

(CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES)

THE GALLUP POLL

WOULD LIKE YOUR OPINION

INTERVIEWER SET 286 DON'T READ ALOUD JAN. 1961 WORDS IN CAPITAL LETTERS

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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)

NAME CARD A TO RESPONDENT 6a. Here are some of the things Labor Unions try to do for their members. Which of them do you think is the most important at the present time?

- 1a. Of all the things you buy, or the services you pay for, which ONE irritates you most because of the prices? FOOD BILLS 8... 1 MEDICAL BILLS 8... 2 GASOLINE... 3 UTILITIES... 4 CLOTHING... 5 CARS... 6 OTHER (SPECIFY)... 7 NONE, DON'T KNOW... 8 b. Some people say that higher prices are caused largely by the demand for higher wages on the part of labor. Others say it's the demand for higher profits on the part of employers. Who do you think is more to blame - employees or employers? EMPLOYEES 9... 1 EMPLOYERS... 2 BOTH... 3 DON'T KNOW... 4

- HIGHER WAGES 20... 1 BETTER WORKING CONDITIONS... 2 SHORTER WORKING HOURS... 3 SECURITY OF EMPLOYMENT... 4 BETTER PENSION PLANS... 5 PROFIT SHARING... 6 OTHER (SPECIFY)... 7 NO OPINION... 8 b. Are there any things on this list you feel Labor Unions should NOT PRESS for at the present time? HIGHER WAGES 21... 1 BETTER WORKING CONDITIONS... 2 SHORTER WORKING HOURS... 3 SECURITY OF EMPLOYMENT... 4 BETTER PENSION PLANS... 5 PROFIT SHARING... 6 OTHER (SPECIFY)... 7 NO OPINION... 8

- 2. Do you think the Federal Government should or should not own and operate the following things in this country? YES NO NO OPINION Telephone services 10... 1 2 3 Canadian Pacific Railway 11... 1 2 3 Meat Packers 12... 1 2 3 The Banks 13... 1 2 3

7 If you were asked to criticize Labour Unions what would your MAIN criticism be? 22

- 3a. Do you think Canadians should make an effort to buy fewer goods from the United States and more from the Commonwealth or not? YES, BUY LESS FROM U.S. ... 1 DO NOT BUY LESS FROM U.S. ... 2 OTHER (SPECIFY) 14... 3 NO OPINION... 4

- 8. Which Party, if in power, do you think would do a better job of improving business conditions during 1961 - the Conservatives or the Liberals? CONSERVATIVES 23... 1 LIBERALS... 2 C.C.F. ... 3 OTHER (SPECIFY)... 4 DON'T KNOW... 5

IF "YES" OR "NO" b. Why do you feel that way? 15

- 9a. Do you think present income taxes in Canada are too high, or just about right? TOO HIGH 24... 1 TOO LOW... 2 ABOUT RIGHT... 3 NO OPINION... 4

- 4a. Do you happen to know if Communist China is a member of the United Nations or not? YES, IS MEMBER 16... 1 NO, NOT MEMBER... 2 DON'T KNOW... 3

- IF "TOO HIGH" b. Do you think they are too high in all income groups or just in certain groups? IN ALL INCOME GROUPS 25... 1 JUST CERTAIN GROUPS... 2 DON'T KNOW... 3

IF "NO, NOT MEMBER"

- b. Do you think Communist China should or should not be admitted as a member of the United Nations at the present time? YES, SHOULD 17... 1 NO, SHOULD NOT... 2 NO OPINION... 3

- IF "JUST CERTAIN GROUPS" c. Which income groups? 26

IF "SHOULD NOT"

- c. Suppose a majority of the members of the United Nations decided to admit Communist China to the United Nations, do you think Canada should go along with the U.N. decision, or resign in protest? SHOULD GO ALONG 18... 1 SHOULD RESIGN... 2 QUALIFIED (SPECIFY)... 3 NO OPINION... 4

- 10a. Do you happen to have heard or read anything about a New Political Party in Canada? YES 27... 1 NO... 2

- 5. Do you think there is enough U.S. capital in Canada now, or would you like to see more U.S. capital invested in this country? ENOUGH NOW 19... 1 LIKE TO SEE MORE... 2 DON'T KNOW... 3

- b. Some people say that this new party, based on a Labor and C.C.F. union will become an important force in the country; others say that it will not. What is your opinion? WILL BECOME IMPORTANT FORCE 28... 1 NO, IT WILL NOT... 2 QUALIFIED (SPECIFY)... 3 NO OPINION... 4

COMMENT

- IF "WILL BECOME IMPORTANT FORCE" c. Apart from the C.C.F., from which Party do you think it will draw most votes - from the Liberals or the Conservatives? (ROTATE ORDER OF NAMING PARTIES) FROM LIBERALS 29... 1 FROM CONSERVATIVES... 2 FROM OTHERS... 3 DON'T KNOW... 4

11. Some people expect that the Government will call a Federal election in 1961. Others say it will not. What is your best guess?

