

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 292 sorted Feb 1963 J. Bowles.  
 Base Total Card Count 688

male 344  
 female 344

Region  
 N.S. = 1 } Atlantic Prov. 70  
 N.B. = 2 } 4- Quebec 180  
 No PEI or Nfld } 5- ONTARIO 250  
 6, 7, 8 Prairies 128  
 9 B.C. 60  
 Σ 688

Population  
 Farm 116  
 < 10,000 rural non farm 171  
 over 10,000 Urban 401  
 Σ 688

Age  
 21 - 29 yrs 129  
 30 - 39 173  
 40 - 49 185  
 50 + 201  
 Σ 688

Status  
 A 20  
 B 181  
 C 409  
 D 78  
 Σ 688

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 292

TOTAL CARD COUNT (NATIONAL)

Number

688 100%

Regional

Maritimes  
Quebec  
Ontario  
Manitoba  
Saskatchewan  
Alberta  
British Columbia

*Col. 1-12*

70	10
180	26
250	36
40	6
48	7
40	6
60	9

Community Size

Farm  
Rural non-farm  
1 - 10,000  
10,001 - 30,000  
30,001 - 100,000  
Over 100,000

51-0	116	17
1	93	14
2	78	11
3	40	6
4	71	10
5	290	42

Sex

Men  
Women

49-1	344	50
2	344	50

(CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES)

THE GALLUP POLL

WOULD LIKE YOUR OPINION

INTERVIEWER  
DON'T READ ALOUD  
WORDS IN CAPITAL  
LETTERS

567  
SET 892  
NOVEMBER 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)

First some questions on today's living:

- 1a. How much income do you think a family of four (including husband and wife) needs for health and comfort?  
\$..... per week **8,910** *not used*
- b. Allowing for the number of people in your family, would you say that your income is above or below this?  
 ABOVE..... **4** 1  
 BELOW..... 2  
 SAME..... 3  
 DON'T KNOW..... 4

SHOW CARD A.

- a. Which of these three statements comes closest to describing how you feel about your housing?  
 SATISFACTORY..... **12** 1  
 UNSATISFACTORY AND WISH TO GET OUT IF POSSIBLE..... 2  
 UNSATISFACTORY BUT WILL DO. 3  
 OTHER (WRITE IN) ..... 4

- 2a. Do you expect that prices will go up, go down, or remain about the same over the next six months?  
 GO UP..... **13** 1  
 GO DOWN..... 2  
 SAME..... 3  
 DON'T KNOW..... 4

- b. Do you think that unemployment will go up, go down or remain the same during the next six months?  
 GO UP..... **14** 1  
 GO DOWN..... 2  
 SAME..... 3  
 CAN'T SAY..... 4

- c. Speaking generally would you say that your standard of living — things you can buy and do — is going up, going down, or remaining the same?  
 GOING UP..... **15** 1  
 GOING DOWN..... 2  
 SAME..... 3  
 DON'T KNOW..... 4

SHOW CARD B.

- 5. If you had to say which social class you belong to, what would you say?  
 UPPER..... **16** 1  
 UPPER MIDDLE..... 2  
 MIDDLE..... 3  
 LOWER MIDDLE..... 4  
 WORKING CLASS..... 5  
 DON'T KNOW..... 6

- 4. Alcoholism seems to be an increasing problem. Some people say that alcoholism is a disease and should be treated by a doctor. Others say that it is lack of self-control. Which do you think it is?  
 DISEASE..... **17** 1  
 LACK OF SELF CONTROL..... 2  
 BOTH..... 3  
 OTHER (WRITE IN) ..... 4  
 CAN'T SAY..... 5

- 5. Do you think that America and the West are, or are not doing as much as they should to help the under-developed countries with financial and technical assistance?  
 ARE DOING ENOUGH..... **18** 1  
 ARE NOT..... 2  
 DON'T KNOW..... 3

- 6. Suppose you had to make the decision between fighting an all-out nuclear war, or living under Communist rule — how would you decide?  
 FIGHT NUCLEAR WAR..... **19** 1  
 LIVE UNDER COMMUNISM..... 2  
 UNDECIDED..... 3

- 7. During the last twelve months — that is since September of last year — have you written to a Federal Member of Parliament or a Senator?  
 YES..... **20** 1  
 NO..... 2

- 8a. Do you plan to take a vacation away from home this winter?  
 YES..... **21** 1  
 NO..... 2

