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373-63

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THE GALLUP POLL
WOULD LIKE YOUR OPINION

INTERVIEWER
DON'T READ ALOUD
WORDS IN CAPITAL
LETTERS

567
Set # 318
April 1966

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. You have probably watched a lot of U.S. and Canadian programmes on TV. Which, speaking generally do you think are better - Canadian or U.S. ?

CANADIAN BETTER.....8...1
U.S. BETTER.....2
NOT MUCH DIFFERENCE.....3
NO OPINION.....4
NOT V. - never watch 5

b. Which is your FAVORITE TV programme? (INTERVIEWER: TRY TO GET ONE ONLY)

.....not coded.....CAN'T SAY ()

6a. In general, do you approve or disapprove of the way the Liberal Government handled the Munsinger affair?

APPROVE.....14...1
DISAPPROVE.....2
UNDECIDED.....3

b. And do you approve, or disapprove of the way the Conservative Opposition handled the Munsinger affair?

APPROVE.....15...1
DISAPPROVE.....2
UNDECIDED.....3

2a. Have you ever felt the urge to organize or join a public demonstration about something?

YES.....9...1
NO.....2

IF "YES"

b. What was it you were thinking of demonstrating about?

.....not coded.....

7a. Do you think the laws regulating labor unions are too strict, or not strict enough?

TOO STRICT.....16...1
NOT STRICT ENOUGH.....2
ABOUT RIGHT.....3
UNDECIDED.....4

b. And do you think the laws regulating business are too strict, or not strict enough?

TOO STRICT.....17...1
NOT STRICT ENOUGH.....2
ABOUT RIGHT.....3
UNDECIDED.....4

3. Do you think the Catholic Church will ever approve of some type of birth control, such as pills?

YES.....10...1
NO.....2
no opinion / don't know 3

8. Do you think the Canadian way of life is, or is not being influenced too much by the U.S.A.?

YES, INFLUENCED TOO MUCH...18...1
NO, IS NOT.....2
UNDECIDED.....3

4a. Now thinking about the leaders of the two main Parties in Ottawa - do you think Mr. Pearson should resign as leader of the Liberal Party, say within the coming year, or should he carry on as long as possible?

SHOULD RESIGN.....11...1
CARRY ON.....2
QUALIFIED (WRITE IN).....3
UNDECIDED.....4

9. Do you approve, or disapprove of the way the U.S. is handling the Viet Nam situation?

APPROVE.....19...1
DISAPPROVE.....2
QUALIFIED (WRITE IN).....3
UNDECIDED.....4

b. And what about Mr. Diefenbaker, do you think he should resign as leader of the Conservative Party, say within the coming year, or should he carry on as long as possible?

SHOULD RESIGN.....12...1
CARRY ON.....2
QUALIFIED (WRITE IN).....3
UNDECIDED.....4

10a. Do you think there is more drunkenness, or less drunkenness in this community than there was ten years ago?

MORE.....20...1
LESS.....2
ABOUT THE SAME.....3
CAN'T SAY.....4

5. It has been suggested in Parliament, that every elected Federal Government should hold office for a period of four years, whether or not any votes of confidence in the House go against that government. Would you approve, or disapprove, of this change in our Parliamentary system - so that a government would hold office for four years without calling an election?

APPROVE.....13...1
DISAPPROVE.....2
QUALIFIED (WRITE IN).....3
CAN'T SAY.....4

b. Has liquor ever been a cause of trouble in your home?

YES.....21...1
NO.....2

11a. Here's an interesting question: If Mr. Pearson should resign, as leader of the Liberal Party which of these three men do you think would make a good leader to succeed him? (HAND CARD A)

PAUL MARTIN.....22...1
MITCHELL SHARP.....2
ROBERT WINTERS.....3
OTHER (WRITE IN).....4
CAN'T SAY.....5

11b. UNLESS "CAN'T SAY"

What do you like BEST about (NAME SELECTED ON 11a)?
 *not coded* CAN'T SAY ()

c. And what do you like LEAST about him?
 *not coded* CAN'T SAY ()

12a. Now if Mr. Diefenbaker should resign, as leader of the Conservative Party, which of these three men do you think would make a good leader to succeed him? (HAND CARD B)

DAVIE FULTON.....²³1
 JOHN ROBERTS.....2
 GEORGE HEES.....3
 OTHER (WRITE IN).....4
 CAN'T SAY.....5
 Duff Roblin 6

b. UNLESS "CAN'T SAY"

What do you like BEST about Mr. (NAME SELECTED ON 12a)?
 *not coded* CAN'T SAY ()

c. And what do you like LEAST about him?
 *not coded* CAN'T SAY ()

13. What do you think is the most important problem facing this country today?

..... *not coded* CAN'T SAY ()

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.....⁴⁰1 SOCIAL CREDIT.....4
 LIBERAL.....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 November 1965?

