

1234

prev. 01

(CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES)

THE GALLUP POLL

WOULD LIKE YOUR OPINION

INTERVIEWER  
DON'T READ ALOUD  
WORDS IN CAPITAL  
LETTERS

567  
SET 287  
MARCH, 1961

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)

1. What is your pet peeve - that is, what annoys you most?  
MP ..... 8

2a. Has the present business situation affected you and your household in any way?  
YES, WE'VE BEEN AFFECTED..... 9 1  
NO, NOT NOTICEABLY..... 2

b. How would you describe business conditions in this area - would you say they are poor, about normal, or good?  
POOR..... 10 1  
ABOUT NORMAL..... 2  
GOOD..... 3  
DON'T KNOW ..... 4

3. Suppose you were given an extra month's salary which you could spend in any way you wanted - how would you spend it?  
MP ..... 11

4. Here are some questions on education. Students in such countries as England, France, West Germany and Russia spend more hours on basic education than Canadian students. On the other hand Canadian students spend more time on sports, clubs and other activities.  
Some people think this should be changed and have made the following suggestions. Please tell me how you feel about each.

FAVOR OPPOSE DON'T KNOW  
a. Would you favor or oppose increasing the number of hours spent in classrooms per day:  
In public school? 4 AA 12 1 2 3  
In high or secondary school? 13 1 94 AB 2 3  
b. Would you favor or oppose increasing the amount of schoolwork done at home by students  
In public school? 14 1 94 AB 2 3  
In high or secondary school? 15 1 94 AB 2 3  
c. Would you favor or oppose increasing the number of days per year spent in school by students  
In public school? 16 1 94 AB 2 3  
In high or secondary school? 17 1 94 AB 2 3

5a. Since the war many people from other countries have come to live in Canada. On the whole, do you think this is a good thing for Canada or not?  
YES, A GOOD THING..... 18 1  
NOT A GOOD THING..... 2  
QUALIFIED (SPECIFY)..... 3  
DON'T KNOW ..... 4

b. Do you think Canadians are giving these people a fair chance to establish themselves or not?  
YES..... 19 1  
NO..... 2

c. Incidentally do you happen to have met any of these new Canadians?  
YES, HAVE MET..... 20 1  
NO, HAVE NOT ..... 2  
AM NEW CANADIAN..... 3

6a. Do you approve, or disapprove of the way John Diefenbaker is handling his job as Prime Minister?  
APPROVE..... 21 1  
DISAPPROVE..... 2  
NO OPINION..... 3

UNLESS NO OPINION  
b. Why do you feel that way?  
MP ..... 22

7a. Some labor leaders are suggesting that workers should work for a four-day week - that is four days of eight hours each. Would you like to see such a plan adopted by most industries in this country?  
YES, WOULD..... 23 1  
NO, WOULD NOT..... 2  
NO OPINION..... 3

b. If the four day week is adopted, should workers get the same pay for four days as they now get for five?  
YES, SHOULD..... 24 1  
NO, SHOULD NOT..... 2  
NO OPINION..... 3

8. Do you think married women should be given equal opportunity with men to compete for jobs or do you think employers should give men the first chance?  
EQUAL OPPORTUNITY..... 25 1  
GIVE MEN FIRST CHANCE..... 2  
QUALIFIED (SPECIFY)..... 3  
UNDECIDED..... 4

9a. Which political party in Canada corresponds best with your own ideas?  
LIBERAL..... 26 1  
CONSERVATIVE..... 2  
C.C.F..... 3  
OTHER (SPECIFY)..... 4  
NO OPINION..... 5

UNLESS "NO OPINION"  
b. What is there about this party that appeals to you?  
MP ..... 27

10a. Do you happen to have heard or read anything about South Africa's withdrawal from the British Commonwealth of Nations at the Conference in London?  
YES..... 28 1  
NO..... 2

IF "YES" HAND CARD TO RESPONDENT  
b. Which of these statements comes closest to the way you feel about South Africa's racial policies?  
1. They are against Commonwealth ideals and membership is therefore impossible..... 29 1  
2. I disapprove of them but the way South Africa runs its affairs is its own business..... 2  
OTHER ..... 3  
CAN'T SAY ..... 4

