

SUGGESTED INTRODUCTION: I'm taking a Gallup Poll. I'd like your opinion on a few leading topics of the day. TIME INTERVIEW BEGUN (HOUR)

- 1a. As you may know, some concern has been expressed over the safety of the Queen if she visits Quebec in October. Do you think she should cancel her trip or come as planned? CANCEL HER TRIP... 1 COME AS PLANNED... 8... 2 NO OPINION... 3

b. Why do you say that? 9

- 2. Do you think increasing automation will affect you in your work? WILL AFFECT... 1 WILL NOT AFFECT... 10... 2 NO OPINION... 3

- 3. As you may know, the unemployment insurance fund is at an all-time low. (HAND CARD A) In your opinion which, if any, of these things do you think the Government should do to help solve the problem? Increase employer and employee contributions. 1 Increase Government subsidies - that is, grants of money through higher taxation... 2 Withdraw benefits to seasonal workers, like fishermen, lumbermen, etc... 11... 3 Withdraw benefits to married women whose husbands are working... 4 Other (write in)... 5 Can't say... 6

- 4. Do you approve, as part of the United Nations peace force, of Canadian troops being sent to Cyprus or should we keep out of their affairs as much as possible? YES, APPROVE... 1 SHOULD KEEP OUT... 12... 2 NO OPINION... 3

- 5. Would you say that relations between Canada and the U.S., under President Johnson, on the whole, are excellent, good, just fair or poor? EXCELLENT... 1 GOOD... 13... 2 JUST FAIR... 3 POOR... 4 Don't Know

- 6. Do you think that political parties should or should not publish details of their political funds - that is, make public the sources from which they get their money? SHOULD PUBLISH... 1 SHOULD NOT... 2 QUALIFIED (WRITE IN)... 14... 3 NO OPINION... 4

- 7a. If your Party chose a woman as Federal leader, and if she was qualified for the job of Prime Minister, would you vote for her? YES... 15... 1 NO... 2 CAN'T SAY... 3

IF "NO" b. Can you tell me why you feel that way? 16 (WRITE IN)

- 8. In a Canada portable pension plan, who do you think should run it - the Federal Government in Ottawa or the Government of this Province? FEDERAL GOVERNMENT... 1 PROVINCIAL GOVERNMENT... 17... 2 NO OPINION... 3

9. (HAND CARD B) Here is a list of four Cabinet Ministers, Judy La Marsh, Health and Welfare; Walter Gordon, Finance; Guy Favreau, Justice; Mitchell Sharpe, Trade And Commerce. We're interested in how you feel they are handling their jobs? How would you rate the job Judy La Marsh is doing - excellent, fair or poor? (ASK IN TURN FOR EACH)

Table with 5 columns: Name, Excellent, Fair, Poor, Can't Say. Rows: Judy La Marsh, Walter Gordon, Guy Favreau, Mitchell Sharpe.

10. (HAND CARD C) Which political party in Ottawa do you think serves the interests of the following groups best?

Table with 5 columns: Group, Labor, Farmers, White Collar, Small Business, Large Companies, Undecided. Rows: LABOR, FARMERS, WHITE COLLAR, SMALL BUSINESS, LARGE COMPANIES, UNDECIDED.

- 11a. Even if it meant higher taxes, would you like to see school teachers' salaries raised? YES... 27... 1 NO... 2 NO OPINION... 3

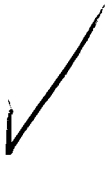
b. On the whole, would you say that in your community opinion of the teaching profession has gone up, gone down or remained the same, as compared to five years ago? UP... 28... 1 DOWN... 2 THE SAME... 3

- c. It has been suggested that teachers, as an example to young people, should be required not to smoke in public. Do you agree or disagree? AGREE... 29... 1 DISAGREE... 2 NO OPINION... 3

- 12. Do you agree or disagree with the suggestion that all advertising for cigarettes should be suppressed? AGREE... 1 DISAGREE... 30... 2 NO OPINION... 3

- 13. If you were taking a new job and had your choice of a boss, would you prefer to work for a man or a woman? PREFER MALE BOSS... 1 PREFER FEMALE BOSS... 31... 2 MAKES NO DIFFERENCE... 3 NO OPINION... 4

- 14. Of course it should be equal, but actually, who do you think gains more from a marriage, the man or the woman? MAN GAINS MOST... 1 WOMAN GAINS MOST... 32... 2 EQUAL... 3 UNDECIDED... 4



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
 N.D.P. 3 UNDECIDED 8
 OTHER PARTY 7
 (WRITE IN) REFUSED

Did you vote in the last Federal election in April 1963?

