

(CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES)

THE GALLUP POLL

WOULD LIKE YOUR OPINION

INTERVIEWER DON'T READ ALOUD WORDS IN CAPITAL LETTERS

Set # 326 November 1967

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. What is the most urgent problem facing you and your family today? UNDECIDED ( )

b. And what do you think is the most important problem facing this country today? UNDECIDED ( )

2. Which of these do you think is the more likely to be true of 1968:

(a) A year of rising prices or a year of falling prices?

RISING.....1 FALLING.....2 CAN'T SAY.....3

(b) A year of strikes and industrial disputes, or a year of industrial peace?

INDUSTRIAL STRIKES.....1 INDUSTRIAL PEACE.....2 CAN'T SAY.....3

(c) A year when taxes will rise, or a year when taxes will fall?

TAXES RISE.....1 TAXES FALL.....2 CAN'T SAY.....3

3. Looking ahead, ten years or so, do you think unions will be more powerful, less powerful, or have much the same power as they have today?

MORE POWERFUL.....1 LESS POWERFUL.....2 CAN'T SAY.....3

4a. And, still looking ahead, which country do you think will be the greater threat to world peace - Russia or Communist China?

RUSSIA GREATER THREAT.....1 CHINA.....2 NO OPINION.....3

b. If trouble ever broke out between the U.S. and China, do you think Russia would be more likely to be on China's side, or on that of the U.S.?

ON SIDE OF CHINA.....1 ON SIDE OF U.S. ....2 CAN'T SAY.....3

5. How strong do you, yourself, think the wish for Separatism is, among the people of Quebec province - very strong, or not very strong?

VERY STRONG.....1 FAIRLY STRONG.....2 NOT VERY STRONG.....3 CAN'T SAY.....4

6. If Prime Minister Pearson should resign, which of these four men do you think would make a good leader to succeed him? (HAND CARD A)

PAUL MARTIN.....1 MITCHELL SHARPE.....2 JOHN TURNER.....3 PAUL HELLYER.....4 OTHER (WRITE IN).....5 NONE OF THEM.....6 CAN'T SAY.....7

7a. Would you say your opinion of Secretary of State Judy LaMarsh, has gone up or down in the past six months?

GONE UP.....1 GONE DOWN.....2 THE SAME.....3 UNDECIDED.....4

IF "GONE UP" OR "DOWN"

b. Why do you feel that way?

CAN'T SAY ( )

8a. And what about Finance Minister Mitchell Sharpe, would you say your opinion of him has gone up or down in the past six months?

GONE UP.....1 GONE DOWN.....2 THE SAME.....3 CAN'T SAY.....4

IF "GONE UP" OR "DOWN"

b. Why do you feel that way?

CAN'T SAY ( )

9. In three or four European countries, a person who drives a car after having more than one drink of alcoholic beverages, is sent to jail. Would you like to see such a law in this country or not?

YES.....1 NO.....2 NO OPINION.....3

10. Would you say you are grateful to the Americans for their efforts in Viet Nam, or do you disassociate yourself from what they are doing there, or is the matter of no importance to you?

GRATEFUL.....1 DISASSOCIATE.....2 OF NO IMPORTANCE.....3 UNDECIDED.....4

11. As you may know, the Minister of Finance has announced that taxes will have to be increased to pay for Ottawa's Medicare programme. Under these circumstances, which of these statements comes closest to the way you, yourself, feel about it? (HAND CARD B)

(a) The Federal Government should bring in its Medicare programme as promised.....1

(b) Its Medicare programme should be postponed.....2

(c) Its Medicare programme should be dropped.....3

CAN'T SAY.....4

12a. As you may know, there is to be a presidential election in the U.S. next year. What is your own feeling about President Johnston - would you like to see him re-elected President or not?

YES, ELECTED.....1 NO, NOT ELECTED.....2 UNDECIDED.....3

UNLESS "UNDECIDED"

b. Why do you feel that way?

CAN'T SAY ( )

13a. Of all the things which have happened during the Liberal's term of office in Ottawa, which do you think will help to win votes for them in the next Federal election?

.....  
 ..... CAN'T SAY ( )

b. And which of the things that have happened during the Liberal Party's term of office in Ottawa, are apt to take votes away from them in the next Federal election?