- b. Did you happen to take a vacation or vacations away from home this summer?  
 YES..... **22** 1  
 NO..... 2

IF YES

- c. How did you get there — by car, bus, plane, train or some other way?  
 CAR..... **23** 1  
 BUS..... 2  
 PLANE..... 3  
 TRAIN..... 4  
 SHIP AND OTHER..... 5

- 9a. The Russian radio often claims that Russia wants to end the cold war and seeks only peace. Do you feel that this is sincere, or do you think it is only propaganda?  
 SINCERE..... **24** 1  
 PROPAGANDA..... 2  
 QUALIFIED (WRITE IN) ..... 3  
 DON'T KNOW..... 4

- b. Do you think it will be possible or impossible to reach a peaceful settlement of differences with Russia?  
 POSSIBLE..... **25** 1  
 IMPOSSIBLE..... 2  
 DON'T KNOW..... 3

- 10. Well, just from what you know or have heard, would you say that the Federal Member of Parliament who represents this riding in Ottawa is doing a good job, a fair job, or a poor job?  
 GOOD JOB..... **26** 1  
 FAIR..... 2  
 POOR..... 3  
 NO OPINION..... 4

- 11a. Do you approve or disapprove of the Federal Government's record to date?  
 APPROVE..... **27** 1  
 DISAPPROVE..... 2  
 UNDECIDED..... 3

- b. And what about the problem of Civil Defence in case of a nuclear war — do you approve or disapprove of the way the Government is handling this?  
 APPROVE..... **28** 1  
 DISAPPROVE..... 2  
 UNDECIDED..... 3

SHOW CARD C.

- 12a. Which of these appliances, if any, do you have in your home at the present time?  
 IF "NO" TO ANY ON a ASK b.
- b. Thinking ahead five years to 1967, which of these do you expect to have in your home?  

	(a) In Home At Present	(b) Expect To Have In Five Years
Washing machine?	1	
Refrigerator?	<b>29</b> 2	<b>30</b> 3
Television?	3	3
One Motor Car?	4	4
Two or more cars?	5	5
Radio Set?	6	6

Skip 31

13a. Have you heard or read anything about the Unemployment Insurance Plan which was started in Canada some years ago? (U.I.C.)

YES..... 32 1  
NO..... 2

IF YES: ASK b, c, d.

b. What are your views on this? Do you think that generally speaking it is a good plan or not a good plan?

GOOD PLAN..... 33 1  
POOR PLAN..... 2  
QUALIFIED (WRITE IN) ..... 3  
NO OPINION..... 4

IF "GOOD" OR "POOR" PLAN

c. What is your main reason for feeling this way? 34 HP

d. As you perhaps know, only people earning \$125.00 a week or less are covered by this insurance. Do you think this wage is too high or too low?

TOO LOW..... 35 1  
TOO HIGH..... 2  
ABOUT RIGHT..... 3  
UNDECIDED..... 4

14a. Would you say there is much danger of world war, or not much danger?

MUCH DANGER..... 36 1  
NOT MUCH..... 2  
DON'T KNOW..... 3

b. Should a war come, do you think it is more likely to arise through the U.S.A., Russia, or some other way?

BOTH U.S.A. & RUSSIA..... 1  
U.S.A. .... 1  
RUSSIA..... 37 4  
CHINA (VOLUNTEERED)..... 5  
OTHER WAY..... 6  
DON'T KNOW..... 6