WILL CALL ELECTION 1
 NO, WILL NOT 30 2
 QUALIFIED (SPECIFY) 3
 CAN'T SAY 4

12a. Do you happen to have heard or read anything about the threatened strike of non-operating railway employees?

YES 31 1
 NO 2

b. As you may recall the Government brought in a bill to prevent the strike until the Royal Commission on the future of the railways was presented to Parliament sometime this Spring. Do you approve or disapprove of the Government's action?

APPROVE 32 1
 DISAPPROVE 2
 NO OPINION 3

UNLESS NO OPINION
 12c. Why do you feel that way?
 33

13a. Apart from unemployment, which do you think is the most serious problem facing the country today?
 34

b. Which political party, if in power, do you think could do the best job of handling this problem?

PROGRESSIVE CONSERVATIVES 1
 LIBERALS 35 2
 C.C.F. 3
 OTHER 4

SHOW CARD B TO RESPONDENT
 14. Will you please tell me the kind of product you associate with the brand name on this card?
 36

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?"

skip 37-39

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

PROG. CONS. 40 1
 LIBERAL 2
 C.C.F. 3
 SOCIAL CREDIT 4
 LABOR PROG. 5
 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
 LIBERAL 2
 C.C.F. 3
 SOCIAL CREDIT 4
 LABOR PROG. 5
 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) 45 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 2
 C 3
 D 4

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

EMPLOYEE 46 1
 SELF-EMPLOYED 2

OCCUPATION OF HEAD OF FAMILY: 47
 Specific job
 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

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

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:

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

MARRIED 44 1
 SINGLE 2
 WIDOWED, DIVORCED, SEPARATED 3

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?

NAME OF RESPONDENT:

ADDRESS:

TELEPHONE NO.

CITY PROVINCE DATE OF INTERVIEW

GITY 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 # 286

		<u>Number</u>	
TOTAL CARD COUNT (NATIONAL)		697	100% COUNT = 727
<u>Regional</u>		Ct.	
Maritimes	1-0123	71	10% 91
Quebec	4	191	28% 221
Ontario	5	245	35% 245
Manitoba	6	40	6% 40
Saskatchewan	7	30	4% 33
Alberta	8	50	7% 50
British Columbia	9	70	10% 70
			727
<u>Community Size</u>			
Farm	52-0	101	14%
Rural non-farm	1	109	16%
1 - 10,000	2	84	12%
10,001 - 30,000	3	46	7%
30,001 - 100,000	4	68	10%
Over 100,000	5	289	41%
<u>Sex</u>			
Men	50-1	350	50%
Women	2	347	50%

Codes

GP#286

1(a) Note: Drugs + medical supplies included with "medical bills".

8-0 all, everything

1(b) 9-5 Other

3(b) Yes, Buy Less From U.S. (14-1)
Reasons

15-1 Keep ties with Commonwealth, we are part of it.

2 More home production, be more self-supporting, creates jobs, build up our own country, keep our money here.

3 Make Commonwealth wealthy, keep money in C.W., develop C.W.

4 For more favourable trade balance, ~~more U.S.~~

5 U.S. domination, depend on them too much, they will soon own us

6 Prefer World Trade - better relations, bigger variety for goods

7 U.S. goods are poor, cheap quality, C.W. goods are better quality
Canadian goods better.

x Other

y not stated, no opinion

Do not Buy Less From U.S. (14-2)