.....  
 ..... CAN'T SAY ( )

14a. Do you think it would, or would not be a good idea for Prime Minister Pearson to appoint John Diefenbaker to the Senate?

GOOD IDEA ..... 24 ..... 1  
 NOT GOOD IDEA..... 2  
 CAN'T SAY..... 3

UNLESS "CAN'T SAY"

b. Why do you feel that way?

.....  
 ..... 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?"

<p>If a Federal election were held today, which party's candidate do you think you would favor?</p> <p>PROG. CONS.....1 SOCIAL CREDIT.....4          LIBERAL.....2 CREDITISTE.....9          N.D.P. ....3 LABOR PROG. ....5          UNDECIDED.....8          OTHER PARTY.....40.....7          (WRITE IN) REFUSED ( )</p>	<p>What was the name of the last school you attended? How far did you go?</p> <table border="1"> <thead> <tr> <th></th> <th>Some</th> <th>Graduated</th> </tr> </thead> <tbody> <tr> <td>Public school (grades 1-8)....</td> <td>1</td> <td>2</td> </tr> <tr> <td>Secondary or high school (grades 9-13)...</td> <td>3</td> <td>4</td> </tr> <tr> <td>Technical school.....</td> <td>5</td> <td>6</td> </tr> <tr> <td>University.....</td> <td>7</td> <td>8</td> </tr> <tr> <td>No formal schooling....</td> <td>9</td> <td></td> </tr> <tr> <td>Refused.....</td> <td>0</td> <td></td> </tr> </tbody> </table>		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		<p>INTERVIEWER: RECORD FROM YOUR OWN OBSERVATION:</p> <p>SEX: MAN..... 1          WOMAN..... 2</p>
	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																						
<p>Did you vote in the last Federal election in November 1965?</p> <p>YES.....41.....1          NO.....2          TOO YOUNG TO VOTE...3</p> <p>IF "YES" ASK:          Which party did the candidate for whom you voted represent?</p> <p>PROG. CONS..... 1 SOCIAL CREDIT 4          LIBERAL..... 2 LABOR PROG.... 5          N.D.P. .... 3 DON'T REMEMBER.8          OTHER PARTY .....40..... 7          (WRITE IN) REFUSED ( )</p>	<p>OCCUPATION OF HEAD OF FAMILY:</p> <p>Specific job.....          Type of Company.....</p>	<p>SOCIO-ECONOMIC GROUP: 51</p> <p>A..... 1          B..... 2          C..... 3          D..... 4</p>																					
<p>Now for a question on religion. What is your religious preference - Protestant, Roman Catholic or Jewish?</p> <p>PROTESTANT.....43.....1          JEWISH.....2          ROMAN CATHOLIC.....3          OTHER (SPECIFY) .....4</p>	<p>SHOW CARD D</p> <p>Would you mind telling me which age group you are in?</p> <p>21-29 YEARS ..... 1          30-39 YEARS ..... 2          40-49 YEARS ..... 3          50 AND OVER ..... 4</p>	<p>SIZE OF COMMUNITY: 52</p> <p>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</p>																					
<p>What is your marital status?</p> <p>SINGLE.....5..... 1          MARRIED..... 2          WIDOW(ER), DIVORCED, SEPARATED..... 3</p>	<p>Are you (or is any member of your family) a member of a labor union?</p> <p>YES.....47..... 1          NO ..... 2</p> <p>IF "YES":          How many are union members?.....</p>	<p>TIME INTERVIEW ENDED:.....</p> <p>NAME OF RESPONDENT.....</p> <p>ADDRESS.....</p> <p>TELEPHONE.....</p>																					
<p>Mother tongue - What was the language you first spoke in childhood and still understand?</p> <p>ENGLISH .....43..... 1          FRENCH ..... 2          OTHER (WRITE IN)..... 3</p>	<p>CITY..... PROVINCE.....</p> <p>DATE OF INTERVIEW.....</p> <p>I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW</p> <p>.....          (INTERVIEWER'S SIGNATURE)</p>																						

ENCERCLEZ LES NUMÉROS  
APPROPRIÉS OU MARQUEZ  
LES CASES

L'ENQUÊTE GALLUP  
DÉSIRE VOTRE OPINION

ENQUÊTEUR  
NE LISEZ PAS À HAUTE  
VOIX LE TEXTE EN LETTRÉS  
MAJUSCULES

Série No 326  
Travail No 75617

APPUYÉE PAR LES PRINCIPAUX JOURNAUX DU CANADA

PRÉSENTATION  
SUGGÉRÉE

Je fais une enquête pour Gallup Poll et j'aimerais connaître vos opinions concernant quelques questions d'actualité.