YES 41 1
 NO 2
 TOO YOUNG TO VOTE 3

IF "YES" ASK:

Which party did the candidate for whom you voted represent?

PROG. CONS. 1 SOCIAL CREDIT ... 4
 LIBERAL..... 42 2 LABOR PROG. 5
 N.D.P. 42 3 DON'T REMEMBER .. 8
 OTHER PARTY 7
 (WRITE IN) REFUSED

In an average day do you smoke more than one packet of cigarettes, less than one package, or don't you smoke at all?

43 MORE THAN 1 PACKAGE..... 1
 LESS THAN 1 PACKAGE..... 2
 DON'T SMOKE..... 3

What is your marital status?

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

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

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

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

	Some	Graduated
Public school <u>46</u> (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)		X

OCCUPATION OF HEAD OF FAMILY: 47

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

SHOW CARD D 48

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? 49

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

IF "YES":

How many are union members?.....

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION: 50

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

SOCIO-ECONOMIC GROUP: 51

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

SIZE OF COMMUNITY: 52

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)

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 307

TOTAL CARD COUNT (NATIONAL)

Number

cu count
as of March 1970
100% is 716

Regional

Maritimes	1-123	70	10
Quebec	4	202	28
Ontario	5	256	35
Manitoba	6	38	5
Saskatchewan	7	41	6
Alberta	8	49	7
British Columbia	9	68	9

Community Size

Farm	52-0	76	10
Rural non-farm	1	126	17
1 - 10,000	2	81	11
10,001 - 30,000	3	41	6
30,001 - 100,000	4	70	10
Over 100,000	5	330	46

Sex

Men	50-1	366	51
Women	2	358	49

1A. Reason - Should Cancel Her Trip

449-64
GP#307

8-1
on

- 9-1 It would be too dangerous, too risky right now, shouldn't take the chance
- 2 Because of the separatist movement in Quebec
- 3 French Canada / Que. irrational, unpredictable
- 4 Because of the cost
- 5 asking for trouble, antagonizing the people of Quebec
- 6 Bypass Que. if she comes to Canada
- 7 If not wanted should stay at home, can do without her
- 8 Any mention of Kennedy's assassination
- 9
- 0
- x other
- y no opinion, not stated

1A. Reasons - Come As Planned

8-2
on

- 9-1 nothing will happen, it's all a bluff, none of them will
- 2 She will have plenty of protection, would like to see her well guarded
- 3 Shouldn't give into few people in Que. Cancel Quebec
- 4 Shouldn't let minority, secessionist influence her, should change
- 5 She is queen of Canada, her duty to come
- 6 Has invited, wants to come, should, because of the L.
- 7 Could happen or takes a chance anywhere.
- 8 Come to Can. but not Que. stay away from threatened area.
- 9 Good for Canada, better business
- 0
- x other
- y no opinion, not stated

7b. Reasons Would Not Vote For Her

15-2

- 16-1 It's a man's job, men more suited for the job
- 2 she wouldn't be capable enough / haven't enough experience, too much responsibility for her
- 3 Women are too emotional, they are not emotionally suitable to be leaders
- 4 a woman's place is in the home
- 5 Women shouldn't be in politics, shouldn't hold public office plenty of men to do the job, it's always been a man
- 6 Women aren't strong enough for the job, would weaken their health
- 7 Other nations wouldn't have the same respect for us, need men to deal with men / other nations
- 8 she wouldn't command respect / authority / confidence
- 9
- 0
- X other
- Y no opinion, not stated

10. Political Party In Ottawa Which Serve The Interests Of Each of 5 Groups

- 1 Progressive Conservative
- 2 Liberal
- 3 N. D. P. (C. C. F)
- 4 Social Credit
- 5 Labour Progressive
- 6
- 7 all parties
- 8 Undecided, D.K.
- 9
- 0 none
- X
- Y Refused, won't say, not stated

qu. 5 13-y Don't know

11 b. 28-y " "

qu. 8 17-4 Both equally