

THE GALLUP POLL

WOULD LIKE YOUR OPINION

INTERVIEWER
DON'T READ ALOUD
WORDS IN CAPITAL
LETTERS

567
SET 283
JULY 1960

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(CIRCLE APPROPRIATE NUMBERS
OR CHECK BOXES)

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

TIME INTERVIEW
BEGUN.....
(HOUR)

1. What do you think is the MOST important problem facing this country today?
..... 8

2. Which political party, if in power, do you think could do a better job of handling the problem you have just mentioned -- the Conservatives, the Liberals, or the C.C.F.?
..... 9
CONSERVATIVES 1
LIBERALS 2
C.C.F. 3
SOCIAL CREDIT 4
NO OPINION 5

3. Which of these things would you like to see Canada do:
1. Continue as a member of the British Commonwealth as at present? 10
2. Leave the British Commonwealth and become part of the United States? 2
3. Leave the British Commonwealth and become an independent nation? 3

4. Do you approve or disapprove of the way John Diefenbaker is handling his job as Prime Minister?
..... 11
APPROVE 1
DISAPPROVE 2
NO OPINION 3

5. Regardless of any political feelings you may have, and thinking just of individuals, which man do you think would be the best leader for Canada at the present time, John Diefenbaker or Lester B. Pearson?
..... 12
DIEFENBAKER BEST 1
PEARSON BEST 2
BOTH ABOUT THE SAME 3
2. QUALIFIED(SPECIFY)..... 4
NO OPINION 5

COMMENT.....

6. Looking ahead for the next few years, which political party -- the Conservatives, the Liberals, or the C.C.F., do you think, if in power, would do the best job of keeping the country prosperous?
..... 13
CONSERVATIVES 1
LIBERALS 2
C.C.F. 3
CAN'T SAY 4

COMMENT.....

7. As you may know the unemployment problem in Canada is causing serious concern. Suppose that you had the decision as to what was the best thing to do to handle this problem -- what would you do?
..... 14

Do you think any province is more powerful in running Canada than it should be?
..... 15
YES 1
NO 2

IF "YES"
b. What province are you thinking of? 16

8a. As a matter of interest, whom would you like to see elected President of the United States in the forthcoming election -- Kennedy for the Democrats, or Nixon for the Republicans?

KENNEDY 17. 1
NIXON 2
NEITHER 3
NO OPINION 4

UNLESS "NO OPINION"

b. What is your main reason?
..... 18

c. Actually who do you think will be elected -- Kennedy or Nixon?
..... 19
KENNEDY 1
NIXON 2
CAN'T SAY 3

9a. Do you think the Western countries can continue to live peacefully with the Russians -- or do you think there is bound to be a major war sooner or later with Russia?

CAN LIVE PEACEFULLY... 20. 1
WILL BE WAR..... 2
NO OPINION..... 3

b. Of all the trouble spots in the world -- Russia, China, Cuba or the Congo, which do you think is the most critical?

RUSSIA 21. 1
CHINA 2
CUBA 3
CONGO 4

OTHER (SPECIFY) 5

10a. Some people say that it is not enough to leave the work of preventing wars and world troubles to governments and the United Nations, but that it is the duty of every individual person to try to do something to prevent war. Can you think of something people like yourself could do to help prevent another war?

YES 22. 1
NO 2

IF "YES"

b. What? 23

11a. Some people think that because of Canada's geographic position and problems of defence in the event of a nuclear war that we should become a neutral nation like Switzerland. Others think that this would not be the right thing for us to do. What is your opinion?

SHOULD BECOME NEUTRAL 24. 1
SHOULD NOT 2

QUALIFIED(SPECIFY) 3
NO OPINION 4

UNLESS NO OPINION

b. Why do you feel that way? 25

12a. Now on this question I don't want to know the amount but just what the trend is across Canada. In your case for example, is the amount of savings you have now, lower or higher than it was a year ago?

LOWER 26. 1
HIGHER 2
ABOUT THE SAME 3
HAVE NO SAVINGS 4
DON'T KNOW 5

IF "LOWER" OR "HIGHER"

b. Do you think this is due to general conditions or is it due to personal circumstances?

GENERAL CONDITIONS ... 27. 1
PERSONAL CIRCUMSTANCES .. 2
BOTH 3
DON'T KNOW 4

13. Would you approve or disapprove if the Canadian Government increased the number of immigrants coming into this country next year?

APPROVE 28. 1
 DISAPPROVE 2

QUALIFIED (SPECIFY) 3
 NO OPINION 4

14. Suppose a young person, just turned 21, asked you what the C. C. F. party stands for today, what would you tell him?

..... 31

~~DON'T KNOW~~

14a. Suppose a young person, just turned 21, asked you what the Progressive Conservative party stands for today, what would you tell him?

..... 29

~~DON'T KNOW~~

b. Suppose a young person, just turned 21, asked you what the Liberal party stands for today, what would you tell him?

..... 30

~~DON'T KNOW~~

15a. Do you ever have occasion to use any alcoholic beverages such as liquor, wine or beer, or are you a total abstainer?

USE ALCOHOL 32. 1
 TOTAL ABSTAINER 2

IF "USE ALCOHOL"

b. Do you normally keep a supply of alcoholic beverages in your home?

YES 33. 1
 NO 2

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. 40. 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 41. 1
 NO 2

IF "YES" ASK:

Which party did the candidate for whom you voted represent?

PROG. CONS. 42. 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?

..... 45

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 (SPECIFY) 3
 NO SCHOOLING 4

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: MAN 50. 1
 WOMAN 2

SOCIO-ECONOMIC GROUP:

A 51. 1
 B
 C
 D 2

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

PROTESTANT 43. 1
 JEWISH 2
 ROMAN CATHOLIC 3

OTHER (SPECIFY) 4

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

EMPLOYEE 46. 1
 SELF-EMPLOYED 2

OCCUPATION OF HEAD OF FAMILY:

Specific job 47
 Type of Company

SIZE OF COMMUNITY:

FARM 52. 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

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

MARRIED 44. 1
 SINGLE 2
 WIDOWED, DIVORCED, SEPARATED 3

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

21-29 YEARS 48. 1
 30-39 YEARS 2
 40-49 YEARS 3
 50 AND OVER 4

TIME INTERVIEW ENDED:

NAME OF RESPONDENT:

ADDRESS:

TELEPHONE NO.:

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

YES 49. 1
 NO 2

IF "YES":
 How many are union members?

CITY PROVINCE DATE OF INTERVIEW

CITY PROVINCE DATE OF INTERVIEW

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW

(INTERVIEWER'S SIGNATURE)