

1234

(CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES)

THE GALLUP POLL
WOULD LIKE YOUR OPINION

INTERVIEWER
DON'T READ ALOUD
WORDS IN CAPITAL
LETTERS

567
SET 285
NOV. 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.

TIME INTERVIEW
BEGUN.....
(HOUR)

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

- APPROVE 1
- DISAPPROVE 2
- NO OPINION 3

IF "DISAPPROVE"

b. Will you tell me why you feel that way?

.....

2a. In the election just held in the U.S. can you tell me the name of the man who was elected President?

- JOHN KENNEDY 1
- RICHARD NIXON 10..... 2
- OTHER 3
- CAN'T RECALL 4

IF "KENNEDY ELECTED"

b. Do you feel that under the new U.S. President, relations between our country and the U.S. are likely to become more favorable than they have been, less favorable, or don't you think there will be any change?

- MORE FAVORABLE 1
- LESS FAVORABLE 1/4..... 2
- NO CHANGE 3
- NO OPINION 4

3. In the last year would you say that respect for the U.S. in this country has increased or decreased?

- INCREASED 1
- DECREASED 2
- STAYED SAME 1/2..... 3
- NO OPINION 4

4. Do you think Canada is becoming more dependent on the U.S. or less dependent than it was, say 10 years ago?

- MORE DEPENDENT 1
- LESS DEPENDENT 1/3..... 2
- NO CHANGE 3
- NO OPINION 4

5. Do you think the prices of most of the things you buy will be higher, lower, or about the same SIX MONTHS FROM NOW?

- HIGHER 1
- LOWER 1/4..... 2
- ABOUT THE SAME 3
- DON'T KNOW 4

6. Do you think there will be more people out of work, or fewer people out of work in this community IN THE NEXT SIX MONTHS?

- MORE 1
- FEWER 1/5..... 2
- ABOUT THE SAME 3
- DON'T KNOW 4

7. Now for a different kind of question. Some people say that because of things like Family Allowance and other Social Security measures, Canada is heading towards socialism. Do you think Canada is becoming socialistic, or not?

- HEADING TO SOCIALISM 1
- NOT HEADING TO SOCIALISM ... 2

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

8. Some people believe that the practice of birth control is morally wrong. Others don't agree. What are your views on this?

- FAVOR BIRTH CONTROL 1
- BIRTH CONTROL WRONG 1/2..... 2

QUALIFIED (SPECIFY) 3
NO OPINION 4

9. Do you approve or disapprove of allowing movies in your community to remain open on Sunday?

- APPROVE 1
- DISAPPROVE 1/2..... 2

QUALIFIED (SPECIFY) 3
NO OPINION 4

BASIC DATA OVER

M. H. K.

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. 2.6.....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.....2.1.....1
NO.....2.....2

IF "YES" ASK:

Which party did the candidate for whom you voted represent?

PROG. CONS. 2.2.....1	SOCIAL CREDIT.....4
LIBERAL.....2	LABOR PROG.....5
C.C.F.....3	DON'T REMEMBER.....8

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

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

PROTESTANT 7.3.....1
JEWISH.....2
ROMAN CATHOLIC.....3
OTHER (SPECIFY).....4

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).....2.5.....1
SECONDARY OR HIGH SCHOOL (GRADES 9-13)..2
UNIVERSITY (SPECIFY).....3
NO SCHOOLING.....4

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

EMPLOYEE 2.6.....1
SELF-EMPLOYED.....2

OCCUPATION OF HEAD OF FAMILY:

Specific job2.1.....
Type of Company

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

21-29 YEARS 2.8.....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 2.7.....1
NO.....2

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

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: MAN.....3.....1
WOMAN.....2

SOCIO-ECONOMIC GROUP:

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

SIZE OF COMMUNITY:

FARM.....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:.....

NAME OF RESPONDENT.....

ADDRESS.....

TELEPHONE NO.....

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

MARRIED 2.4.....1
SINGLE.....2
WIDOWED, DIVORCED, SEPARATED 3

CITY PROVINCE DATE OF INTERVIEW

1234



(CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES)

THE GALLUP POLL
WOULD LIKE YOUR OPINION

INTERVIEWER
DON'T READ ALOUD
WORDS IN CAPITAL
LETTERS

567
SET 285
NOV. 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. TIME INTERVIEW BEGUN..... (HOUR)

1a. Do you approve or disapprove of the way John Diefenbaker is handling his job as Prime Minister?
APPROVE 8.. 1
DISAPPROVE 2
NO OPINION 3

IF "DISAPPROVE"

b. Will you tell me why you feel that way?
..... 9

2a. In the election just held in the U.S. can you tell me the name of the man who was elected President?
JOHN KENNEDY 10.. 1
RICHARD NIXON 2
OTHER 3
CAN'T RECALL 4

IF "KENNEDY ELECTED"

b. Do you feel that under the new U.S. President, relations between our country and the U.S. are likely to become more favorable than they have been, less favorable, or don't you think there will be any change?
MORE FAVORABLE 11.. 1
LESS FAVORABLE 2
NO CHANGE 3
NO OPINION 4

3. In the last year would you say that respect for the U.S. in this country has increased or decreased?
INCREASED 1
DECREASED 12.. 2
STAYED SAME 3
NO OPINION 4

4. Do you think Canada is becoming more dependent on the U.S. or less dependent than it was, say 10 years ago?
MORE DEPENDENT 13.. 1
LESS DEPENDENT 2
NO CHANGE 3
NO OPINION 4

