

Group	Expected	Observed	Weight
Male 18-29	0.142916	148.20	0.102218
male 18-29	0.141162	146.38	0.114754
Male 30-49	0.189623	196.64	0.205400
Female 30-49	0.188909	195.90	0.221794
Male 50-98	0.152996	158.66	0.194793
Female 50-98	0.178607	185.22	0.155256
Male 99-99	0.000964	1.00	0.000964
Female 99-99	0.004822	5.00	0.004822
Total		1037.00	1037.00

File: 8111.wgt

GALLUP WOULD LIKE YOUR OPINION

NOV/88
811-1

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.

CARD No - Col 1, 2
SERIAL No - Col 3-6

PROJECT No - Col 11-14
WEIGHT - Col 15-19

TIME INTERVIEW STARTED: _____

ASSIGNMENT # Col. 7-10

RESPONDENT # _____

SECTION I - ASK EVERYONE

01

1a. Will you be eligible to vote in the federal election, to be held November 21st, 1988?

YES, ELIGIBLE VOTER----- 1-20
NO, DON'T KNOW----- 2 → SKIP TO Q.5

IF 'YES', ASK:

1b. Are you interested in the coming election?

YES----- 1-21
NO----- 2 → SKIP TO Q.2a
DK/DNS -----

IF 'YES' ASK:

1c. About how much are you interested in it - would you say - very interested, moderately interested, or only interested a little?

VERY INTERESTED----- 1-22
MODERATELY INTERESTED----- 2
ONLY INTERESTED A LITTLE----- 3
DK/DNS -----

ASK ALL ELIGIBLE VOTERS:

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

WILL VOTE----- 1-23
MAY NOT VOTE----- 2 → SKIP TO Q.3a
UNDECIDED----- 3
DEFINITELY WILL NOT VOTE----- 4
DNS -----

IF 'WILL VOTE' ASK:

2b. How certain are you that you will vote - absolutely certain, fairly certain, or not certain?

ABSOLUTELY CERTAIN----- 1-24
FAIRLY CERTAIN----- 2
NOT CERTAIN----- 3
DNS -----

CONTINUED ON BACK

ASK ALL ELIGIBLE VOTERS:

3a. Here is a Gallup Poll Ballot listing the parties running for office. TEAR OFF ATTACHED BALLOT AND HAND TO RESPONDENT

If the federal election were held today, which party's candidate do you think you would favor?

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:

3b. 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	→	ASK Q.3c <i>Not RECORDED</i>	
CHECKED BALLOT ONLY AFTER 3b-	2	→	SKIP TO Q.4a	
REMAINED UNDECIDED AFTER 3b--				3
REFUSED-----				4

Code for Q.3a(Col. 25) and Q.3b(Col.26)

- 1. Liberal
- 2. Prog. Con.
- 3. NDP
- 4. Other party
- 5. Undec./DK
- 6. Refused/DNS

PASTE BALLOT HERE

ASK ALL WHO CHECKED BALLOT (*1, 2, 3 or 4 of Col. 25*) (~~Q.3a CODE 1~~):

3c. In your case, when, if at all did you definitely make up your mind to support this party? READ LIST

Before the election called was----	1-27
Before the Leaders' TV debate-----	2
About the time of the debate-----	3
After the debate-----	4
HAVE NOT DEFINITELY DECIDED-----	5
DON'T KNOW-----	6

ASK ALL ELIGIBLE VOTERS:

4a. Did you vote in the last federal election held in September, 1984?

YES-----	()
NO-----	1-28 → SKIP TO Q.5
TOO YOUNG-----	2

IF 'YES' ASK:

4b. Which party did the candidate for whom you voted represent?

LIBERAL-----	3
PROG. CONS.-----	4
N.D.P.-----	5
OTHER PARTY (WRITE IN)	
_____	6
DON'T KNOW/NONE-----	7
REFUSED-----	8

ASK EVERYONE:

5. Regardless of how you plan to vote, would you say your thinking is more in line with the principals and policies of ...READ OUT PARTY NAMES, STARTING WITH (✓)

- (✓) The Progressive Conservative Party 1-29
 - () The Liberal Party----- 2
 - () The New Democratic Party----- 3
 - NONE OF ABOVE (VOLUNTEERED)----- 4
 - DON'T KNOW----- 5
- DNS - OR 6

6a. Regardless of how you plan to vote, what is your best guess as to which political party will win the most seats in the coming election?

- LIBERALS----- 1-30
 - PROG.CONS.----- 2
 - N.D.P.----- 3
 - OTHER PARTY----- 4
 - CAN'T SAY----- 5
- DNS - OR 6

6b. In the next election, do you think that any one party will get a majority of seats in the House of Commons? Which party?

