

INTERVIEWING UNIT
AUGUST 9-11, 1984

GALLUP WOULD LIKE YOUR OPINION

INTERVIEWER DON'T READ ALOUD, WORDS IN CAPITAL LETTERS / CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES

488-2

SUGGESTED INTRODUCTION

Good day. I'm from the Gallup Organization, and I'd like to talk to you about a few topics on national public opinion and on marketing.

TIME INTERVIEW STARTED: _____

SECTION 1 -- ASK EVERYONE 01

1a. Will you be eligible to vote in the Federal election to be held September 4?

YES-----
NO-----1-16
DON'T KNOW----2

INTERVIEWER: IF NOT ELIGIBLE
SKIP TO NEXT SECTION

IF ELIGIBLE TO VOTE ASK ALL QUESTIONS

b. Are you interested in the coming election?

YES-----
NO-----3 -- GO TO Q.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-----4
MODERATELY INTERESTED--5
ONLY INTERESTED A LITTLE--6
NS -----7

ASK ALL ELIGIBLE VOTERS:

2a. Do you think you, yourself, will vote, or do you think you may not vote?

WILL VOTE-----
MAY NOT VOTE-----1-17
UNDECIDED-----2
DEFINITELY WILL NOT VOTE--3

IF "WILL VOTE", ASK:

b. How certain are you that you will vote - absolutely certain, fairly certain, or not certain?

ABSOLUTELY CERTAIN---4 NS-->7
FAIRLY CERTAIN-----5
NOT CERTAIN-----6

ASK ALL ELIGIBLE VOTERS:

3a. If a federal election were held today, which Party's candidate do you think you would favor?

Here is a Gallup Poll Ballot listing the parties running for office.

(TEAR OFF ATTACHED BALLOT & HAND TO RESPONDENT)

Will you please MARK the 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 NUMBER BELOW AS A RECORD OF WHAT RESPONDENT DID)

CHECKED BALLOT -----1-19
CHECKED BALLOT ONLY AFTER 3b-----2
REMAINED UNDECIDED AFTER 3b-----3
REFUSED-----4
NS -----5

4a. Did you vote in the last federal election on February 18, 1980?

YES-----
NO-----1-20
TOO YOUNG TO VOTE--2 -- SKIP TO NEXT SECTION

IF "YES", ASK:

b. Which party did the candidate for whom you voted represent?

LIBERAL-----3 SOCIAL CREDIT-----6
PROG. CONS.-----4 CREDITISTE-----7
N.D.P.-----5
OTHER (WRITE IN) _____ 8

NS/DON'T REMEMBER-----9
REFUSED-----0

DO NOT WRITE IN THIS BOX

BALLOT

<input type="checkbox"/>	CONSERVATIVE	<input type="checkbox"/>	LIBERAL
<input type="checkbox"/>	N.D.P.	<input type="checkbox"/>	SOCIAL CREDIT
<input type="checkbox"/>	OTHER PARTY _____		(WRITE IN)

CODE LIST FOR BALLOT

COL: 18

- 1 LIBERAL
- 2 PROGRESSIVE CONSERVATIVE
- 3 N.D.P., NEW DEMOCRATIC PARTY
- 4 SOCIAL CREDIT/CREDITISTE
- 5 OTHER
- 6 UNDECIDED
- 7 REFUSED, DID NOT STATE

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?"

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

ENGLISH----1-21
FRENCH-----2

OTHER (SPECIFY) _____ 3
US -----> 4

Which of these was the last school that you attended? HAND CARD "Q"

Did you graduate from... (LEVEL OF SCHOOLING ATTAINED)? RECORD BELOW.

	SOME	GRADUATED
PUBLIC/GRADE SCHOOL-----	1-22	2
SECONDARY SCHOOL-----	3	4
UNIVERSITY-----	7	8
POST-SECONDARY & NON-UNIVERSITY		
COMMUNITY COLLEGE-----	5	6
C.E.G.E.P.-----	5	6
OTHER _____	5	6
(SPECIFY)		
NO FORMAL SCHOOLING-----	9	
NS/REFUSED-----	0	

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

YES----1-23
NO-----2
US -----> 3

What was the year of your birth?

YEAR: _____ 24/25 SEE ATTACHED
CODE LIST

RECORD IF: MAN-----1-26
WOMAN-----2
NS -----> 3

TIME INTERVIEW ENDED: _____

NAME OF RESPONDENT: _____

ADDRESS: _____

POSTAL CODE: _____ TELEPHONE: _____

CITY: _____ PROVINCE: _____

DATE OF INTERVIEW: _____

I HEREBY ATTEST THAT IS A TRUE AND HONEST INTERVIEW:

(INTERVIEWER'S SIGNATURE)

L'ENQUETE GALLUP DESIRE VOTRE OPINION

ENQUETEUR NE LISEZ PAS A HAUTE VOIX LE TEXTE EN LETTRES MAJUSCULES
ENCERCLEZ LES NUMEROS APPROPRIES OU MARQUEZ LES CASES

PRESENTATION SUGGEREE

Bonjour, je suis de l'organisation de Gallup et j'aimerais discuter avec vous de différents sujets sur l'opinion publique nationale et sur le marketing

HEURE DE COMMENCEMENT DE L'ENTREVUE: _____

SECTION 1 -- DEMANDEZ A TOUS

01

1a. Avez-vous le droit de voter aux élections fédérales qui auront lieu le 4 sept?

OUI-----

NON-----1-16
NE SAIS PAS---2

INTERVIEWEUR: SI "NON ELIGIBLE A VOTER"
PASSEZ A LA SECTION SUIVANTE

SI "ELIGIBLE A VOTER" DEMANDEZ TOUTES LES QUESTIONS

b. Etes-vous intéressé aux prochaines élections?

