

(CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES)

THE GALLUP POLL
WOULD LIKE YOUR OPINION

INTERVIEWER
DON'T READ ALOUD
WORDS IN CAPITAL
LETTERS

301
567 ✓
MARCH, 1962

SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

SUGGESTED INTRODUCTION: I'm taking a Gallup Poll. I'd like your opinion on a few leading topics of the day.

1a. Will you be eligible to vote in the Federal election to be held April 8th?
YES..... 1
NO..... 2
DON'T KNOW..... 3

INTERVIEWER: IF NOT ELIGIBLE SKIP TO BASIC DATA

IF ELIGIBLE TO VOTE:

b. Are you interested in the coming election?
YES..... 1
NO..... 2

IF "YES" ASK:

c. About how much are you interested in it, would you say -- very interested, moderately interested, or only interested a little?
VERY INTERESTED..... 1
MODERATELY INTERESTED..... 2
ONLY INTERESTED A LITTLE..... 3

ASK ALL ELIGIBLE TO VOTE:

d. Do you think you yourself, will vote, or do you think you may not vote?
WILL VOTE..... 1
MAY NOT VOTE..... 2
UNDECIDED..... 3
DEFINITELY WON'T VOTE..... 4

IF "WILL VOTE" ASK:

e. How certain are you that you will vote -- absolutely certain, fairly certain, or not certain?
ABSOLUTELY CERTAIN..... 1
FAIRLY CERTAIN..... 2
NOT CERTAIN..... 3

PASTE BALLOT HERE

1 P.C.
2 L.I.S.
3 N.O.P.
4 SOCIAL CREDIT
5 C.C.F.
6 = ?

8 = undecided

V = refused

7 = other party

13

ASK ALL ELIGIBLE TO VOTE

2a. If a Federal election were held today, which Party's candidate do you think you would favor?

Here is a Gallup Poll Secret Ballot listing the parties running for office.

(TEAR OFF ATTACHED BALLOT AND HAND TO RESPONDENT)

Will you please MARK that Secret ballot for the Party you favor -- and then drop the folded ballot into this box?

(INTERVIEWER: IF RESPONDENT HANDS BACK BALLOT AND SAYS HE HASN'T MADE UP HIS MIND, OR REFUSES TO MARK IT, SAY:)

b. Will you please mark the ballot to show the way you are leaning at the present time?

(INTERVIEWER: IF RESPONDENT STILL CAN'T DECIDE, OR REFUSES TO MARK THE BALLOT PLEASE WRITE THAT ON THE BALLOT AND BE SURE TO PUT IT INTO THE BOX. CHECK APPROPRIATE NUMBERS BELOW AS A RECORD OF WHAT RESPONDENT DID.)

CHECKED BALLOT..... 1
CHECKED BALLOT ONLY AFTER 2b.. 2
REMAINED UNDECIDED AFTER 2b.. 3
REFUSED..... 4

3a. Did you vote in the last Federal election in June 1962?
YES..... 1
NO..... 2
TOO YOUNG TO VOTE..... 3

IF "YES" ASK:

b. Which party did the candidate for whom you voted represent?
PROG. CONS..... 1
LIBERAL..... 2
N.D.P. (CCF)..... 3
SOCIAL CREDIT..... 4
LABOR PROG..... 5
DON'T REMEMBER..... 8
OTHER PARTY..... 7
(WRITE IN)

REFUSED LI

4a. What do you feel is the greatest single problem facing Canada today?
..... DON'T KNOW LI

b. Which political party do you think could best handle this?
PROG. CONS..... 1
LIBERAL..... 2
N.D.P. (CCF)..... 3
SOCIAL CREDIT..... 4
OTHER (WRITE IN)..... 5
DON'T KNOW..... 6

5a. Have you ever voted in this Federal riding?
YES..... 1
NO..... 2

b. Where do people who live in this neighbourhood go to vote?
..... DON'T KNOW LI

6a. Have you checked to make sure your name is on the electoral list for this riding?
YES..... 1
NO..... 2

IF "NO"
b. Do you plan to check?
YES..... 1
NO..... 2

7. How often would you say you vote in Federal elections - always, nearly always, part of time, or seldom?
ALWAYS..... 1
NEARLY ALWAYS.. 2
PART OF TIME... 3
SELDOM..... 4
OTHER..... 5
NEVER VOTE..... 6
(WRITE IN)

8. Regardless of any political feelings you may have, and thinking just of individuals, which man do you think would make the best leader for Canada at the present time -- John Diefenbaker or Lester B. Pearson?
JOHN DIEFENBAKER..... 1
LESTER B. PEARSON..... 2
BOTH ABOUT THE SAME..... 3
QUALIFIED (WRITE IN)..... 4
NO OPINION..... 5

9. Of all the political parties in Canada today, which one do you think would be best for people like yourself?
PROG. CONS..... 1
LIBERAL..... 2
N.D.P. (CCF)..... 3
SOCIAL CREDIT..... 4
LABOR PROG..... 5
UNDECIDED..... 8
OTHER PARTY..... 7
(WRITE IN)
MAKES NO DIFFERENCE... 9

10a. 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 "APPROVE" OR "DISAPPROVE"
b. Why do you feel that way?
.....