YES.....⁴¹1
 NO.....2
 TOO YOUNG TO VOTE...3

IF "YES" ASK:

Which party did the candidate for whom you voted represent?
 PROG. CONS.....⁴²1 SOCIAL CREDIT 4
 LIBERAL.....2 LABOR PROG.... 5
 N.D.P.3 DON'T REMEMBER.8
 OTHER PARTY7
 (WRITE IN) REFUSED ()

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

PROTESTANT.....⁴³1
 JEWISH.....2
 ROMAN CATHOLIC.....3
 OTHER (SPECIFY)4

What is your marital status?

SINGLE.....⁴⁴1
 MARRIED.....2
 WIDOW(ER), DIVORCED,
 SEPARATED.....3

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

ENGLISH⁴⁵1
 FRENCH2

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 ⁴⁶
 Refused..... 0
 Any additional schooling..... X
 (WRITE IN)

OCCUPATION OF HEAD OF FAMILY:

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

SHOW CARD D

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

21-29 YEARS ...⁴⁸1
 30-39 YEARS2
 40-49 YEARS3
 50 AND OVER4

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

YES.....⁴⁹1
 NO2

IF "YES":

How many are union members?.....*not coded*

INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:

SEX: MAN.....⁵⁰1
 WOMAN.....2

SOCIO-ECONOMIC GROUP:

A.....⁵¹1
 B.....2
 C.....3
 D.....4

SIZE OF COMMUNITY:

FARM.....⁵²0
 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)

Plays ||

1 2 2 1 6

Ast
318

2
4

Musicals ||||

Movies ~~|||||~~ ||

Big Valley ||||

WHL Hockey ~~|||||~~ ||

Westerns |

7 Days ~~|||||~~ ||

Can't Buy ~~|||||~~ ||

L. Walk ||||

The Fugitive ||||

Don Messer ~~|||||~~ ||

Festival ||||

Donna Reed ||

Perry Mason ||||

^ School Broad |

Others ~~|||||~~ || 138

Bonanza ~~|||||~~ ||

Public Affairs ~~|||||~~ ||

My 3 Sons |

The Martian ||

1 Spy ||||

Littlest Hobo ||

Dryton Place ~~|||||~~ ||

A Sullivan ~~|||||~~ ||

Red Skelton ~~|||||~~ ||

Front Page Challenge ~~|||||~~ ||

Flashback ||||

Man from U.S.A. ~~|||||~~ ||

Benton ||

Mr. Novak |

27

10

62

1

62

109

7

16

23

4

2

6

1

138

33

17

1

2

4

2

15

14

11

11

4

11

2

1



Wisney III	3
Combat III II	7
Hops III	3
Jan Dycks II	2
Foot ball I	1
Avengers III	3
Clason III	4
All for I III	3
Bouts 66 II	2
Today's (Woman) ^{aujourd'hui} III III III	15
Cs Basils III III III III III III	28
? 'ord III	5
Anaphin III III	9
Lardo III	3
Redy Williams III II	7
Hoqan's horses II	2
Bowby billiards III I	6

27 4 50
27 63

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL #	<u>Number</u>	
TOTAL CARD COUNT (NATIONAL)	697 ✓	100%
<u>Regional</u>		
Maritimes	66	10
Quebec	191	27
Ontario	251	36
Manitoba	36	5
Saskatchewan	43	6
Alberta	44	6
British Columbia	66	10
<u>Community Size</u>		
Farm	73	10
Rural non-farm	122	18
1 - 10,000	73	10
10,001 - 30,000	41	6
30,001 - 100,000	67	10
Over 100,000	321	46
<u>Sex</u>		
Men	352	51
Women	345	49

