

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL # 313

TOTAL CARD COUNT (NATIONAL)

Regional

Maritimes
Quebec
Ontario
Manitoba
Saskatchewan
Alberta
British Columbia

Community Size

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

Sex

Men
Women

Number712
~~745~~

100%

71 10
198 28
253 35
36 5
51 7
41 6
65 9

78 11
124 7
83 12
38 5
67 9
325 46

360 50
355 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 # 313
SEPTEMBER, 1965

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.

TIME INTERVIEW
BEGUN
(HOUR)

1a. Do you think school officials should ever have the right to give pupils "a licking"?
YES.....8...1
NO.....2
CAN'T SAY.....3

IF "YES"

b. Do you mean in Public (Grammar) schools, High schools, or in both?
PUBLIC SCHOOLS ONLY.....9...1
HIGH SCHOOL ONLY.....2
BOTH.....3
NO OPINION.....4

2a. There are a lot of jokes about mothers-in-law. We want to get at the real truth of the situation. First, is your mother-in-law living?
YES.....10...1
NO.....2
NOT MARRIED3

IF "YES"

b. Generally speaking do you feel that she has made it harder or easier for you to have a successful marriage?
MADE IT HARDER.....11...1
EASIER.....2
CAN'T SAY.....3

3a. Do you feel that in your present job you are the right man (woman) in the right place with regard to your knowledge, your abilities and inclinations?
DEFINITE - YES12...1
YES - WITH RESERVATIONS...2
DEFINITE - NO.....3
NO - WITH RESERVATIONS...4
NO OPINION.....5

ASK WOMEN ONLY

b. Are you gainfully employed full or part time outside your home?
YES, FULL TIME.....13...1
YES, PART TIME.....2
NO.....3

4. Would you be willing to keep wages where they are now, provided that prices remain where they are now?
YES, WOULD BE WILLING...14...1
NO, NOT WILLING.....2
NO OPINION.....3

5. As you may know, the Canadian Department of Immigration is making arrangements to bring thousands of skilled workers to this country. Do you approve, or disapprove of this?
APPROVE.....15...1
DISAPPROVE.....2
QUALIFIED (WRITE IN)3
NO OPINION.....4

6. Do you think strikes by Civil Service employees such as office workers, postal workers, customs men, etc, should or should not be forbidden by law?
YES, FORBIDDEN.....16...1
NO, NOT FORBIDDEN.....2
QUALIFIED (WRITE IN).....3
NO OPINION.....4

7a. Do you happen to have heard or read anything about the Federal Government's proposed plan for a national Medicare programme worked out with the provinces?
YES.....17...1
NO.....2

IF "YES"

b. Do you think the Medicare programme should be a compulsory one in which every Canadian would have to join? Or do you think it should be a voluntary plan, in which Canadians themselves could decide whether or not to join?
COMPULSORY.....18...1
VOLUNTARY.....2
NO OPINION.....3

8a. Do you happen to have heard or read of the problem in the United Nations because of the fact that Russia, France and eleven other countries refuse to pay their share of the UN's peace-keeping forces?
YES.....19...1
NO.....2

IF "YES"

b. As you may know the U.S. has backed down on its demand that these countries must pay their share of peace-keeping costs or lose their vote. Do you think the U.S. was wise, or unwise in doing this?
WISE.....20...1
UNWISE.....2
QUALIFIED (WRITE IN)3
DON'T KNOW.....4

9a. Are you satisfied, or dissatisfied with Mr. Pearson as Prime Minister?
SATISFIED.....21...1
DISSATISFIED.....2
NO OPINION.....3

IF "DISSATISFIED"

b. Why do you feel that way?
not coded
CAN'T SAY.....()

10a. And are you satisfied, or dissatisfied with Mr. Diefenbaker as leader of the Opposition?
SATISFIED.....22...1
DISSATISFIED.....2
NO OPINION.....3

IF "DISSATISFIED"

b. Why do you say that?
not coded
CAN'T SAY.....()

11a. Do you think the Liberal Government in Ottawa is favoring any one group in this country more than another?
 YES.....23.1
 NO.....2
 NO OPINION.....3