L'INTERVIEW A  
COMMENCÉ À .....  
(HEURE)

1a. Quel est le problème le plus urgent à surmonter aujourd'hui pour vous et votre famille?  
..... INDÉCIS ( )

b. Et, d'après vous, quel est le problème le plus important à surmonter aujourd'hui au pays?  
..... INDÉCIS ( )

2. Laquelle des trois tendances suivantes se réalisera le plus probablement en 1968:

(a) Une année de prix à la hausse ou une année de prix à la baisse?  
À LA HAUSSE ..... 1  
À LA BAISSÉ ..... 2  
NE PEUT DIRE ..... 3

(b) Une année de grèves et de désaccords industriels ou une année de paix industrielle?  
GRÈVES INDUSTRIELLES .... 1  
PAIX INDUSTRIELLE ..... 2  
NE PEUT DIRE ..... 3

(c) Une année d'augmentation des impôts ou une année de diminution des impôts?  
AUGMENTATION DES IMPÔTS . 1  
DIMINUTION DES IMPÔTS ... 2  
NE PEUT DIRE ..... 3

3. En regardant l'avenir, dans dix ans ou plus, croyez-vous que les syndicats seront plus puissants, moins puissants ou qu'ils auront à peu près le même pouvoir qu'ils ont aujourd'hui?  
PLUS PUISSANTS ..... 1  
MOINS PUISSANTS ..... 2  
NE PEUT DIRE ..... 3

4a. En regardant encore l'avenir, d'après vous, quel pays menacera le plus la paix mondiale - la Russie ou la Chine communiste?  
RUSSIE ..... 1  
CHINE ..... 2  
AUCUNE OPINION ..... 3

b. S'il y avait des conflits entre les E.-U. et la Chine, croyez-vous que la Russie serait sur le côté de la Chine ou des Etats-Unis?  
CÔTÉ DE LA CHINE ..... 1  
CÔTÉ DES É.-U. .... 2  
NE PEUT DIRE ..... 3

5. D'après vous, quelle est la force du séparatisme parmi les gens de la province de Québec - très grande ou pas très grande?  
TRÈS GRANDE ..... 1  
ASSEZ GRANDE ..... 2  
PAS TRÈS GRANDE ..... 3  
NE PEUT DIRE ..... 4

6. Si le premier ministre Pearson devait démissionner, lequel des quatre hommes suivants, d'après vous, ferait un bon chef pour lui succéder? (REMETTEZ LA CARTE A)  
PAUL MARTIN ..... 1  
MITCHELL SHARPE ..... 2  
JOHN TURNER ..... 3  
PAUL HELLYER ..... 4  
AUTRE (INSCRIVEZ) ..... 5  
AUCUN PARMIS EUX ..... 6  
NE PEUT DIRE ..... 7

7a. Diriez-vous que votre opinion du Secrétaire d'état Judy LaMarsh a monté ou baissé au cours des six derniers mois?  
MONTÉ ..... 1  
BAISSÉ ..... 2  
LA MEME ..... 3  
INDÉCIS ..... 4

SI "MONTÉ" OU "BAISSÉ"

b. Pourquoi pensez-vous ainsi?  
.....  
..... NE PEUT DIRE ( )

8a. Et pour le Ministre des Finances Mitchell Sharpe, diriez-vous que votre opinion a monté ou baissé au cours des six derniers mois?  
MONTÉ ..... 1  
BAISSÉ ..... 2  
LA MEME ..... 3  
NE PEUT DIRE ..... 4

SI "MONTÉ" OU "BAISSÉ"

b. Pourquoi pensez-vous ainsi?  
.....  
..... NE PEUT DIRE ( )

9. Dans trois ou quatre pays européens, une personne qui conduit une automobile après avoir pris plus d'une consommation alcoolique est envoyée en prison. Aimeriez-vous qu'une loi semblable existe dans ce pays ou non?  
OUI ..... 1  
NON ..... 2  
AUCUNE OPINION ..... 3