- 1) For Sask. medical care plan
- 2) Politics III
- 3) Income Tax petition
- 4) Building of Centennial auditorium in Saskatoon
- 5) Low prices of grain; high prices of machinery
- 6) Centralization of education since price Alta 30's
- 7) Welfare worry being given irresponsible parents
- 8) Cost of living (farmer) III
- 9) Pensions farm
- 10) Wrs. bills - elderly widow in Alta
- 11) Attending City Council meets - strict rules
- 12) Labor problems (union man) II
- 13) Social injustices III
- 14) The way parliamentarians carry on
- 15) Canadian Indians
- 16) Having nuclear weapons III
- 17) Against Communism
- 18) Bilingualism
- 19) Wage scales III
- 20) To keep old City Hall
- 21) Racial discrimination
- 22) Fighting for higher wages
- 23) Hats literatures II
- 24) Civil Rights
- 25) Keep the Parish
- 26) Parade St. Jean Baptiste II
- 27) Education III

gives you the facts



Asst 3196 116 ✓

House of Commons
Canada

Paul Martin

Can't say ~~|||||~~ |||

Can't say ~~|||||~~
~~|||||~~
~~|||||~~
|||

Like Best

Experienced & well informed ~~|||||~~ |||
Good for Can. unity
Bilingual ~~|||||~~
does a good job |||
Better statesman than Pearson |||
Cable smart politician ~~|||||~~
Liberals |||
Distinguished |
Intelligent ~~|||||~~
Better fighter |||
Honest man ~~|||||~~ |||
Liberals way he talks ~~|||||~~ |||
TV manner |||
Fair + just |||
Assures a coming man |
Other ~~|||||~~
Good leader ~~|||||~~
has interest of people ~~|||||~~ |||
Good diplomat |||
French Canadian ~~|||||~~ |||

Like Least

Not assertive enough |||
this age |
Waffling ~~|||||~~ |||
he's a lib |
Religion |
Other |||
Waffling |
Should talk in Parl more |
weak personality |
not too popular |
lacks magnetism |
Favors French |
Spreads it on a
little sticks - Frachin
in Delta



Other

Martin

"gets along with all nationalities" - govt. club
in Ottawa - 40's

Drop success over years - business in
Windsor 30's

Industrious & capable - ~~30's~~ young ^{Windsor} widower 20's

straight forward manner - 20 electrician in Weston

Same sort of person as Dranson but younger
business 20's in Toronto

Know personally - a great guy
ticket agent Tor - 40's

more absolute, gets things done - TTC ^{Tor.} 30's

all round man - sister 40's BC

to Jim of himself - born around
a long time - hotel club in Regina



likes in h.s.

just a smart man

Robert Hunter

Can't say ~~THH THH THH~~ ||

Can't say ~~THH THH THH THH~~
~~THH THH THH THH THH~~

Like Best

Boston trader ||||
say explains his stand ||||
^{business} Hunter's ability ~~THH THH THH THH~~ |
a young man THH
Nova Scotian THH
more progressive ||
Good fighter ||
Intelligent ||
Business honest ||
Just like man ||||
Other ||||
Able politician ||
Just |

Like Least

Nothing THH ||
Doesn't project well,
knowledge too narrow
Capitalist



Dist 318 - 12 a b

Also
 A leader ||||
 Businessman |||||
 Honesty |||||
 A go-getter ||||
 Concern of people ||
 Well qualified
 Experience > |||||
 Personality |||||
 go-getter ways ||
 young ||
 broadminded |||

Least
 Too glib ||
 plays politics
 too much money,
 too good looking (man)

dig & gentleman - Jan. 30's



"boss of 3 wils" - in Pr. about - 30's
 "Square Alton, not afraid to talk" - sakman, dining - 50

Fulton

- Studying influences III II
- Learned III III I
- Young III
- Westerner VI
- Integrity III III III III III I
- Better qualified III III II
- Family man I
- Progressive thinker II
- Outspoken III I
- Personality III II
- Leadership III III
- Opinion III III
- BC I

L2007

not necessarily II
 Cons. II
 Concit. II
 Composition III

arrived in prax - war with distinction
 scholar & gentleman - Dr. Laneau 50
 impression of Stuffers - the Kamboos. unno - 40



Roberts

Proved leadership III III III III III III III III

Practical III

A good ^{support} man III III

Fairness III

Sincerity III

Young & active III

Out spoken II

Least
appears I

doing good job for Out - Tiebest agent - Tor. - 40's
already a leader - Engineer - 20. Bollwiller
ability to lead - clergyman 30 - Dartmouth

Asst # 318
Question 13



1) High prices, inflation, economic, cost of living, wages -	29%	✓
2) Unemployment	7	✓
3) Taxes	6	✓
4) Unstable Govt., need new leaders	10	✓
5) Lack of national unity, country divided, Bilingualisme	7	✓
6) Automation, lack of education, lack of skilled workers	4	✓
7) Can't say	18	
8) U.S. domination	3	
9) Other	18	
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