IF "YES"

b. Which group (s) ?
not coded.....
 CAN'T SAY.....()

12. Regardless of how you plan to vote, what is your best guess as to which political party will get most votes over the country as a whole in the next Federal election?
 CONSERVATIVES.....24.1
 LIBERALS.....2
 NDP.....3
 OTHER (WRITE IN).....4
 DON'T KNOW.....5

13a. We hear a great deal of talk about preventing inflation in Canada. Will you tell me in your own words what you think the word inflation means?
not coded.....
 CAN'T SAY.....()

UNLESS "CAN'T SAY"

b. Do you, yourself, think inflation is a dangerous thing or not?
 DANGEROUS.....25.1
 NOT DANGEROUS.....2
 NO OPINION.....3

14. As you may know Ottawa has had a number of minority governments recently - that is a Parliament in which the Party in power has no clear-cut majority over all other Parties combined. On the whole, in your opinion, do you think this has been good or bad for the nation?
 GOOD.....26.1
 BAD.....2
 NOT MUCH DIFFERENCE.....3
 NO OPINION.....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.....1 SOCIAL CREDIT.... 4
 LIBERAL40.2 CREDITISTE..... 9
 N.D.P.3 LABOR PROG. 5
 UNDECIDED 8
 OTHER PARTY 7
 (WRITE IN)
 REFUSED ()

Did you vote in the last Federal election in April 1963?
 YES1
 NO2
 TOO YOUNG TO VOTE 3

IF "YES" ASK:

Which party did the candidate for whom you voted represent?
 PROG. CONS.....43.1 SOCIAL CREDIT 4
 LIBERAL.....22.2 LABOR PROG.... 5
 N.D.P.3 DON'T REMEMBER.8
 OTHER PARTY 7
 (WRITE IN)
 REFUSED ()

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

What is your marital status?
 SINGLE.....44.1
 MARRIED.....2
 WIDOW(ER), DIVORCED,
 SEPARATED..... 3

Mother tongue - What was the language you first spoke in childhood and still understand?
 ENGLISH45.1
 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 (grades 1-8).... 1 46 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
 (WRITE IN)

OCCUPATION OF HEAD OF FAMILY:
 Specific job.....
 Type of Company.....

SHOW CARD D
 Would you mind telling me which age group you are in?
 21-29 YEARS ...44.1
 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.....1
 B.....2
 C.....3
 D.....4

SIZE OF COMMUNITY:
 FARM.....72.0
 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)



set 313

Question II-b

Liberal Party favors:

Quebec; French-Canadians	—	50%
English-speaking Canada		21
Big business		10
Favor themselves		7
Other groups		7
Can't say		$\frac{7}{12}$ %

*multiple answers

Inflation

Set # 313
Question 13a.

Can't say	260
No prices control v.s. wages	3
Cost of living too high - spending more than earn	60
Canadian dollar up	2
Dollar devaluated, not worth as much	90
Higher prices, wages	184
Lack of purchasing power	10
Prices raised, goods not worth it	11
More dollars purchasing too few goods	10
Too much Government spending	7
Cost of goods greater than dollar value	22
Wages up, prices up, bottom falls out	8
Unemployment	4

Dissatisfied with Pearson

Set 313 Question 9-b

- 1 Not strong enough caliber for Prime Minister. Lacks leadership strength. Too indicisive.
- 2 Did not fulfill promises. Hasn't accomplished much. Not getting things done.
- 3 Flag issue. Should not have been crammed down our throats.
- 4 Too much scandal and corruption. Tries to cover up mistakes. Bad image for Canada
- 5 Better diplomat than politician
- 6 French canada

- 7 Lacks personality. Poor speaker not for public-dictorial. Don't like him.
- 8 Calling an election at this time
- 9 Other
- 0 Can't say

No good
Can't say
Too egotistical
A nut
Was a one-man show
Too many faults
Not the right man
Public against him
Has produced no positive plans
Too erratic
Too old
We need a change
Offends too much
Don't like him
Lost leadership power
Mostly a rabble rouser
Disunity in party
Better as leader of opposition
Lost prestige
Doesn't keep promises
Acts like a child
Not constructive
Too much socialism
Insincere
Not concerned with French Canada