

PROJECT NO. 811-2

DATE: Nov 9-12/80

UNWEIGHTED CASE COUNT:	NATIONAL	1015
	ATL.	90
	QUE.	260
	ONT.	369
	PRAIRIES	176
	BR.COL.	120

ADDITIONAL COMMENTS:

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GALLUP CANADA





Group	Expected		Observed		Weight
Male 18-29	0.142330	144.46	0.122167	124.00	1.165040
Female 18-29	0.141406	143.53	0.135961	138.00	1.040054
Male 30-49	0.188846	191.68	0.184236	187.00	1.025018
Female 30-49	0.189236	192.08	0.220690	224.00	0.857478
Male 50-98	0.152369	154.65	0.191133	194.00	0.797186
Female 50-98	0.178916	181.60	0.138916	141.00	1.287943
Male 99-99	0.002956	3.00	0.002956	3.00	1.000000
Female 99-99	0.003941	4.00	0.003941	4.00	1.000000
Total		1015.00		1015.00	

.file: 8112.wgt

-4 for details on the political preference recoding.  
12.doc

# GALLUP WOULD LIKE YOUR OPINION

811-2  
NOV/88

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

TIME INTERVIEW STARTED: \_\_\_\_\_  
PROJECT No - Col. 11-14  
WEIGHT - Col. 15-17

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----- 1-26  
NO, DON'T KNOW----- 2 → SKIP TO Q.6a

IF 'YES', ASK:

1b. Are you interested in the coming election?

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

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

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 5

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 4

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
  - CHECKED BALLOT ONLY AFTER 3b- 2 → SKIP TO Q.4a
  - REMAINED UNDECIDED AFTER 3b-- 3
  - REFUSED----- 4
- NOT RECORDED*

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

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

PASTE BALLOT HERE

3c. Without revealing your choice, why did you choose the party you voted for? PROBE FOR EXPANSION IF NECESSARY - ACCEPT ONE RESPONSE ONLY. DO NOT READ LIST

LEADERSHIP; BEST LEADER/PREFER OVER OTHERS----- 1-27

FREE TRADE POSITION----- 2

POSITION RE OTHER SPECIFIC POLICIES:  
ACID RAIN/PRIVATIZATION/MEDICARE/ UNEMPLOYMENT/ECONOMIC POLICY, MEECH LAKE, ETC.----- 3

PARTY'S PHILOSOPHY/FOR THE PEOPLE/ MIDDLE OF THE ROAD/BUSINESS ORIENTED, ETC.----- 4

PAST RECORD/GENERAL SATISFACTION;  
PROVEN RECORD/PAST PERFORMANCE, LIKE DOING JOB/BETTER JOB THAN OTHERS---- 5

TRADITION; ALWAYS VOTED THIS WAY, FAMILY HAVE ALWAYS SUPPORTED----- 6

TIME FOR CHANGE; GIVE THEM A CHANCE--- 7

LOCAL CANDIDATE----- 8

OTHER (SPECIFY)----- 9

CAN'T SAY----- 0

DNS

ASK ALL ELIGIBLE VOTERS:

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

- YES----- ( )
- NO----- 1 ] → SKIP TO Q.5a
- 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/*DNS*----- 8

ASK ALL ELIGIBLE VOTERS:

5a. Did you vote in the last provincial election?

- YES----- ( )
- NO----- 01 -50
- TOO YOUNG----- 02

IF 'YES', ASK:

5b. Which party did the candidate for whom you voted represent?

- LIBERAL----- 03
- PROG.CONS.----- 04
- N.D.P.----- 05
- PARTI QUEBECOIS----- 06
- SOCIAL CREDIT/CREDITISTE----- 07
- UNION NATIONALE----- 08
- OTHER PARTY (WRITE IN)
- 09
- UNDECIDED/NONE----- 10
- REFUSED/*DNS*----- 11

6a. Generally speaking, do you think of yourself as a Liberal, Conservative or New Democratic Party supporter?

- LIBERAL----- 1 ] -32
- CONSERVATIVE----- 2 ] → GO TO Q.7a
- NEW DEMOCRATIC----- 3 ]
- NONE----- 4
- DON'T KNOW----- 5
- DNS*----- 6

IF NONE OR DON'T KNOW, ASK:

6b. Do you feel that you are closer to the Liberal, Conservative or New Democratic Party?

- LIBERAL----- 1 -33
- CONSERVATIVE----- 2
- NEW DEMOCRATIC----- 3
- NONE----- 4
- DON'T KNOW----- 5
- DNS*----- 6

CONTINUED ON BACK



ASK EVERYONE:

7a. 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-----	1-34
PROG. CONS.-----	2
N.D.P.-----	3
OTHER PARTY-----	4

CAN'T SAY-----	5
	<i>DNS</i> 6

7b. 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----	1-35
YES, PROG. CONS.-----	2
YES, LIBERALS-----	3
YES, NDP-----	4

OTHER (SPECIFY)

-----	5
DON'T KNOW/CAN'T SAY-----	6
	<i>DNS</i> 6

8. 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-----	1-37
JOHN TURNER-----	2
ED BROADBENT-----	3