11a. Have you heard or read anything about the fluoridation of water?  
YES..... 30 1  
NO..... 2

IF YES  
b. Do you approve or disapprove of having the water of this community fluoridated?  
APPROVE..... 31 1  
DISAPPROVE..... 2

12. Should Canada and Red China work out a business arrangement to buy and sell goods to each other that is other than war materials?  
YES..... 32 1  
NO..... 2

13. Some people feel they have most of the things they need around the house, I mean furniture, a stove, a TV - things like that. Others feel they need many such things or new and better ones. How would you describe your situation?

33

NEED MANY THINGS..... 1  
 NEED SOME THINGS..... 2  
 HAVE MOST THINGS WE NEED:..... 3  
 NO OPINION ..... 4

14a. As you may know, the Federal Government has a sales tax on most things we buy. Do you happen to know if the Provincial Government in this province has a sales tax, or is planning to have one?

34

IS PLANNING TAX..... 1  
 HAS SALES TAX..... 2  
 HAS NO SALES TAX..... 3  
 DON'T KNOW..... 4

IF "IS PLANNING TAX"

b. Do you think this is a good idea or not?

35

A GOOD IDEA..... 1  
 NOT A GOOD IDEA..... 2

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

UNLESS NO OPINION

c. Why do you feel this way?

..... *not coded* .....

*skip*

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 1957?

YES.....*41*.1  
 NO.....2

IF "YES" ASK:

Which party did the candidate for whom you vote represent?

PROG. CONS. *49*.1 SOCIAL CREDIT.....4  
 LIBERAL.....*52*.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.....*43*.1  
 JEWISH.....2  
 ROMAN CATHOLIC.....3

OTHER (SPECIFY).....4

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

MARRIED.....*44*.1  
 SINGLE.....2  
 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).....*45*.1  
 SECONDARY OR HIGH SCHOOL (GRADES 9-13)..2

UNIVERSITY (SPECIFY).....3  
 NO SCHOOLING.....4

In What Country Were You Born?

CANADA.....*46*.1  
 U.S. - U.K.....2  
 OTHER.....3

OCCUPATION OF HEAD OF FAMILY:

Specific Job.....*47*  
 Type of Company .....

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

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?.....

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: MAN.....*50*.1  
 WOMAN.....2

SOCIO-ECONOMIC GROUP:

A.....*51*.1  
 B.....2  
 C.....3  
 D.....4

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

TIME INTERVIEW ENDED:.....

NAME OF RESPONDENT.....

ADDRESS.....

TELEPHONE NO.....

CITY ..... PROVINCE ..... DATE OF INTERVIEW .....

CITY ..... PROVINCE ..... DATE OF INTERVIEW .....

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 (INTERVIEWER'S SIGNATURE)

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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 vote represent?

PROG. CONS.....42...1 SOCIAL CREDIT.....4  
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 1,000 - 10,000.....2  
 10,000 - 30,000.....3  
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 (INTERVIEWER'S SIGNATURE)

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 287

		<u>Number</u>	
TOTAL CARD COUNT (NATIONAL)		704	100%
<u>Regional</u>			
	Col		
Maritimes	1-123	74	10
Quebec	4	190	27
Ontario	5	250	35
Manitoba	6	40	6
Saskatchewan	7	50	7
Alberta	8	40	6
British Columbia	9	60	9
<u>Community Size</u>			
Farm	52-0	109	15
Rural non-farm	1	104	15
1 - 10,000	2	87	12
10,001 - 30,000	3	40	6
30,001 - 100,000	4	74	11
Over 100,000	5	290	41
<u>Sex</u>			
Men	50-1	353	50
Women	2	351	50
		704	

