "hereafter" - need this faith.

0 We will live with God -

Other reasons - 3109, 5101

7 Can't put into words, don't know, just believe there is, raised to believe this

17-0 never read the Bible

114: Reasons "Satisfied" With Present Canadian Defence Policies

25-1

on

- 26-1 Doing the best they can - everything possible
- 2 In capable hands - trust head of defence
- 3 Think it's pretty good - we are well protected - good enough.
we have the force we need.
- 4 Canada keeps up to date - abreast with the rest of the world
- 5 Plenty being spent on defence, can't afford more.
- 6 No need for defence in the next war
- 7 We are not at war
- 8 With disarmament weapons are not necessary, we are working
for peace
- 9 Too much thinking on these lines only leads to war
- 0 U.S.A. would help Canada if there is a war
- x Other
- y no opinion

Reasons "Need New Look" At Our Defence Policies

25-2

on

- 26-1 Waste too much money on obsolete weapons + methods - spending
too much uselessly.
- 2 Costs too much, we are spending a lot on defence.
- 3 Our present defence is obsolete, we should modernize + keep up
with research + the latest in missile, etc, atomic war doesn't need soldiers.
- 4 Relying too much on the U.S.A. - we should control our own
defence
- 5 We are way behind other countries - Russia, U.S.A + Eng. way ahead
- 6 We haven't enough defence, we aren't strong enough, we need
more to protect ourselves, we should be ready to defend ourselves.
- 7 Not doing enough in civil defence - people should know what
to do - how to protect themselves against radiation - need shelters.
- 8 Poor leadership, experts baffled, too much politics
- 9 We don't have any policy right now, just coasting along
- 0 Always room for improvement
- x Other 4535, 4232, (more employment, need compulsory army training)
5519
- y no opinion

12 d. 1. Reasons Approve The Idea That Canadian Old Age Pensioners

Could Live Outside Canada & Still Collect Their Pensions

27-1
on

- 28 - 1 They have earned it, deserve it, entitled to it no matter where they live - worked all their lives for it - paid taxes for years - spent income here
- 2 They might want to live with their children, families, relatives, live near loved ones - visit with them longer than 6 months - go back to homeland.
- 3 It might be cheaper to live elsewhere, have a higher standard of living elsewhere, live well with less money.
- 4 They might want to live in a warmer climate, better climate, ~~may need warmer climate for health reasons~~
- 5 Personal right to live where they want - shouldn't suppress their freedom - should be able to live where they want at retirement age.
- 6 Because they are still Canadians - as long as don't become citizens elsewhere
- 7 Other countries allow this & still pay pension, Americans can do this
- 8 If they have lived here long enough should be allowed to go.
- 9 Because they need the money
- 0 If it's the only old age pension received
- X Other
- Y no opinion

Reasons Disapprove The Idea That Canadian Old Age Pensioners
Could Live Outside Canada & Still Collect Their Pensions

27-2
on

- 28 - 1 They should spend their money in Canada, our money should stay in Canada
- 2 They should live in Canada to collect Canadian money - otherwise no pension - live here at least part of the year
- 3 If they can afford to go elsewhere shouldn't need pension
- 4 Should get pension from the country in which they are living
- 5 If they are still classed as Canadians - as a Canadian you should live here
- 6 This could be abused
- 7
- 8
- 9
- 0
- X Other
- Y no opinion