Reasons

15-1 We should be friendly with our closest neighbour, keep good relationship

2 Close, closer market, more economical

3 Cheaper, more reasonable price

4 Buy where best quality sold for fair price,

5 Prosperity depends on export = import - reciprocal trade

6 Prefer Am. goods, greater variety, newer designs, better quality.

7 We depend on U.S. for help, capital investments, for money, for defence, they helped to develop our country

x Other

y not stated, no opinion

6(a) 20-0 none are important

6(b) 21-0 none, they are all good, should press for all

7. main Criticism Of Labour Unions

- 22-1 Too many strikes, hurt too many people due to strikes, strike too easily
- 2 Ask for higher wages too often, wage rates increasing too quickly, depriving us of world markets due to high wages ^{here}.
- 3 Too much power outside country, heads of unions in U.S.A. - American controlled, too much money leaving country to American unions
- 4 Too demanding, ask too much, unfair, never satisfied
- 5 Too strong, too dictatorial, too powerful, too much control of industry
- 6 Asking for shorter working hours
- 7 Union leaders have too much power, minority rules, spoil things for the working man.
- 8 Leaders get too much money, become a racket, dues are too high - too many gangsters involved
- 9 Cause unemployment, lack of security of employment, if not in union, hard to get a job.
- 0 Talk a lot but do little, unions are not very good, need better working conditions
- x Other (communist tinged, profit sharing etc)
- y No criticism, favour unions
- Ref. No opinion, no comment, refused

8. 23-6 Either Cons. or Libs, not much difference
23-0 Neither Cons. or Libs. (9)

9(c) Income Groups

- 26-1 Lower income
- 2 Middle "
- 3 Higher "
- 6 Working class, labour group, wage-earner
- 7 Farmers
- 8 Single people, bachelors, no dependants, young people
- 9 Other
- y Not stated

10(c) 29-5 Equally from Libs. + Cons.

Government's Action In Threatened Strike

Of Non-Operating Railway Employees

Reasons "Approve" This Action

2-1

- 1 Would have crippled the country at the time - it's essential for shipping, freight, food - too many people suffer, interfere with economy of country
 - 2 Strikes never do any good, don't believe in strikes
 - 3 Gives strikers time to consider - make a better settlement this way - help to avoid a strike - more time to investigate
 - 4 This strike would not be justified, paid well enough
 - 5 Ill timed, bad time to strike at Christmas
 - 6 Would have caused more unemployment
 - 7 Unions are too strong, disapprove of unions - no right to call a strike - leaders are too big
 - 8 Government should have control over nation-wide strikes - all they could do, did the right thing
- x Other
- y Don't know, no opinion.

Reasons "Disapprove" Of This Action

32-2

6-11

- 33-1 Not democratic, should have right to strike
 - 2 Government should not interfere with labour, it is the only weapon
 - 3 The men were justified - should get what they wanted - underpaid.
 - 4 They should have fought it out
 - 5 Commission should have been appointed earlier, should have examined union's demands earlier.
 - 6 Didn't settle the issue, prolong the issue - Royal Commissions take too long
 - 7 Government has enough to do
- x Other
- y Don't know, no opinion

13(a) Most Serious Problems Facing Country Apart From Unemployment

- 34-1 Threat of war, working for peace, cold war, atomic warfare
nuclear power
- 2 Rising cost of living, inflation, high taxes
- 3 The economic situation, financial problems, credit, "tight" money
- 4 Trade, need markets, less imports
- 5 Spread of Communism, Russia, relations with communist countries
- 6 National defence, defence, civil defence
- 7 Social security, hospitalization, old age pensions, social welfare
- 8 Farm situation, satisfying the farmers, selling farm products
- 9 Immigration, screening of immigrants, too many immigrants
- 0 Juvenile delinquency, problems with youth, crime, alcohol.
- X Other (education, foreign policy, labour, unions, local problems etc.)
- Y No other serious problem other than unemployment
- Reg: Don't know, no opinion

13(b) ³⁵⁻⁵ Don't know, no opinion

35-6 all parties, no difference

35-0 none

14.

36-1 Correct (Lighter, lighter fluid or flints)

2 Incorrect

3 Don't know

35b-1

Yes, Buy Less From U.S. (14-1)

Reasons

15-1

- keep ties with Commonwealth, we are part of it
- 2 More home production, more self supporting, creates jobs ^{build up} ^{with} ^{our} ^{own} ^{money} ^{here}
- 3 have Commonwealth ⁱⁿ ^{mind} ^{by}, keep money in C.W., develop C.W.
- 4 For more favorable trade balance - we see loss, deficit high
- 5 U.S. domination, dependence, they will soon own us
- 6 Prefer World trade - better relations, bigger variety for goods
- 7 U.S. goods are poor, cheap quality, C.W. goods better quality
Canadian goods better
- 8
- 9
- 0
- x - others
- y not stated, no opinion