NONE OF ABOVE-----	4
DON'T KNOW-----	5
	<i>DNS</i> 6

9. Is it your impression that Canada and the U.S. have been drawing closer together recently or getting further apart?

DRAWING CLOSER TOGETHER-----	1-38
GETTING FURTHER APART-----	2
THE SAME/NO CHANGE-----	3

DON'T KNOW-----	4
	<i>DNS</i> 5

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

YES-----	1-39
NO-----	2

DON'T KNOW-----	3
	<i>DNS</i> 4

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

IN FAVOR-----	1-40
OPPOSED-----	2
NEITHER-----	3

DON'T KNOW-----	4
	<i>DNS</i> 5

CONTINUED

12. Do you feel that the Free Trade agreement will...READ LIST

	<u>YES</u>	<u>NO</u>	<u>NEITHER</u>	<u>DON'T KNOW</u>	DNS = 5
a. Lead to creation of more jobs in Canada -----	1	2	3	4	- 41
b. Threaten Canada's cultural sovereignty-----	1	2	3	4	
c. Personally benefit you and your family -----	1	2	3	4	
d. Make Canada too American-----	1	2	3	4	- 44

13. Now thinking about U.S. capital investment in Canada - do you think there is enough now or would you like to see more U.S. capital investment in this country?

ENOUGH NOW/TOO MUCH-----	1-45
LIKE TO SEE MORE-----	2
DON'T KNOW-----	3

14. Some experts are suggesting that Canada should buy back a majority control - say 51% - of U.S. companies in Canada. Even though it might mean a big reduction in our standard of living, would you approve of this or not?

APPROVE-----	1-46
DISAPPROVE-----	2
QUALIFIED/APPROVAL-----	3
QUALIFIED/DISAPPROVAL-----	4
DON'T KNOW-----	5

15. As far as your own family income is concerned, do you think that free trade with the United States would have a positive or a negative effect on your family income, or don't you think it would have too much effect at all?

A POSITIVE EFFECT-----	1-47
A NEGATIVE EFFECT-----	2
NOT MUCH AT ALL-----	3
CAN'T SAY-----	4

16. Do you think Canada will or will not become a part of the United States of America within the next fifty years?

YES, WILL-----	1-48
NO, WILL NOT-----	2
DON'T KNOW-----	3

17. As far as you are concerned, would you approve or disapprove of Canada becoming a part of the United States of America?

APPROVE-----	1-49
DISAPPROVE-----	2
DON'T KNOW-----	3

DNS 4

CONTINUED ON BACK

18. Do you think Canada would be better off, or worse off, if U.S. goods were allowed in here without tariff or customs charges and Canadian goods were allowed in the U.S. free?

- BETTER OFF----- 1-50
- WORSE OFF----- 2
- CAN'T SAY----- <sup>DNS</sup> 3  
4

19a. Have you seen or heard any TV, radio or newspaper advertising for a political party since this election started?

- YES, RADIO----- 1-51
  - YES, TV----- 2
  - YES, NEWSPAPER----- 3
  - YES, TV & RADIO----- 4
  - YES, TV & NEWSPAPER----- 5
  - YES, RADIO & NEWSPAPER----- 6
  - YES, ALL THREE----- 7
  - NO----- 8
  - DON'T KNOW----- 9
- } → SKIP TO NEXT SECTION

IF 'YES' ASK:

19b. Which parties have you seen or heard ads for? DO NOT RECORD ADS FOR OTHER PARTIES BESIDES LIBERALS, CONSERVATIVES AND N.D.P.

- LIBERALS----- 1-52
- PROG. CONSERVATIVES----- 2
- N.D.P.----- 3
- LIBERAL & P.C.----- 4
- LIBERAL & N.D.P.----- 5
- P.C. & N.D.P.----- 6
- ALL THREE----- 7
- DON'T KNOW----- <sup>DNS</sup> 8  
OR 9

20. Regardless of how you plan to vote, which party has the most informative advertising? ACCEPT ONE RESPONSE ONLY

- LIBERAL----- 1-53
- CONSERVATIVE----- 2
- N.D.P.----- 3
- OTHER----- 4
- NONE----- 5
- DON'T KNOW----- <sup>DNS</sup> 6  
OR 7

CONTINUED

SECTION II - ASK EVERYONE

1. Do you believe that...(ROTATE STARTING WITH (✓) )

- (✓) Brian Mulroney
- ( ) John Turner
- ( ) Ed Broadbent

...(ROTATE STARTING WITH (✓) ITEM)

	MULRONEY			TURNER			BROADBENT		
	YES	NO	DK	YES	NO	DK	YES	NO	DK
(✓) Is a strong and decisive leader	1	2	3-54	1	2	3-61	1	2	3-35
( ) Is honest and trustworthy	1	2	3	1	2	3-62	1	2	3
( ) Has clear positions on the issues	1	2	3	1	2	3-20	1	2	3
( ) Cares about the average Canadian	1	2	3-57	1	2	3	1	2	3-28
( ) Has extravagant personal tastes	1	2	3	1	2	3	1	2	3
( ) Is a leader you would be proud to have as Prime Minister	1	2	3	1	2	3-23	1	2	3
( ) Sticks to his principles	1	2	3-60	1	2	3-24	1	2	3-31

2. Looking ahead to next year, 1989, do you think the number of unemployed in this country will increase, decrease or remain the same?

- INCREASE----- 1-32
- DECREASE----- 2
- REMAIN THE SAME----- 3
- DON'T KNOW----- X

3. Compared with 1988, will 1989 be a year of economic prosperity, economic difficulty, or about the same?

- PROSPERITY----- 1-33
- DIFFICULTY----- 2
- ABOUT THE SAME----- 3
- DON'T KNOW----- X

CONTINUED ON BACK

IC 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) -----3 -66  
 FRENCH-----2

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

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 -66	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: \_\_\_\_\_

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

\*\*\*A VALIDATION CHECK WILL BE MADE ON ALL INTERVIEWERS' WORK