

(CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES)

THE GALLUP POLL
WOULD LIKE YOUR OPINION

INTERVIEWER
DON'T READ ALOUD
WORDS IN CAPITAL
LETTERS

567
SET 282
MAY 1960

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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)

1a. What do you think are the chief faults wives have? 8 CAN'T SAY

b. And what do you think the chief faults husbands have? 9 CAN'T SAY

2a. Some people feel that the United States is antagonizing some of her most important allies by her foreign policy. Others don't agree. Do you think that the U.S. foreign policy is losing her friendship among Western countries or not?
U.S. IS LOSING FRIENDS ... 1
NOT LOSING FRIENDS .. 10 .. 2
NO OPINION 3

IF "IS LOSING FRIENDS"

b. Have you anything particular in mind? 11

3a. Of course, everyone hopes there will never be another war, but - Suppose you had the warning that enemy bombers and missiles with nuclear weapons were heading toward many points in Canada - what would you do to protect yourself and your family? 12

b. Have you done anything to prepare for this kind of war emergency?
YES 13 .. 1
NO 2

IF "YES"

c. What? 14

4. Would you favor or oppose a law which would require every community to build public bomb shelters?
FAVOR 15 .. 1
OPPOSE 2
NO OPINION 3

COMMENT not coded

5. Suppose that a home bomb shelter could be build for under \$500 would you be interested in paying to have one built for you and your family, or not?
YES 16 .. 1
NO 2
NO OPINION 3

6. Turning to another topic, among the people you know, do you think that anti-Jewish feeling is increasing, decreasing, or about the same?
INCREASING 17 .. 1
DECREASING 2
SAME 3

7a. Do you think there is, or is not much chance that the Nazis will again become powerful in Germany?
YES, IS CHANCE 18 .. 1
NOT MUCH CHANCE 2
DON'T KNOW 3

b. What would be the best thing to do to prevent any danger of the Nazis coming back to power? 19

8. Speaking generally do you think that the Liberal Party in Ottawa is doing a good job or a bad job as the Opposition to the Conservative Government in Ottawa?
GOOD JOB 20 .. 1
BAD JOB 2
DON'T KNOW 3

9. People are saying that the country as a whole is pretty prosperous right now. Which group in the population is getting the most out of this prosperity? 21

10. Would you say that relations between Canada and United States to-day are, on the whole, excellent, good, just fair, or poor?
EXCELLENT 22 .. 1
GOOD 2
JUST FAIR 3
POOR 4
NO OPINION 5

11. What would you say are the major causes of friction between Canada and the United States? 23 CAN'T SAY

12. Do you think Canada would be better off or worse off if all provincial governments were abolished and the whole country governed from Ottawa?
BETTER OFF 24 .. 1
WORSE OFF 2
NO DIFFERENCE 3
UNDECIDED 4

MAIN REASON not coded

13a. The Diefenbaker Government at Ottawa was returned to office in June 1958. What would you say was the best thing the government has done since that time? 25

b. And what would you say was the worst thing this government has done? 26

c. Generally speaking have you been satisfied or dissatisfied with its record?
SATISFIED 27 .. 1
DISSATISFIED 2
NO OPINION 3

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

YES 2.8 1
NO 2

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

WORLD WAR UNLIKELY .29 1
WITHIN A YEAR 2
FROM 1 TO 5 YEARS 3
FROM 5 TO 10 YEARS 4
OVER 10 YEARS 5
HAS STARTED ALREADY 6
DON'T KNOW 7

16a. Thinking about the Conservative Party, what do you think might happen to it in the next (Federal) election - will it gain seats, lose seats, or remain about the same?

GAIN SEATS 30 1
LOSE SEATS 2
REMAIN ABOUT THE SAME .. 3

QUALIFIED (SPECIFY)..... 4
DON'T KNOW 5

16b. And what about the future of the Liberal party? Do you think that in the next election it will gain seats, lose seats, or remain about the same?

GAIN SEATS 31 1
LOSE SEATS 2
REMAIN ABOUT THE SAME .. 3

QUALIFIED (SPECIFY)..... 4
DON'T KNOW 5

c. And the C.C.F. Party? Do you think it will gain or lose seats in the next election or remain about the same?

GAIN SEATS 32 1
LOSE SEATS 2
REMAIN ABOUT THE SAME .. 3

QUALIFIED (SPECIFY)..... 4
DON'T KNOW 5

d. As you may know there are, at present, no Social Credit members in the House of Commons. In your opinion what is the future of this party, Federally? Do you think it will regain a place as a Federal party in the next election, or not?

REGAIN PLACE 33 1
WILL NOT 2

QUALIFIED (SPECIFY)..... 3
DON'T KNOW 4

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?"

34 blank

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

PROG. CONS... 35.1 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.)

