

GALLUP WOULD LIKE YOUR OPINION

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

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 BASIC DATA

IF ELIGIBLE TO VOTE ASK ALL QUESTIONS

b. Are you interested in the coming election?

YES-----

NO-----3 -- GO TO Q.2a

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

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 BASIC DATA

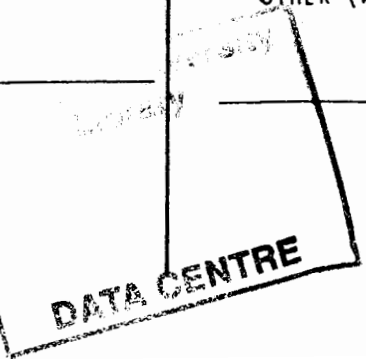
IF "YES", ASK:

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

LIBERAL-----3
PROG. CONS.-----4
N.D.P.-----5
OTHER (WRITE IN) _____ E

NS/ DON'T REMEMBER-----6
REFUSED-----C

CONTINUED



4845 A

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
NS -----> 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)

NS/ NO FORMAL SCHOOLING----- 9
REFUSED----- 0

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

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

What was the year of your birth?

YEAR: _____ 24/25 BELOW 1901-1998
REFUSED -> 99

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)

488-51A