5. Do you think the prices of most of the things you buy will be higher, lower, or about the same SIX MONTHS FROM NOW?
HIGHER 14.. 1
LOWER 2
ABOUT THE SAME 3
DON'T KNOW 4

6. Do you think there will be more people out of work, or fewer people out of work in this community IN THE NEXT SIX MONTHS?
MORE 15.. 1
FEWER 2
ABOUT THE SAME 3
DON'T KNOW 4

7. Now for a different kind of question. Some people say that because of things like Family Allowance and other Social Security measures, Canada is heading towards socialism. Do you think Canada is becoming socialistic, or not?
HEADING TO SOCIALISM 16.. 1
NOT HEADING TO SOCIALISM 2
QUALIFIED (SPECIFY) 3
NO OPINION 4

8. Some people believe that the practice of birth control is morally wrong. Others don't agree. What are your views on this?
FAVOR BIRTH CONTROL 17.. 1
BIRTH CONTROL WRONG 2
QUALIFIED (SPECIFY) 3
NO OPINION 4

9. Do you approve or disapprove of allowing movies in your community to remain open on Sunday?
APPROVE 18.. 1
DISAPPROVE 2
QUALIFIED (SPECIFY) 3
NO OPINION 4

BASIC DATA OVER

Qualified Answer = X

19 Blank



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.....20.1 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.....21.1
 NO.....2

IF "YES" ASK:
 Which party did the candidate for whom you voted represent?

PROG. CONS.....22.1 SOCIAL CREDIT.....4
 LIBERAL.....2 LABOR PROG.....5
 C.C.F.....3 DON'T REMEMBER.....8

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

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

PROTESTANT.....23.1
 JEWISH.....2
 ROMAN CATHOLIC.....3

OTHER (SPECIFY).....4

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

MARRIED24.1
 SINGLE2
 WIDOWED, DIVORCED, SEPARATED 3

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).....25.1
 SECONDARY OR HIGH SCHOOL (GRADES 9-13)..2
 UNIVERSITY (SPECIFY).....3
 NO SCHOOLING.....4

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

EMPLOYEE26.1
 SELF-EMPLOYED2

OCCUPATION OF HEAD OF FAMILY:

Specific job27.
 Type of Company

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

21-29 YEARS28.1
 30-39 YEARS2
 40-49 YEARS3
 50 AND OVER.....4

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

YES.....29.1
 NO.....2

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

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: MAN.....30.1
 WOMAN.....2

SOCIO-ECONOMIC GROUP:

A.....31.1
 B.....2
 C.....3
 D.....4

SIZE OF COMMUNITY:

FARM.....32.0
 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:.....

NAME OF RESPONDENT.....

ADDRESS.....

TELEPHONE NO.....

CITY PROVINCE DATE OF INTERVIEW

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 285

TOTAL CARD COUNT (NATIONAL)

<u>Number</u>	
687	100%

Regional

	<u>Col.</u>		
Maritimes	1-123	70	10
Quebec	4	190	27
Ontario	5	238	35
Manitoba	6	40	6
Saskatchewan	7	49	7
Alberta	8	40	6
British Columbia	9	60	9

Community Size

Farm	32-0	99	14
Rural non-farm	1	106	16
1 - 10,000	2	82	12
10,001 - 30,000	3	40	6
30,001 - 100,000	4	70	10
Over 100,000	5	290	42

Sex

Men	30-1	349	51
Women	2	338	49

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 285	sated February 1963	J. Baubles.
	TOTAL Card Count	687
Sex	male	349
	Female	338
		687
Region	Atlantic Prov.	76
	Quebec	190
	ONTARIO	238
	Prairies	129
	BC	60
	Σ	687
Population.	Farm	99
	< 10,000 rural non-farm	188
	over 10,000 Urban	400
	Σ	687
Age	21-29 yrs	110
	30-39	211
	40-49	152
	50 +	184
	Σ	687
Status	A	35
	B	143
	C	385
	D	120
	reject	4
	Σ	687

✓

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

8-2

on

- 1441 9- 1 Has not improved the unemployment situation
- 2 Has not lived up to his promises
- 3 Poor handling of the farm problem, hasn't kept his promises to the farmers
- 4 Spending too much money - poor handling of the financial situation - too large a national debt rising taxes - tight money
- 5 Poor trade policy
- 6 Poor handling of international affairs - poor foreign policy
- 7 Disapproval of his administrative actions, dictatorial - doesn't know what he is doing - hedges
- 8 Disapproval of personal characteristics - don't like the man
- 9 Because of his actions in railway strike, the C.N.R. strike
- x Other
- Reg. No opinion

4. 13-x Unqualified -

Reasons "Disapprove" Of The Way Disposition In Handling

His Job As Prime Minister Of Canada.

- 1(6) 9-1 Has not improved the unemployed situation
- 2. Has not lived up to his promises
- 3. Poor handling of the farm problem, hasn't kept his promises to the farmers
- 4 Spending too much money - poor handling of finances - too large a national debt - raising taxes - tight money
- 5 Poor trade policy -
- 6 Poor handling of international affairs, poor foreign policy

5624 7 Disapproval of his administrative actions, dictatorial - doesn't know what he is doing - hedges

5534 { 8 Disapproval of personal characteristics - don't like the man
5180

5312 9 Because of his action in railway strike, The C.N.R. strike

0

X Other (4163) (2403,

Y

Rej. No opinion

4. 13-X Qualified