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)..... 40 1
SECONDARY OR HIGH SCHOOL (GRADES 9-13).. 2
UNIVERSITY (SPECIFY)..... 3
NO SCHOOLING..... 4

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: MAN..... 45.1
WOMAN..... 2

SOCIO-ECONOMIC GROUP:

A..... 46.1
B.....
C.....
D..... 4

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

YES..... 36.1
NO..... 2

IF "YES" ASK:

Which party did the candidate for whom you voted represent?

PROG. CONS... 37.1 SOCIAL CREDIT... 4
LIBERAL..... 2 LABOR PROG..... 5
C.C.F..... 3 DON'T REMEMBER..... 8

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

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
Type of Company

SIZE OF COMMUNITY:

FARM..... 47.0
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:.....

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

PROTESTANT..... 38 1
JEWISH..... 2
ROMAN CATHOLIC... 3

OTHER (SPECIFY)..... 4

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

21-29 YEARS..... 43.1
30-39 YEARS..... 2
40-49 YEARS..... 3
50 AND OVER..... 4

NAME OF RESPONDENT.....

ADDRESS.....

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

MARRIED 39 1
SINGLE 2
WIDOWED, DIVORCED, SEPARATED 3

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

YES..... 44.1
NO..... 2

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

TELEPHONE NO.....

CITY PROVINCE DATE OF INTERVIEW

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 # 282 | | <u>Number</u> | |
|-----------------------------|--------|---------------|------|
| TOTAL CARD COUNT (NATIONAL) | | 685 | 100% |
| <u>Regional</u> | | | |
| Maritimes | 1-0123 | 67 | 10 |
| Quebec | 4 | 183 | 27 |
| Ontario | 5 | 245 | 36 |
| Manitoba | 6 | 40 | 6 |
| Saskatchewan | 7 | 30 | 4 |
| Alberta | 8 | 50 | 7 |
| British Columbia | 9 | 70 | 10 |
| <u>Community Size</u> | | | |
| Farm | 47-0 | 99 | 14 |
| Rural non-farm | 1 | 110 | 16 |
| 1 - 10,000 | 2 | 75 | 11 |
| 10,001 - 30,000 | 3 | 44 | 6 |
| 30,001 - 100,000 | 4 | 65 | 10 |
| Over 100,000 | 5 | 292 | 43 |
| <u>Sex</u> | | | |
| Men | 45-1 | 342 | 50 |
| Women | 2 | 343 | 50 |

Note: There is an over sample of 43 yellow cards, punched 80-X, which were used for regional sorts only.

1(a)

Chief Faults Of Wives

- 8-1 Nag, complain, cranky, bad tempered
- 2 Talk too much, gossip
- 3 Too much time away from home, too many outside activities
- 4 Too many working outside the home ∴ neglecting children
- 5 Spend too much money, extravagant, want too much money
- 6 Too demanding, expect too much, fussy, want to change man
- 7 Work too hard, do too much to please, too tolerant, too easy
- 8 Not good housekeepers, disorganized, meals not on time, lazy, sloppy
poor cooks
- 9 Jealous, possessive
- 0 None, no faults, nothing important
- x Other (drinking, flirt, smoke etc)
- y Can't say, don't know.

1(b) Chief Faults Of Husbands

- 9-1 Drink too much
- 2 Selfish, egotistical, inconsiderate, impatient
- 3 Unattentive, take wives for granted, no appreciation, don't take
wives out
- 4 Lack of interest in home life, in children, household duties;
lazy, put off chores
- 5 Spend too much money, don't make enough money, stingy,
don't discuss money matters with wives
- 6 Smoke too much, careless with ashes
- 7 Don't stay at home enough, run around too much, too many outside
activities
- 8 Infidelity
- 9 Late for meals, for appointments
- 0 None, no faults, nothing important
- x Other (too easygoing, do too much for wives; jealousy)
- y Can't say, don't know

2 (b)

Reasons Why U.S.A "Is Losing Friends"

G.P.#282

10-1

on

11-1 U-2 spy incident, spy plane

2 Collapse of summit conference, the summit incident

3 They talk too much, saying too much

4 Too aggressive, getting too dictatorial, don't consult other countries, trying to start a war, interfere in other countries' business, self-interested, opinionate etc.

5 Financial; involve other countries in their give away program

6 Foreign policy generally, poor, inexperienced

7 It's the Russian's fault, running Pres. down causing doubt
- propaganda

8 They are losing power, other independent of them, haven't done anything lately

0 Vague - recent events, from what I read in the papers

X Other (segregation, East Germany, Suez, Nato)

Y No comment, nothing in particular

3 (a)

What Would Do To Protect Self And Family

12-1 Go into basement, take family into basement

2 Get out of town, evacuate, head for the country, head for the hills

3 Pray

4 Contact Civil Defence for advice, for instructions, follow instructions of Civil Defence

5 Prepare basement with supplies, food, water, first aid equipment, seal off,

6 Go underground, get into a hole somewhere

7 Try & find shelter, go to shelter if there is one

8 I would build a shelter, dug out

0 Nothing, nothing one could do, stay put & hope for the best

X Other

Y Don't know what to do, haven't even thought about it.