Pet Peeves

- 1511 8-1 Types of people, <sup>(know-it-alls)</sup> stupid, discourteous, inconsiderate, talk too much, talkative
- 2 Traffic peevess (horn blowers, women drivers, parking, poor roads.
- 3 T.V. peevess, T.V. commercials, Radio
- 4 High prices, food prices, rent, cost of living,
- 5 Unemployment, unemployment insurance
- 6 Weather peevess, rain, snow
- 7 Family annoyances.
- 5180 8 Peevess of farmers
- 9 Noise (kids, jazz)
- 0 Have none, no particular peevess
- 8508 } x Taxes, sales tax, high taxes
- 9515 } y Other (rental advertising, dogs, cold war, <sup>(quite a few)</sup> ~~that~~ (premiums 9201
- 5311 } 5304, 5535, 4563
- 8116 } y. Can't say, refused.
- 1128 } (circled)
- 9508 } (circled)

3. How Would Spend Extra Month's Salary

- 11-1 Take a trip, travel, holiday, vacation, have a good time
- 2 Save it, put it in bank, invest it
- 3 Pay bills, debts, pay off installments
- 4 make home improvements, buy home equipment
- 5 Buy food, clothing, other family needs
- 6 Give it to charity, to church, to needy
- 7 Pay medical bills
- 8 Use for children's education
- 7305 9 Buy something I need, something I want
- 0 Buy myself some clothes
- x Other
- y Don't know
- 561 19-y Don't know
- 1161 31-y Can't say, don't know
- 31-0 makes no difference
- 12 32-y Don't know, no opinion

(54)

Reasons "Approve" of The Way J. Diefenbaker Handling His Job.

21-1

on

- 22-1 He is doing a good job, doing his best, is really trying.
- 2 Personal characteristics - dedicated, sincere, honest.
- 3 Like his ideas, good ideas & plans.
- 4 Has helped the farmer.
- 5 Kept his promises, trying to keep his promises.
- 6 Good handling of international affairs, good foreign policy.
- 7 Helped aged, needy, vets, education.
- 8 Has handled unemployment well, created some jobs.
- 9 Trying to do something for all parts of Canada, giving good govt. Helping Quebec.

x Other

y no opinion, not stated

Reasons "Disapprove" of The Way J. Diefenbaker Handling His Job.

22-2

on

- 22-1 Has not improved the unemployment situation.
- 2 Has not lived up to his promises.
- 3 Spending too much money - poor handling of finances - too large a national debt, taxes too high.
- 4 Disapproval of personal characteristics - don't like the man.
- 5 Disapproval of his administrative actions, doesn't know what he is doing, hedges. Doesn't do anything.
- 6 Poor handling of the farm problem.

7

8

9

0

x Other

y no opinion, not stated

9(b) What Appeals About Party;

322-61  
GP#287

Liberals (26-1)

- 27-1 Integrity, fairness of party + leaders
- 2 Tradition
- 3 Past record
- 4
- x 5 Good for the worker, more employment
- 6 Best for Canada
- 7 A progressive party
- 8 Good party for everyone
- 9 Lead to more prosperity
- 0 The best party
- x Other reasons
- y Could not state reason

Conservatives (26-2)

- 27-1 Integrity, fairness of party + leaders
- 2 Tradition
- 3 Past record
- 4 Time for a change, we needed a change
- x 5 Diefenbaker, its leader
- 6 Best for Canada, done a lot of good for Canada
- 7 A Progressive party
- 8 Good party for everyone
- 9 Lead to more prosperity
- 0 The best party
- x Other reasons
- y Could not state reason

C.C.F. (26-3)

- 27-1 Integrity, fairness of party + leaders
- 2
- 3 Past record
- 4 Time for a change, they should have their chance
- 5 Good for the worker
- 6
- x 7 Social security platform - med. care in Sask.
- 8 Good party for everyone
- 9
- 0 The best party
- x Other reasons
- y Could not state reason

Other (26-4) mostly Social Credit, a few New Party

- 27-1 Integrity, fairness of party + leaders
- 2
- 3 Past record
- 4 Time for a change, we should try them
- 5 Good for the worker
- 6
- 7 A progressive party
- 8 Good party for everyone
- 9 Lead to more prosperity
- 0 The best party
- Other reasons



1. Pet Peeve

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(know it all)
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9(b)

0-1-1) What Appeals About Party?

322-61  
G1#287

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