10. Diriez-vous que vous êtes reconnaissant envers les Américains pour leurs efforts au Viet-Nam, ou vous désintéressez-vous de ce qu'ils font là, ou est-ce que toute l'affaire n'a aucune importance pour vous?  
RECONNAISSANT ..... 1  
DÉSINTERESSÉ ..... 2  
AUCUNE IMPORTANCE ..... 3  
INDÉCIS ..... 4

11. Comme vous devez le savoir, le Ministre des Finances a annoncé que les impôts devront être augmentés pour payer le régime d'assurance-maladie d'Ottawa. Dans ces circonstances, lequel des énoncés suivants se rapproche le plus de ce que vous en pensez? (REMETTEZ LA CARTE B)  
(a) Le gouvernement fédéral devrait instaurer le régime d'assurance-maladie tel que promis ..... 1  
(b) Le régime d'assurance-maladie devrait être retardé ..... 2  
(c) Le régime d'assurance-maladie devrait être abandonné ..... 3  
NE PEUT DIRE ..... 4

12a. Comme vous devez le savoir, il y aura des élections présidentielles aux E.-U. l'an prochain. Quels sont vos sentiments personnels pour le président Johnson - désirez-vous qu'il soit réélu ou non?  
OUI, ÉLU ..... 1  
NON, PAS ÉLU ..... 2  
INDECIS ..... 3

À MOINS "D'INDÉCIS"

b. Pourquoi pensez-vous ainsi?  
.....  
..... NE PEUT DIRE ( )

13a. De toutes les choses qui se sont passées depuis que les Libéraux sont au pouvoir à Ottawa, lesquelles les aideront le plus à gagner des votes lors des prochaines élections fédérales?

.....  
 ..... NE PEUT DIRE ( )

b. Et des choses qui se sont passées depuis que les Libéraux sont au pouvoir à Ottawa, lesquelles sont les plus aptes à leur faire perdre des votes lors des prochaines élections fédérales?

.....  
 ..... NE PEUT DIRE ( )

14a. Croyez-vous que ce serait une bonne idée ou une mauvaise idée si le premier ministre Pearson nommait John Diefenbaker au Sénat?

BONNE IDÉE ..... 1  
 MAUVAISE IDÉE ..... 2  
 NE PEUT DIRE ..... 3

À MOINS DE "NE PEUT DIRE"

b. Pourquoi pensez-vous ainsi?

.....  
 ..... NE PEUT DIRE ( )

ENQUÊTEUR: Présentez cette section de la façon suivante: "Maintenant, puis-je vous poser, quelques questions pour être sûr que je m'adresse à une personne bien représentative de cette localité:

ENQUÊTEUR: Si le répondant préfère ne pas répondre à cette question, assurez-le que vous ne cherchez pas à savoir son nom, mais que - au contraire - vous cherchez à obtenir ces renseignements dans l'unique but de déterminer la marche de l'opinion publique au Canada.

Si une élection du Fédéral était tenue aujourd'hui, à quel parti appartiendrait le candidat de votre choix:

CONSERVATEUR... 1	CRÉDIT SOCIAL ..... 4
LIBÉRAL ..... 2	CRÉDITISTE ..... 9
NPD ..... 3	OUVRIER PROGRESSISTE ... 5
	UNION DES ÉLECTEURS .... 6
AUTRE PARTI ..... 7	
(L'INSCRIRE) INDÉCIS ..... 8	
	REFUSE ( )

Avez-vous voté aux élections fédérales NOVEMBRE 1965

OUI ..... 1  
 NON ..... 2  
 TROP JEUNE POUR VOTER..... 3

SI "OUI" DEMANDEZ:

Quel parti représentait le candidat pour lequel vous avez voté?

CONSERVATEUR... 1	CRÉDIT SOCIAL ..... 4
LIBÉRAL ..... 2	
NPD ..... 3	OUVRIER PROGRESSISTE ... 5
	UNION DES ÉLECTEURS .... 6
AUTRE PARTI ..... 7	
(L'INSCRIRE) JE NE ME SOUVIENS PAS ... 8	
	REFUSE ( )

Maintenant une question sur la religion. Quelle religion préférez-vous - Protestante, Catholique Romaine ou Juive?

PROTESTANTE .....1  
 JUIVE .....2  
 CATHOLIQUE ROMAINE .....3  
 AUTRE (PRÉCISEZ) .....4

Quel est votre statut marital?

