

SPONSORED BY LEADING NEWSPAPERS ACROSS CANADA

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

1. Will you tell me in your own words, what the word
"happiness" means to you?
.....
..... CAN'T SAY ()

2. In general, do you think the courts in this province
deal too harshly or not harshly enough with criminals?
TOO HARSHLY.....1
NOT HARSHLY ENOUGH.....2
ABOUT RIGHT.....3
QUALIFIED (WRITE IN).....4
NO OPINION.....5

3. As you may know, the present Government in Ottawa does
not have an over-all majority of seats. Which alternative
do you think the Government should follow - Carry on a
Government until they have to have an election, or have
an election as soon as possible?
CARRY ON.....1
HAVE AN ELECTION.....2
QUALIFIED (WRITE IN).....3
NO OPINION.....4

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.....1
CARRY ON.....2
QUALIFIED (WRITE IN).....3
NO OPINION.....4

b. If Mr. Pearson should resign, have you anyone in mind
whom you think would make a good leader to succeed
him?
.....
..... CAN'T SAY ()

5a. 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.....1
CARRY ON.....2
QUALIFIED (WRITE IN).....3
NO OPINION.....4

b. If Mr. Diefenbaker should resign, have you anyone in
mind whom you think would make a good leader to succeed
him?
.....
..... CAN'T SAY ()

6. It has been suggested that no strike be permitted to go
on for more than seven days. If after seven days, the
union and the employer cannot reach an agreement, a
government-appointed committee would decide the issue
and both be compelled to accept the terms. Would you
favor or oppose this idea?
FAVOR.....1
OPPOSE.....2
NO OPINION.....3

7. Do you think political favoritism and corruption in
Ottawa are increasing or decreasing?
INCREASING.....1
DECREASING.....2
ABOUT THE SAME.....3
NO OPINION.....4

8. Some people say the differences between various parts
of Canada are now so great they will never be solved,
and that Confederation will break up. Do you agree
or not?
AGREE, WILL BREAK UP.....1
DISAGREE, WILL NOT.....2
NO OPINION.....3

9. If a national referendum (a public vote) were held
today on the question of capital punishment - that is
executing a person for murder - would you vote for
retaining the death penalty in Canada, or abolishing
it?
RETAIN DEATH PENALTY.....1
ABOLISH IT.....2
QUALIFIED (WRITE IN).....3
NO OPINION.....4

10a. Do you approve or disapprove of the way Mr. Lester
Pearson is handling his job as Prime Minister?
APPROVE.....1
DISAPPROVE.....2
NO OPINION.....3

b. And do you approve or disapprove of the way
Mr. Diefenbaker is handling his job as Leader of the
Opposition?
APPROVE.....1
DISAPPROVE.....2
NO OPINION.....3

11. As you probably know there used to be only two major
parties in Canada. Today there are at least four.
Do you think that a two-party system would be better,
or not as good for Canada?
BETTER.....1
NOT AS GOOD.....2
NO OPINION.....3

12a. In the last Federal election, the Conservatives
received about as many votes as the Liberals. Do
you think these two Parties will continue at about
the same level, say for the next four or five years -
or do you think that one Party will pull considerably
ahead of the other?
ONE PARTY PULL AHEAD.....1
REMAIN AT SAME LEVEL.....2
QUALIFIED (WRITE IN).....3
NO OPINION.....4

IF ONE PARTY "PULL AHEAD"

b. Which Party do you think will pull ahead
considerably?
LIBERALS.....1
CONSERVATIVES.....2
OTHER.....3
CAN'T SAY.....4

13a. In this last election the NDP showed an increase in the number of votes it obtained. In your opinion do you think the NDP will continue to gain votes, say during the next five years, or lose votes?

NDP WILL GAIN VOTES.....1
 WILL LOSE VOTES.....2
 QUALIFIED (WRITE IN).....21.3
 CAN'T SAY.....4

b. At the same time, the Social Credit Party lost votes in the election. In your opinion will the Soc-Cred (Crédiste) Party continue to lose votes, or will it gain in voting strength, say in the next five years?

SOC-CRED (CRÉDISTE) WILL LOSE VOTES...1
 WILL GAIN VOTES.....2
 QUALIFIED (WRITE IN).....22.3
 CAN'T SAY.....4

14. Do you think Communist China should or should not be admitted as a member of the United Nations?

YES, SHOULD.....23.1
 NO, SHOULD NOT.....2
 NO OPINION.....3

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
 LIBERAL.....2 CRÉDITISTE.....9
 N.D.P.3 LABOR PROG. 40.5
 UNDECIDED.....8
 OTHER PARTY.....7
 (WRITE IN) REFUSED (4)

Did you vote in the last Federal election in November 1965?

YES.....41.1
 NO.....2
 IF "YES" ASK: TOO YOUNG TO VOTE...3

Which party did the candidate for whom you voted represent?
 PROG. CONS.....1 SOCIAL CREDIT 4
 LIBERAL.....2 LABOR PROG.... 5
 N.D.P.3 DON'T REMEMBER.8
 OTHER PARTY42
 (WRITE IN) REFUSED (4)

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?

ENGLISH1
 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	6
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.....47
 Type of Company.....

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 4
 50 AND OVER 4

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

YES.....48.1
 NO2

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.....0
 RURAL NON-FARM (UNDER 1,000 IN POPULATION)...1
 1,000 - 10,000.....2
 10,000 - 30,000.....3
 30,000 - 100,000.....5
 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)

GP # 317
104.63

CANADIAN INSTITUTE OF PUBLIC OPINION

GALLUP POLL #	Number
TOTAL CARD COUNT (NATIONAL)	658
<u>Regional</u>	
Maritimes	64
Quebec	120
Ontario	32
Manitoba	21
Saskatchewan	15
Alberta	15
British Columbia	11
<u>Community Size</u>	
Farm	10
Rural non-farm	111
1 - 10,000	20
10,001 - 30,000	20
30,001 - 100,000	20
Over 100,000	20
<u>Sex</u>	
Men	329
Women	329

1 - 317

1) Pleasant occupation, useful roles; accomplishment; good job;
69 = 9%

2) Children; family life; friendship; marriage; husband;
179 = 28%

3) Anxiety; fear from financial worries; money
155 = 25%

4) Health
151 = 24%

5) Contentment; peace of mind;
190 = 30%

6) Absence of sorrow;
2

7) Fun; gaiety;
14

8) Liberty; freedom; peace
15

9) Ambition;
9

10) Can't say; 54

Conservatives # 56-317



Cent say 70 40 75 361 = 554	84%
Roberts = 35	5%
Younger year = 27	4%
Fulton = 65	9%
Olson = 68	10%
Stanfield = 5	
A. Hamilton = 4	
H. J. Fleming = 2	
T. Ball = 1	
Roblin = 20	3%
B. Lee = 7	
A. J. Bertrand = 2	
C. Vincent = 3	
Arduy = 3	
Paribault = 1	
Valady = 1	