ship 38439

**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?"

<p>If a Federal election were held today, which party's candidate do you think you would favor?</p> <p>PROG. CONS..... 1    SOCIAL CREDIT..... 4 LIBERAL..... 2    LABOR PROG..... 5 C.C.F..... 3    UNDECIDED..... 8 OTHER PARTY..... (WRITE IN) 0 2 3 4 5 6 7</p>	<p>Would you have continued school after 15 years of age if you had been able?</p> <p>.....</p> <p>Would you mind telling me how far you went in school? (INTERVIEWER: RING APPROPRIATE NUMBER WHETHER OR NOT SCHOOLING WAS COMPLETE.)</p> <p>PUBLIC SCHOOL (GRADES 1-8)..... 45 1 SECONDARY OR HIGH SCHOOL (GRADES 9-12)..... 2 UNIVERSITY (SPECIFY)..... 3 NO SCHOOLING..... 4</p>	<p>INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:</p> <p>SEX:            MAN..... 49 1                   WOMAN..... 2</p> <p>SOCIO-ECONOMIC GROUP:</p> <p>A..... 1 B..... 350 2 C..... 3 D..... 4</p>
<p>(INTERVIEWER: If respondent wants to refuse to answer question, assure him that we are using this information to get trends across Canada, only.)</p>	<p>OCCUPATION OF HEAD OF FAMILY:</p> <p>Specific job..... 46 Type of Company.....</p>	<p>SIZE OF COMMUNITY:</p> <p>FARM..... 0 RURAL NON-FARM (UNDER 1,000 IN POPULATION)..... 1 1,000 - 10,000..... 2 10,000 - 30,000..... 57 3 30,000 - 100,000..... 4 OVER 100,000..... 5</p>
<p>Did you vote in the last Federal election in March 1958?</p> <p>YES..... 41 1 NO..... 2</p> <p>IF "YES" ASK:</p> <p>Which party did the candidate for whom you voted represent?</p> <p>PROG. CONS..... 1    SOCIAL CREDIT..... 42 4 LIBERAL..... 2    LABOR PROG..... 5 C.C.F..... 3    DON'T REMEMBER..... 8 OTHER PARTY..... (WRITE IN) 7</p>	<p>Would you mind telling me which age group you are in?</p> <p>21-29 YEARS..... 1 30-39 YEARS..... 47 2 40-49 YEARS..... 3 50 AND OVER..... 4</p>	<p>TIME INTERVIEW ENDED:.....</p>
<p>Now for a question on religion. What is your religious preference - Protestant, Roman Catholic, or Jewish?</p> <p>PROTESTANT..... 43 1 JEWISH..... 2 ROMAN CATHOLIC..... 3 OTHER (SPECIFY)..... 4</p>	<p>Are you (or is any member of your family) a member of a labor union?</p> <p>YES..... 48 1 NO..... 2</p> <p>IF "YES": How many are union members?.....</p>	<p>NAME OF RESPONDENT.....</p> <p>ADDRESS.....</p> <p>TELEPHONE.....</p>
<p>Would you mind telling me if you are married or single?</p> <p>MARRIED..... 44 1 SINGLE..... 2 WIDOWED, DIVORCED, SEPARATED..... 3</p>		

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

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW .....  
(INTERVIEWER'S SIGNATURE)

Income Needed Per Week

1(a) Cols 8, 9 & 10 used to code actual amount so that averages can be worked out

examples \$75 would be coded 8-0, 9-<sup>7</sup>10-5  
100 " " 8-1, 9-0, 10-0

Can't say = 8-y, 9-y, 10-y

Lowest amount coded is \$18

Highest amount coded is \$300

Average per week \$86.71

12(a) 29-0 Have none of these  
29-y not stated

8(a) 21-y Don't know

10 - 26-5 no member at present, died

13 (c) +

Main Reason U.I.C. Plan is Good

33-1

on

- 34-1 It helps people who are out of work, get enough as can eat
- 2 Helps seasonal workers, there are so many seasonal jobs
- 3 Its protection for workers, a security for them, like insurance of any kind, something to fall back on
- 4 It helps deserving people, honest people, those who really want to work but can't find jobs - there is a lot of unemployment
- 5 Have needed it personally
- 6 They are doing a good job, helps to keep things moving
- 7 Its the money of the people so entitled to collect it
- 8
- 9
- 0
- X Other
- Y no opinion, not stated

Main Reason U.I.C. Plan is Poor

33-2

on

- 34-1 The plan is badly abused, too many abuse it
- 2 Encourages laziness, people don't try to find jobs, too many just burn around, too many want to burn around
- 3 Too many seasonal workers take advantage of it, many seasonal workers are highly paid & don't need it when off work
- 4 Badly organized, conditions for making claims not strict enough
- 5 no help to farmers, to rural people
- 6 Doesn't pay enough when one has need of it, doesn't pay soon enough
- 7 Many collect from it who shouldn't, who have no need of it; married women, expectant mothers, etc
- 8 Some pay for year's & never received benefits, they know they will not receive, shouldn't have to pay
- 9 From personal experience, member of family, had trouble collecting had trouble get placed for a job
- 0 Hasn't done much good, we still have unemployment, should give more jobs
- X Other
- Y Not stated

re 13-b 33-3 2. <sup>main</sup> qualified - reason - "good plan but abused"  
- good plan but not properly handled