Célibataire ..... 1  
 Marié (e) ..... 2  
 Veuf (veuve), divorcé (e), séparé (e)... 3

Langue maternelle - Quelle est la première langue que vous avez parlée dans votre enfance et qui vous est encore familière?

Anglaise ..... 1  
 Française..... 2  
 Autre: ..... 3  
 (Ecrivez)

Quelle est la dernière école que vous avez fréquentée? Jusqu'à quelle année avez-vous poursuivi vos études?

	En partie	Gradué
Ecole primaire (1 - 7 année).....	1	2
Ecole secondaire (8 - 12 année).....	3	4
Cours universitaire.....	3	4
Cours classique.....	4	8
Ecole technique.....	5	6
Université.....	7	8
Aucune instruction scolaire..	9	
Refuse.....	0	

OCCUPATION DU CHEF DE FAMILLE

Spécifiez le travail .....  
 Genre de compagnie .....

MONTREZ LA CARTE D

Auriez-vous l'obligeance de me dire à quel groupe d'âges vous appartenez?

(ENQUÊTEUR: SI 21 - 29 ANS..... 1  
 LA PERSONNE IN- 30 - 39 ANS..... 2  
 TERROGÉE REFUSE 40 - 49 ANS..... 3  
 DE DONNER SON 50 ANS ET PLUS..... 4  
 ÂGE, ESSAYEZ DE  
 LE DEVINER)

Etes-vous, vous-même (ou quelqu'un de votre famille) membre d'une union ouvrière?

OUI..... 1  
 NON..... 2

SI "OUI":

Combien de personnes sont membres d'une union dans votre famille?

.....  
 .....

VILLE.....PROVINCE.....DATE DE L'INTERVIEW.....

J'ATTESTE CI-CONTRE DE LA VÉRACITÉ ET DE L'HONNÉTÉTÉ

DE CETTE INTERVIEW.....  
 (SIGNATURE DE L'ENQUÊTEUR)

ENQUÊTEUR: INSCRIVEZ

SELON VOS OBSERVATIONS:

SEXE: HOMME..... 1  
 FEMME..... 2

SOCIO-ÉCONOMIQUE:

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

FERME..... 0  
 CAMPAGNE, MAIS NON  
 FERME (MOINS DE  
 1,000 DE POPULATION)..... 1  
 1,000 - 10,000..... 2  
 10,000 - 30,000..... 3  
 30,000 - 100,000..... 4  
 PLUS DE 100,000..... 5

L'INTERVIEW A PRIS FIN À:

(HEURE)

NOM DE LA PERSONNE  
 INTERVIEWÉE:

TÉLÉPHONE:

ADRESSE:

CANADIAN INSTITUTE OF PUBLIC OPINION

G.P. 326

75617

GALLUP POLL #	CARD COUNT	Number	
TOTAL CARD COUNT (NATIONAL)	<del>615</del> 728	728	100%
<u>Regional</u>			
Maritimes	1 - 69	69	10
Quebec	206	206	28
Ontario	256	256	35
Manitoba	30	30	4
Saskatchewan	52	52	7
Alberta	43	43	6
British Columbia	72	72	10
<u>Community Size</u>			
Farm	52 - 83	83	12
Rural non-farm	131	131	18
1 - 10,000	80	80	11
10,001 - 30,000	46	46	6
30,001 - 100,000	59	59	8
Over 100,000	329	329	45
<u>Sex</u>			
Men	365	365	50
Women	363	363	50

Set # 326

Question # ~~1-a~~ <sup>9</sup> 1-a

Urgent problem facing families:

1- High cost of living; increasing prices; lack of money ...	47%
2- High taxes .....	6
3- Education for young people .....	6
4- Health; old age .....	5
5- Fear of depression; insecurity; unemployment .....	5
6- Other .....	8
7- Can't say .....	<u>24</u>
	101% x

Set # 326

Question ~~1b~~ 1b

Urgent problem facing country:

1- The economy; high taxes; inflation .....	38%
2- Problem of Quebec; National unity; Separatism .....	17
3- Possible involvement in Vietnam; world instability .....	7
4- Bad government; instability of government .....	6
5- Unemployment; fear of depression; bad welfare .....	6
6- Other .....	13
7- Can't say .....	<u>14</u>
	101% x

x more than one problem mentioned

Set # 326 Question # 7b

Reasons given by those who approve Judy LaMarsh:

