

GP 314
925-53

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 314

TOTAL CARD COUNT (NATIONAL)

Number

1698

Regional

Maritimes
Quebec
Ontario
Manitoba
Saskatchewan
Alberta
British Columbia

total
0,1,2,3
4
5
6
7
8
9

160
473
609
115
79
102
461
~~160~~
9

0 = 19
1 = 79
2 = 38
3 = 24
100

Community Size

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

166
298
189
94
160
792
~~9~~

Sex

Men
Women

854
845
~~9~~

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. Will you be eligible to vote in the Federal election to be held November 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

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 DROP IT INTO THE BOX. CHECK APPROPRIATE NUMBERS BELOW AS A RECORD OF WHAT RESPONDENT DID.)

CHECKED BALLOT.....14..1 CHECKED BALLOT ONLY AFTER 2b.....2 REMAINED UNDECIDED AFTER 2b.....3 REFUSED.....4

3a. Did you vote in the last Federal election in April 1963? 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 SOCIAL CREDIT.....16..4 LIBERAL.....2 LABOR PROG.....5 N.D.P.....3 DON'T REMEMBER.....8 OTHER PARTY.....7 (WRITE IN) REFUSED

4a. What do you feel is the greatest single problem facing Canada today? 17 18

DON'T KNOW

b. Which political party do you think could best handle this?

PROG. CONS.....1 LIBERAL.....19..2 N.D.P.....3 SOCIAL CREDIT.....4 OTHER (WRITE IN).....5 DON'T KNOW.....6

5a. Have you checked to make sure your name is on the electoral list for this riding?

YES.....20..1 NO.....2

IF "NO"

b. Do you plan to check? YES.....21..1 NO.....2

6. How often would you say you vote in Federal elections - always, nearly always, part of time, or seldom?

ALWAYS.....1 SELDOM.....4 NEARLY ALWAYS...2 OTHER.....22..5 PART OF TIME...3 (WRITE IN) NEVER VOTE.....6

7. Of all the political parties in Canada today, which one do you think would be best for people like yourself?

PROG. CONS.....1 SOCIAL CREDIT.....4 LIBERAL.....2 LABOR PROG.....5 N.D.P.....3 UNDECIDED.....23..8 OTHER PARTY.....7 (WRITE IN) MAKES NO DIFFERENCE.....9

8. Which do you feel will influence your vote the most in the coming election - the policies of a Party or a Candidate in your riding?

POLICIES OF PARTY.....1 CANDIDATE.....24..2 NEITHER.....3 CAN'T SAY.....4

9. Do you think Canadians should make an effort to buy fewer goods from the United States and more from Commonwealth countries or not?

YES, BUY LESS FROM U.S.....1
 NO, DO NOT BUY LESS FROM U.S.....2
 OTHER SUGGESTIONS.....3
 NO OPINION.....4

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10. If you were nominated as a candidate by your political party in the next Federal election would you be inclined to run or not?

YES WOULD RUN.....1
 NO WOULD NOT.....2
 QUALIFIED (WRITE IN).....3
 CAN'T SAY.....4

26

11. How important do you think it is for Canada to have a majority government in the next election - very important, fairly important, or not important at all?

VERY IMPORTANT.....1
 FAIRLY IMPORTANT.....2
 NOT IMPORTANT AT ALL.....3
 QUALIFIED (WRITE IN).....4
 DON'T KNOW.....5

27

12. Generally speaking, do you think the farmers of this province are getting a square deal from the Canadian Government?

A SQUARE DEAL.....1
 NOT A SQUARE DEAL.....2
 NO OPINION.....3

28

13. Regardless of your own political opinions, under which Party Leader, Lester Pearson or John Diefenbaker, do you think Canada would have the best chance of developing a national unity?

LESTER PEARSON.....1
 JOHN DIEFENBAKER.....2
 OTHER (WRITE IN).....3
 CAN'T SAY.....4

29

14. Do you think the main cause of high prices in Canada is high wages, big profits, or some other cause?

HIGH WAGES.....1
 BIG PROFITS.....2
 OTHER CAUSES (WRITE IN).....3
 CAN'T SAY.....4

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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?"

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

(WRITE IN NAME OF DAY)

b) How about.....?
 (SAY & WRITE IN WEEKDAY BEFORE)

c) How about.....?
 (SAY & WRITE IN WEEKDAY BEFORE) 40

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.....41

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

YES.....42
 NO.....42

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

PROTESTANT.....43
 JEWISH.....3
 ROMAN CATHOLIC.....3
 OTHER (SPECIFY).....4

What is your marital status?

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

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

ENGLISH.....1
 FRENCH.....4
 OTHER (WRITE IN).....3

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.....		X

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OCCUPATION OF HEAD OF FAMILY:

Specific job.....
 Type of Company.....47

SHOW CARD D

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

21-29 YEARS 1
 30-39 YEARS 2
 40-49 YEARS 48
 50 AND OVER 4

Are you (or is any member of your family) a member of a labor union?

YES.....1
 NO.....49

IF "YES": How many are union members?.....

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

DATE OF INTERVIEW.....

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW

(INTERVIEWER'S SIGNATURE)

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

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

50

SOCIO-ECONOMIC GROUP:

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

51

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

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TIME INTERVIEW ENDED:.....

NAME OF RESPONDENT.....

ADDRESS.....

TELEPHONE.....

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Col.

- 17-1 The unemployment situation, the unemployment insurance fund
- 2 Material Unity
 - 3 Welfare - Housing, Education, Old age welfare/Canada pension
 - 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, political unrest
 - 7 International situation, maintaining world peace
 - 8 Quebec situation, bilingualism
 - 9 Trade, more markets needed
 - 0 More help for the farmer, better prices for farm products
 - X Miscellaneous
 - X Don't know
- 18-1 Strikes, Unionism
- 2 Wages
 - 3 Youth problems, delinquency
 - 4 Racial, prejudice
Immigration
 - 5 ~~Immigration~~, population problems
 - 6 Too much American influence, U.S. money