- NO, NO PARTY WILL GET MAJORITY---- 1-31
 - YES, PROG.CONS.----- 2
 - YES, LIBERALS----- 3
 - YES, NDP----- 4
 - OTHER (SPECIFY)
-
- DON'T KNOW/CAN'T SAY----- 5
- DNS - OR 7

7. Regardless of any political feelings you may have, and thinking just of individuals, which man do you think would make the best Prime Minister for Canada - Brian Mulroney, John Turner or Ed Broadbent?

- BRIAN MULRONEY----- 1-32
 - JOHN TURNER----- 2
 - ED BROADBENT----- 3
 - NONE OF ABOVE----- 4
 - DON'T KNOW----- 5
- DNS - OR 6

8. Are you satisfied with choice of leaders offered by the 3 main parties in this campaign, or do you wish there were other leaders from which to choose?

- SATISFIED WITH CHOICE----- 1-33
 - WISH THERE WERE MORE----- 2
 - DON'T KNOW----- 3
- DNS - OR 4

9. Are you satisfied with the level of discussion of the issues which has taken place so far in the campaign?

- YES----- 1-34
 - NO----- 2
 - DON'T KNOW----- 3
- DNS - OR 4

10. Has the free trade issue influenced how you plan to vote?

- YES----- 1-35
 - NO----- 2
 - DON'T KNOW----- 3
- DNS - OR 4

11. Are you in favor of the proposed Free Trade agreement with the United States or not?

IN FAVOR-----	1-36
OPPOSED-----	2
NEITHER-----	3
DON'T KNOW-----	4
	<i>DNS</i> <u> </u> OR 5

12. Did you watch any part of the English TV debate among the federal political party leaders?

YES-----	()
NO-----	1-57
	<i>DNS</i> <u> </u> → SKIP TO Q.13

Who, if anyone, do you believe won the debate?

BRIAN MULRONEY-----	2
JOHN TURNER-----	3
ED BROADBENT-----	4
NONE-----	5
DON'T KNOW-----	6
	<i>DNS</i> <u> </u> OR 7

ASK EVERYONE:

13. Do you think that the media is treating...READ LIST

	<u>YES</u>	<u>NO</u>	<u>DK</u>	<i>DNS - DASH OR 4</i>
a. Mr. Mulroney fairly-----	1	2	3 - 38	
b. Mr. Turner fairly-----	1	2	3	
c. Mr. Broadbent fairly-----	1	2	3 - 40	

14. Do you believe media reports that there have been efforts during the campaign to remove John Turner as leader of the Liberal Party?

YES-----	1-41
NO-----	2
DON'T KNOW-----	3
	<i>DNS</i> <u> </u> OR 4

15. Do these reports make you sympathize with John Turner, or do they cause you to view him as the wrong leader for the Liberal Party?

SYMPATHIZE-----	1-42
WEAK LEADER-----	2
DON'T KNOW-----	3
	<i>DNS</i> <u> </u> OR 4

16. Do you believe that during this election campaign Prime Minister Mulroney is avoiding answering questions from...READ LIST

	<u>YES</u>	<u>NO</u>	<u>DK</u>	<i>DNS - DASH OR</i>
a. the media-----	1	2	3 - 43	
b. average Canadians-----	1	2	3 - 44	

CONTINUED

17. Have you seen or heard any TV, radio or newspaper advertising for a political party since this election started?

- YES, RADIO----- 1-45
 - YES, TV----- 2
 - YES, NEWSPAPER----- 3
 - YES, ALL THREE----- 4
 - YES - OTHER COMBINATIONS - - - 8, OR 9, OR 0*
 - NO----- 5
 - DON'T KNOW----- 6
- DNS
- GO TO Q.19

IF 'YES', ASK:

18. Do you believe that there has been too much political advertising on the TV, radio, and in the newspapers?

- YES----- 1-46
 - NO----- 2
 - DON'T KNOW----- 3
- DNS

ASK EVERYONE:

19. Do you favor or oppose political advertising which criticizes another party's policies and leaders?

- IN FAVOUR----- 1-47
 - OPPOSED----- 2
 - DON'T KNOW----- 3
- DNS

20. Do you think that in this campaign there is too much political advertising which criticizes another party?

- YES----- 1-48
 - NO----- 2
 - DON'T KNOW----- 3
- DNS
- or 4

21. Regardless of how you plan to vote, do you feel that the country would be better off if there were only two major political parties, or do you feel that the existing three party system is preferable?