1-	Speaks her mind; spunky; good one in a fight; adds spice to Parliament; colorful; honest .....	54%
2-	Like the way she handles CBC; time something done about CBC .....	24
3-	Level headed; doing a good job; I like her .....	4
4-	Other .....	10
5-	Can't say .....	<u>10</u>
		100% x

Reasons given by those who disapprove of Judy LaMarsh:

1-	Too much to say about CBC; a busybody; bossy; big mouth; trouble makerx; pverbearing .....	53%
2-	Not consistant; not diplomatic; not responsible; not capable; makes statements without proof .....	19
3-	Don't like her; bad on TV; arouses criticism .....	8
4-	Other .....	9
5-	Can't say .....	<u>11</u>
		100%

x more than one reason given

Reasons for approval of Finance Minister's actions:

1-	Doing what needs to be done; a difficult job; a brave man who knows what he's doing; not afraid; sees ahead ...	58%
2-	Has done a good job; a good administrator; I like him ...	16
3-	Had to raise taxes; recognized dangers of inflation ....	15
4-	Other .....	6
5-	Can't say .....	<u>5</u>
		100%

Reasons for disapproval of Finance Minister's actions:

1-	Taxes too high; no need for increased taxes; hurt working people most .....	83%
2-	Not stopping inflation; responsible for government over- spending .....	7
3-	Things going from bad to worse; not a good administrator; not acting soon enough .....	7
4-	Other .....	6
5-	Can't say .....	<u>2</u>
		107% x

x more than one reason given



Set # 326 Question # 12b

Yes, would like to see Lyndon Johnson re-elected:

1- Has done well; as good as anyone else .....	35%
2- A good leader; seems capable .....	22
3- Doing his best; inherited Vietnam; like his stand ....	17
4- Other .....	14
5- Can't say .....	<u>12</u>
	100%

No, would not like to see Lyndon Johnson re-elected:

1- War monger; not consistent; war in Vietnam .....	36%
2- Hasn't the ability or brains; not a leader; headstrong	16
3- Want a change; like Senator Kennedy better; someone <del>like</del> else .....	14
4- Too old; not popular; don't like him .....	14
5- Other .....	10
6- Can't say .....	<u>11</u>
	100% x

x more than one reason given

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Reasons why Liberals will  
win votes at next election.

Can't think of anything; have done nothing to win votes	70%
Good govt' record; good administration and legislation; have kept promises; good PM	12
Old age pensions; social security measures; plans for Medicare	10
Strengthening Canadian unity; handling of Quebec problems; reaction to De Gaulle	4
Expo; Centennial; new flag; national anthem; building pride in Canada	4
Other ( Including unification of armed forces; help to farmers; education; highways, etc.	8
	<u>108%</u>

More than one reason

Question 13-6

11  
Reasons why Liberals will  
lose votes at next election.  
LOSE

Cant think of anything; done nothing to lose votes	41%
Higher taxes; bad fiscal policies; gov't overspending	28
Creating disunity in Canada by handling of Quebec; handling of Le Gaulle	9
Have't curb'd inflation; cost of living too high housing situation	6
Bad Gov't record; poor legislation; too indecisive; haven't kept promises; need new leader	6
Disapprove unification of armed forces	5
Other ( Including regional favoritism; not helped farmers or working man; disapprove Medicare etc.)	10
	<u>105%</u>
More than one reason given.	

Est # 326

Question 14-b.

A good idea to appoint Mr. Diefenbaker to the Senate.

1. Because of his contribution to Canada, his experience, well qualified, he is entitled to some honor	57%
2. Can't do any harm, might liven up Senate, get him out of the way	14
3. An honest man, a good man, smart	14
4. It would be a nice gesture, "I would like it"	6
5. Other	4
6. Can't say	7
	<hr/> 102% *

Not a good idea to appoint Mr. Diefenbaker to the Senate.

1. Too old, he is over the hill, has had his day	40%
2. Don't like him, not a man to be in the Senate	12
3. Don't approve of Senate, waste of money, too many old men in it	11
4. He creates too much friction, opposes for sake of opposing	10
5. Other	18
6. Can't say	10
	<hr/> 101% *

\* More than one reason given