11a. And do you approve or disapprove of the way Lester B. Pearson is handling his job as Leader of the Opposition?

APPROVE..... 28..... 1
 DISAPPROVE..... 2..... 2
 NO OPINION..... 1..... 3

IF "APPROVE" OR "DISAPPROVE"

b. Why do you say that?..... 29.....

13a. Regardless of how you plan to vote, what is your best guess as to which political party will get most votes in the next Federal election?

PROG-COMM..... 1
 LIBERALS..... 2
 H. D. P..... 3
 SOC-CRED..... 4
 OTHER (WRITE IN)..... 5
 CAN'T SAY..... 6

UNLESS "CAN'T SAY"

b. Do you think this Party will have a big lead in the number of votes it gets, a fair-sized lead, or a small lead?

BIG LEAD..... 3..... 1
 FAIR-SIZED LEAD..... 2..... 2
 CAN'T SAY..... 3..... 3
 Small..... 4..... 4

12. Just from what you know, or have heard, in your opinion should Canada's armed forces be armed with nuclear weapons or not?

YES..... 50..... 1
 NO..... 2..... 2
 QUALIFIED (WRITE IN)..... 3..... 3
 NO OPINION..... 4..... 4

14. This is a little different. Here are the names of three products. Can you tell me what each one is for?

Amacin?..... 33..... Don't Know L3
 Suerets?..... Don't Know L3
 Trudex?..... Don't Know L3

CHEAT que

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 INTERVIEWING MONDAY TO FRIDAY, SAY:

We are also interested in finding out how often people are at home on weekdays at about this time. I am not interested in Saturdays and Sundays, only weekdays.

- a) Did you happen to be at home yesterday (or last preceding weekday) at about this time? At Home Not Home
- b) How about.....? (SAY & WRITE IN WEEKDAY BEFORE)
- c) How about.....? (SAY & WRITE IN WEEKDAY BEFORE)
- d) How about.....? (SAY & WRITE IN WEEKDAY BEFORE)

NOTE: WORK BACK THROUGH 4 PRECEDING WEEKDAYS.

How many people 21 and over live in this household, including yourself, other members of your family, and anyone else living as part of your household who is not a member of your immediate family?

TOTAL ADULTS..... 44.....

Do you, or does any member of your immediate household own a passenger car -- not a truck?

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

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

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

OTHER (SPECIFY)..... 4

What is your marital status?

SINGLE..... 44..... 1
 MARRIED..... 2..... 2
 WIDOW(ER). DIVORCED. SEPARATED..... 3..... 3

Mother tongue - What was the language you first spoke in childhood and still understand?

ENGLISH..... 1
 FRENCH..... 2
 OTHER..... 3
 (WRITE IN)

What was the name of the last school you attended? How far did you go?

	Some	Graduated
Public school (grades 1-8).....	1	2
Secondary or high school (grades 9-13).....	3	4
Technical school.....	5	6
University.....	7	8
No formal schooling.....	9	
Refused.....	0	
Any additional schooling..... (WRITE IN)		46

OCCUPATION OF HEAD OF FAMILY:

Specific job.....
 Type of Company.....

SHOW CARD B

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

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

IF "YES":

How many are union members?.....

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: MAN..... 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.....

CITY..... PROVINCE.....

DATE OF INTERVIEW.....

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW

(INTERVIEWER'S SIGNATURE)

could not find 53
 53 = Province with 7 = French in Quebec
 11-76-016-53
 Thanks 54

60-1
 60-1
 with 4/11/76

CANADIAN INSTITUTE OF PUBLIC OPINION

SSDA
1997
May 174

GALLUP POLL # 301

TOTAL CARD COUNT (NATIONAL) (w/td)

Number
1974
2069
2000

100%

Regional

Maritimes	53-0123	199	10	-1
Quebec	4	546	27	+1
Ontario	5	710	36	✓
Manitoba	6	102	5	✓
Saskatchewan	7	97	5	✓
Alberta	8	158	8	+1
British Columbia	9	188	9	

Community Size

Farm	52-0	296	15
Rural non-farm	1	307	15
1 - 10,000	2	235	12
10,001 - 30,000	3	128	6
30,001 - 100,000	4	183	9
Over 100,000	5	851	43