3(C) Preparations For Nuclear War

13-1

on

14-1 Taken Civil Defence course, lectures on C.D.

2 Home nursing course, qualified in first aid treatment

3 Read C.D. pamphlets

4 Military training, war experience, in reserve army

5 Have facilities for food & shelter, reserve stock of food, have a place to go

6 Got some jars for water & have a transistor radio

7 Laid in pot. permang. for skin irritation

8 This community has sent 2 men to Ottawa to take C.D. course

9 Prayed

0 Thought about it

x Paid income tax

y Not stated.

6. Anti-Jewish feeling 17-y No opinion, don't know.

7(b) Best Thing To Do To Prevent Nazis Coming Back To Power

19-1 Keep them from re-armament, restrict arms

2 Keep an army in Germany, keep the occupation forces there, police them

3 Keep an eye on them, constant watch, keep them under control, keep them from gaining power - no self rule

4 Remain friendly towards them, help them, trade with them,

5 Keep matters as they are now, present setup good - keep Hitler on the job

6 Educate them in democracy, educate the youth of Germany in democratic principles, make democracy work

7 Shoot them, get rid of them, destroy all the old members

8 Stamp out any effort at reorganization, watch minor groups, watch any prospective leaders

9 Keep East & West Germany separate

0 No chance of them coming back to power, had their lesson

x Can't be prevented, not much we could do

y Other

Rej No opinion, no comment, D.K., N.S.

1. 9. Group Getting The Most Out Of Prosperity

- 21-1 Capitalists, industrialists, large corporations, big business
- 2 The rich, upper classes
- 3 Labor, laborers, skilled labor, union workers
- 4 Farmers
- 5 The middle class, average person
- 6 The professional group, the educated
- 7 Business men
- 8 The government, high government officials, politicians
- 9 No prosperity, too much unemployment
- 0 All doing well, all who are working
- x Other (immigrants, specific sectors of the country)
- y No opinion

11. Major Causes Of Friction Between Canada & The U.S.A.

- 23-1 The value of the dollar, money, difference in exchange rates
 - 2 Trade, imports & exports, unequal trade, too many imports
 - 3 U.S.A. controls too many companies in Canada, they are handling too much Can. business - too much power over our economy
 - 4 Tariffs, duties
 - 5 U.S. trying to run Canada, too domineering, thinks of us as a small power
 - 6 Canada depends too much on U.S.A. - caters to them
 - 7 Defence plan - U.S.A. has too much say about our defence plan, missile bases, Bomarc missile
 - 8 Lack of understanding, co-operation, jealousy exists.
 - 9 Politics
 - 0 International situation, foreign policy, recent events (spy etc)
 - x Other (water rights, bad newspaper publicity)
 - y There is no friction, nothing serious
- Ref. Can't say

13 (a) Best Thing Government Has Done Since June 1958

- 25-1 Raised the old age pension, improved the plan by increasing age, allowing people to collect even though out of country.
- 2 Put in the hospital plan, hospital insurance, support of the national health plan.
- 3 The Seaway, other major water projects like the Sask. River Dam
- 4 Built roads, highways, bridges, improved roads
- 5 Helped the reemployment situation
- 6 Other social services, welfare work, increased family allowance, veterans, blind, education, housing
- 7 Helped the farmers, subsidies, better prices
- 8 Given more prosperous times, cut down expenses, stabilized economy, lowered income tax
- 9 Better foreign policy, better international relations, better trade relations.
- 0 Good government, done well
- x Other (immigration, brought in refugees, cancelled Arrow
- y Haven't done anything good, nothing, not much
- Ref. No opinion, don't know

13 (b) Worst Thing Government Has Done Since June 1958

- 26-1 Not enough done for the reemployment situation, payment of unemployment insurance unfair
- 2 Not fulfilled their promises
- 3 Scrapped the "Arrow", shouldn't have brought Bomarc missile from USA.
- 4 Let the farmers down, not made deficiency payments
- 5 Taxes increased, didn't lower taxes, new taxes
- 6 Poor immigration policy, bring in too many immigrants, too many sick immigrants.
- 7 Spent too much money, increased the debt, spent too much on trips around the world & other travelling.
- 8 Tight money, high interest rates
- 9 Defence policy poor, too much American cost of our defence
- 0 Trade policy - too many imports, high tariffs
- x Other (Newfoundland situation (12), old age pensions & other social services
- 1 Haven't done anything bad
- 2 No opinion, don't know