Do Not Buy Less From U.S. (14-2)

Reasons

15-1

- We should be friendly with our closest neighbors ^{good relationships}
- 2 Close, closer market more economical
- 3 cheaper, more reasonable price
- 4 Buy where best quality sold for fair price, ^{market} ^{priced} ^{right}
- 5 Prosperity depends on export - import, we buy more - can sell more
^{our} ^{best} ^{customer} - reciprocal trade
- 6 Prefer American goods, greater variety, newer designs, better quality
- 7 We depend on U.S. for help, capital investments, for money, for defence - helped develop our country
- 8
- 9
- 0
- x Other
- y not stated, no opinion

4551

- 22-1 Too many strikes, hurt too many people due to strikes, strike too early
- 2 Ask for higher wages too often, wage rates increasing too quickly
- depriving us of world markets due to high wages here
- 3 Too much power outside country, heads of unions in U.S.A. American controlled - too much money leaving country to American unions
- 4 Too demanding, ask too much, unfair, never satisfied
- 9534 - 5 Too strong, too dictatorial, too powerful, too much control of industry
- 6 Asking for shorter working hours
- 7 Union leaders have too much power, minority rules, sacrifice things for the working man, ^{too much for the country, rather they want} common man can't pay enough
- 8 Leaders get too much money, become a racket, dues are too high
- too many gangsters involved
- 9 Take away power of the employers hire & fire, etc. - cause unemployment
- lack of security of employment - if not union - hard to get job
- 0 Talk a lot but do little, unions are not very good, need better working conditions
- x Other (Communist tinges, profit sharing)
- y No criticism, favour unions
- Rj. No opinion, no comment, refused.

8. 23-0 Neither Cons or Lib
23-6 Either Cons or Lib; not much difference

Reasons Approve of This Action

32-1

on

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- 6 Would have caused more unemployment
- 7 Unions are too strong, disapprove of unions - no right to call a strike - leaders too "big"
- 5167 8 Government should have control over nation-wide strikes - all they could do - did the right thing
- 9
- 0
- x Other
- y Don't know, no opinion

Reasons Disapprove of This Action

32-2

on

- 33-1 Not democratic, should have a right to strike
- 2 Government should not interfere with labour - it is their only weapon
- 3 The men were justified - should get what they wanted - underpaid
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- 7 Government has enough to do
- 8
- 9
- 0
- x Other
- y Don't know, no opinion

13(a)

- 34-1 Threat of war, working for peace, world peace cold war, atomic warfare, disarmament, nuclear power
 - 2 Rising cost of living, inflation, high taxes
 - 3 The economic situation, financial problems, ^{foreign capital} credit, ^{high money}
 - 4 Trade, need markets, less imports
 - 5 Spread of Communism, Russia, relation to ^{with} communist countries
 - 6 National defence, defence, civil defence
 - 7 Social security, hospitalization, old age pensions, social welfare
 - 8 Farm situation, satisfying the farmers, selling farm products
 - 9 Immigration, screening of immigrants, too many immigrants
 - 0 Juvenile delinquency, problems with youth, crime, alcohol
 - X Other (Education, ²⁸ foreign policy, labour, unions, local problems
French Language)
 - Y no other serious problem other than unemployment
- Rj: Don't know, no opinion.

511, 4521, 1152
346, 1111

13(b)

- 35-5 Don't know, no opinion
- 6 all parties, no difference (~~none in particular~~)
- 0 none
- 7 ~~New Party~~

2000
34-7-11

Codes

117-61
Q#286

14) correct
 Higher 36-1
 fluid, flint
 inc. 2
 DK 3

(a 10c) ✓

equally from Lib. + Cons. - 5²⁹

1(a) include drugs + medical supplies with medical bills, all, everything. 8-0

(8502) "social life"
(5528)

1(b) 9-5 other, don't

6(a) 20-0 none are important

6(b) 21-0 none, they are all good, should pass for all.

✓
9(c) Income groups

- 26-1 Lower income,
- 2 middle income
- 3 Higher "
- 4
- 5
- 6 Working class, labour group, wage earner
- 7 Farmers
- 8 Single people, bachelors, independents, young people.
- 9 other
- 0
- X
- Y not stated

~~Some~~ numbering sheet - re re-run on political figures

Q5- Comments about investment in U.S.A - 1507