OUI---

NON-----3 -- PASSEZ A LA Q.2

SI "OUI", DEMANDEZ:

c. Jusqu'à quel point vous y intéressez-vous diriez-vous que vous êtes - très intéressé, modérément intéressé ou seulement un peu intéressé?

TRES INTERESSE-----4
MODEREMENT INTERESSE--5
SEULEMENT UN PEU INTERESSE--6

DEMANDEZ A TOUS CEUX QUI SONT "ELIGIBLES A VOTER":

2a. Croyez-vous que vous voterez, ou que vous ne voterez peut-être pas?

VOTEREZ-----

NE VOTEREZ PEUT-ETRE PAS---1-17
INDECIS-----2
CERTAINEMENT PAS-----3

SI "VOTEREZ", DEMANDEZ:

b. Jusqu'à quel point êtes-vous certain que vous irez voter - absolument certain, à peu près certain, ou incertain?

ABSOLUMENT CERTAIN----4
A PEU PRES CERTAIN-----5
INCERTAIN-----6

DEMANDEZ A TOUS CEUX QUI SONT "ELIGIBLES A VOTER":

3a. Si une élection fédérale avait lieu aujourd'hui, à quel parti appartiendrait le candidat que vous favoriserez?

Voici un bulletin de vote de l'enquête Gallup, donnant les partis qui sont en liste.

(DETACHEZ LE BULLETIN ET REMETTEZ-LE AU REpondANT)

Auriez-vous l'obligeance de MARQUER sur le bulletin le parti que vous favorisez - et ensuite le plier et le déposer dans cette boîte?

INTERVIEWEUR: SI LE REpondANT REMET LE BULLETIN ET DIT QU'IL N'A PAS ENCORE D'OPINION, OU REFUSE DE LE MARQUER, DITES CE QUI SUIVIT AFIN D'OBTENIR LE PARTI QUI L'ATTIRE LE PLUS:

b. Pourriez-vous marquer le bulletin pour indiquer votre tendance actuelle?

INTERVIEWEUR: SI LE REpondANT NE PEUT SE DECIDER ENCORE OU REFUSE DE MARQUER LE BULLETIN, VEUILLEZ ECRIRE CECI SUR LE BULLETIN ET ASSUREZ-VOUS DE LE PLACER DANS LA BOITE. S.V.P. ENCERCLEZ LE NUMERO APPROPRIEE CI-DESSOUS AFIN QUE L'ON SACHE CE QUE LE REpondANT A FAIT.

A MARQUE LE BULLETIN A LA Q.3a----1-19
A MARQUE LE BULLETIN SEULEMENT
APRES LA Q.3b-----2
EST DEMEURE INDECIS APRES LA Q.3b-----3

A REFUSE-----4

4a. Avez-vous voté aux dernières élections fédérales, le 18 février, 1980?

OUI-----

NON-----1-20
TROP JEUNE POUR VOTER---2

--PASSEZ A LA SECTION SUIVANTE

SI "OUI", DEMANDEZ:

b. A quel parti appartenait le candidat pour qui vous avez voté?

LIBERAL-----3 CREDIT SOCIAL-----6
PROG. COMS.----4 CREDITISTE-----7
N.P.D.-----5

AUTRE PARTI (PRECISEZ) _____ 8

NE ME SOUVIENS PAS-9
REFUSE-----0

RECORD LAY-OUT

NEWSPAPER QUESTIONS
NATIONAL OMNIBUS (488-2)
INTERVIEWING DATES - AUGUST 9 - 11, 1984
TAPE # GP0255 (CARLETON)

<u>CARD NO</u>	<u>QUESTION NO:</u>	<u>COLUMN NO:</u>	<u>CODE/DESCRIPTION</u>
01		1 - 6	BLANK
		7 - 10	ASSIGNMENT #
		11 - 12	NOT APPLICABLE
		13 - 15	BLANK
	1a to c	16	1 - 7
	2a & b	17	1 - 7
	3a	18 (Ballot Attached)	1 - 7 see attached code list
	3b	19	1 - 5
	4a & b	20	1 - 0
		21 - 26	BASIC DATA (see questionnaire)
		27 - 80	BLANK

WEIGHTS APPLIED

	<u>MALE</u>	<u>FEMALE</u>
18 to 29 years	1.229	1.216
30 to 49 years	1.007	0.873
50 years and over	0.777	1.078

CODE LIST FOR BASIC DATA AND ASSIGNMENT NUMBER

REGION:(COL 07) First digit of assignment #

- 0 - Newfoundland
- 1 - P. E. I.
- 2 - Nova Scotia
- 3 - New Brunswick
- 4 - Quebec
- 5 - Ontario
- 6 - Manitoba
- 7 - Saskatchewan
- 8 - Alberta
- 9 - British Columbia

COMMUNITY SIZE: (COL 08) Second digit of assignment #

- 1 - Over 500,000
- 2 - 100,000 - 500,000
- 3 - 30,000 - 100,000
- 4 - 10,000 - 30,000
- 5 - 1,000 - 10,000
- 6 - Under 1,000 (Rural non-farm, farm)

LOCATION:(COL 09) Third digit of assignment #

Indicates location within a community where more than one assignment is completed

LANGUAGE: (COL 10) Fourth digit of assignment #

- 1, 3, 5 or 7 - English questionnaire
- 2, 4, 6 or 8 - French questionnaire

AGE (COL 24/25) Basic Data

- 01 to 97 - last two digits of actual year of birth (Exact year of birth)
- 98 - 1900 and prior
- 99 - Did not state