- TWO PARTIES PREFERABLE----- 1-49 → ASK Q.22
 - THREE PARTIES PREFERABLE----- 2 → GO TO NEXT SECTION
 - DON'T KNOW----- 3
- DNS

22. Which two parties would you like to see remain?

- CONSERVATIVE & LIBERAL----- 1-50
 - CONSERVATIVE & NDP----- 2
 - LIBERAL & NDP----- 3
 - OTHER----- 4
 - DON'T KNOW----- 5
- DNS
- or 6

CONTINUED ON BACK

SECTION III - ASK EVERYONE

1. So far as you are concerned, do you think that 1989 will be better or worse than 1988?

- BETTER----- 1-53
- WORSE----- 2
- SAME----- 3
-
- DON'T KNOW----- X

2. So far as you are concerned, do you think that in 1989, strikes and industrial disputes in this country will increase, decrease, or remain the same?

- INCREASE----- 1-54
- DECREASE----- 2
- REMAIN THE SAME----- 3
-
- DON'T KNOW----- X

3. Do you think that 1989 will be a peaceful year more or less free of international dispute, a troubled year with much international discord, or remain the same?

- PEACEFUL YEAR----- 1-55
- TROUBLED YEAR----- 2
- REMAIN THE SAME----- 3
-
- DON'T KNOW----- X

4. Here is a sort of scale. HAND CARD 2 Would you, with the help of this card, tell me how you assess the chances of a world war breaking out in the next ten years?

- WORLD WAR CERTAIN 100----- 1-56
- 90----- 2
- 80----- 3
-
- 70----- 4
- 60----- 5
- 50----- 6
-
- 40----- 7
- 30----- 8
- 20----- 9
-
- 10----- 1-57
- NO DANGER OF WAR 0----- 2
-
- DON'T KNOW-- X

BASIC DATA SECTION: 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?'

MEN: Are you the male head of the household? YES-----1 NO-----2 -63
 WOMEN: Are you the female head of the household?

ASK EVERYONE:
 Are you employed outside the home full-time, part-time or not at all? FULL-TIME---1 PART-TIME---2 NOT AT ALL---3 -64

What is your marital status? SINGLE-----1 WID/DIV/SEP-----3 -65
 MARRIED-----2 LIVING AS MARRIED--4

What was the language you first spoke in childhood and still understand? ENGLISH-----1 OTHER(SPECIFY)
 FRENCH-----2 _____ 3 -66

Now for a question on religion. What is your religious preference-Protestant, Roman Catholic or Jewish? PROTESTANT----1 OTHER(SPECIFY) -67
 JEWISH-----2 _____ 4
 ROMAN CATHOLIC-----3 NO RELIGIOUS PREFERENCE-----5

Which of these was the last school that you attended? HAND CARD 'Q'
 Did you graduate from...(LEVEL OF SCHOOLING ATTENDED)?

	SOME	GRADUATED
PUBLIC/GRADE SCHOOL-----	1-60	2
SECONDARY SCHOOL-----	3	4
UNIVERSITY-----	7	8
POST SECONDARY & NON-UNIVERSITY		
COMMUNITY COLLEGE-----	5	6
C. E. G. E. P.-----	5	6
OTHER(SPECIFY)-----	5	6
NO FORMAL SCHOOLING-----	9	
REFUSED-----	0	

What is your occupation? SPECIFIC JOB: _____
 TYPE OF COMPANY: _____ -69
 CHECK IF () STUDENT () HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY SPECIFIC JOB: _____
 TYPE OF COMPANY: _____ -70

How many people, including yourself, are there in this household? 1 2 3 4 5 6 OR MORE -71
 How many would be under 10 years? 0 1 2 3 4 OR MORE -72
 How many would be between 10 & 17 years? 0 1 2 3 4 OR MORE -73

Are you, yourself a member of a labour union, or is your husband/wife a labour union member? YES, MYSELF-----1 -74
 YES, MY SPOUSE-----2
 NO-----3

What was your year of birth? YEAR: _____ -75
 -76

RECORD IF: MAN-----1 WOMAN-----2 -77

HAND CARD 'R': Which number on this card corresponds to your total annual family income from all sources before tax deductions? UNDER \$10,000-----1 \$30,000-\$39,999-----5 -78
 \$10,000-\$14,999-----2 \$40,000-\$49,999-----6
 \$15,000-\$19,999-----3 \$50,000 & OVER-----7
 \$20,000-\$29,999-----4 REFUSED-----8

RECORD IF: FARM----1 RURAL, NON-FARM----2 URBAN----3 -79

TIME INTERVIEW ENDED: _____

(PLEASE PRINT)
 NAME OF RESPONDANT: _____ TELEPHONE: _____
 ADDRESS: _____ CITY: _____ PROV: _____
 DATE OF INTERVIEW: _____ POSTAL CODE: _____

HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW--INTERVIEWER'S SIGNATURE: _____

A VALIDATION CHECK WILL BE MADE ON ALL INTERVIEWERS' WORK