Sex

Men	50-1	1103	50
Women	2	997	50

4. a. Greatest Problem Facing Canada Today

- 17-1 The unemployment situation, the unemployment insurance fund
- 2 Nuclear arms situation, nuclear war
- 3 National defense
- 4 Economy of the country, rising cost of living, high taxes
- 5 The financial situation, too much debt
- 6 Political situation at home, need of a majority government, good political leadership, need of good government, political unrest
- 7 Relations with U.S.A., U.S.A. domination
- 8 Threat of war, world peace, international situation
- 9 Trade, more markets needed
- 0 More help for the farmer, better prices for farm products
- X Other (education, medical care, pensions)
- Y Don't know



5 (b)

20-Y Don't know

1 Named place to vote, know where

NOTE: Region coded on Col. 53 because questionnaires pre-numbered
Code Fr. Que. 53-4X

14. Cheater Question

Trudex - a remedy for mild liver complaints

Code all interviewer's work as cheating (all locations)

33-0 No cheating

1 Cheater (have been checked as okay)

Col. 40 See not at home code

Number of Adults

- 41-1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven
- 8 Eight
- 9 Nine
- 0 Ten
- X Eleven
- Y Twelve or more

10. (b) Reasons "Approve" Diefenbaker

- 26 - 1
on
- 27 - 1 He is doing a good job, doing his best under circumstances, held his own against great odds, hasn't had enough time
- 2 He is an honest man, conscientious, sincere, brilliant, he thinks before he acts
- 3 Has helped the farmers, done a lot for the West
- 4 He is a good man, I like him, the better man
- 5 Stood up to U.S., not letting Americans tell us what to do
- 6 Improved social welfare of the country, given old age pensions, hospital plan
- 7 His stand on nuclear arms, because he doesn't approve of nuclear arms
- 8 Has done a lot for Canada, we have been prosperous, improved economy of the country, tried to improve unemployment situation
- 9 He is a good leader, strong, won't be pushed around
- 0 He has kept his promises
- X Other
- Y No opinion, not stated

Reasons "Disapprove" Diefenbaker

- 26 - 2
on
- 27 - 1 The unemployment situation, hasn't improved
- 2 Hesitates too much, doesn't seem to know what he is doing, too undecided, not showing leadership, too weak
- 3 Didn't keep his promises, promised too much
- 4 Because nuclear arms situation, his stand on nuclear arms, poor defense policy

Question 10 (b) - cont.

- 5 He hasn't done much for the country, country in a mess, economy down, standard of living down, hasn't helped the people
- 6 Creating poor relations with U.S.A.
- 7 Poor handling of finances, spent too much, spent unwisely, too much debt, devalued dollar
- 8 He is too dictatorial, too dogmatic, one-man government, lost most of his cabinet, hasn't the support of his cabinet or party
- 9 Don't like him, don't like the way he has behaved, hasn't been honest
- 0 Too much for England, for foreign interest, doesn't consider French Quebec, too much for the West
- X Other (time for a change, poor policies)
- Y No opinion, not stated

11. (b) Reasons "Approve" Pearson

- 28 - 1
on
- 29 - 1 Has good ideas, better program, more positive program, clear ideas
- 2 Has done a good job as the opposition leader, doing a good job
- 3 He is a conscientious, sincere, does what is right, honest
- 4 Not afraid to speak his mind, says what he believes, stands up to his belief, has a lot of get-up and go
- 5 His stand on nuclear arms
- 6 Like him, he is a good man

Question 11 (b) - cont.

- 7 He is clever, brilliant, capable, experienced
- 8 Has good insight into world affairs, his experience in the UN
- 9 Is a good leader, would make a good leader
- 0 Would do more for Canada, bring prosperity back to Canada, would do something about unemployment
- X Other
- Y No opinion, not stated

Reasons "Disapprove" Pearson

- 28 - 2
- on
- 29 - 1 Too much destructive criticism, too much slander, hasn't tried to cooperate
- 2 Changes his mind too often, contradicts himself, too much double talk, not positive enough
- 3 Does not have the qualities of a leader, too much a statesman, too weak
- 4 Don't like him, don't trust him, don't like his methods, hasn't been honest
- 5 He talks too much, all talk so far, brags too much, promises too much, hasn't kept his promises
- 6 He is out for himself only, wants power, has caused this coming election for his own benefit, this election not really necessary, he really hasn't got country's and people's interest at heart
- 7 He leans too much to U.S.A., too pro-American
- 8 His stand on nuclear arms
- 9 Hasn't done anything, no policies, poor policies
- 0 Too aggressive, bull headed, not dignified
- X Other
- Y No opinion, not stated