

OCT1988A # 761t Gallup Polls (CIPO - Canadian Institute of Public Opinion)

OCT1988A|LANGINT|**LANGUAGE OF QUESTIONNAIRE**| LANGUAGE OF QUESTIONNAIRE

CATEGORY LABEL	CODE	FREQ	PCT
ENGLISH	1	787	74.2
FRENCH	2	274	25.8

OCT1988A|**Q1|HOW INTERESTED ARE YOU IN ELECTION**| FIRST, HOW INTERESTED ARE YOU IN THE UPCOMING FEDERAL ELECTION? ARE YOU VERY INTERESTED, SOMEWHAT INTERESTED, NOT VERY INTERESTED, NOT AT ALL INTERESTED?

CATEGORY LABEL	CODE	FREQ	PCT
VERY INTERESTED	1	334	31.5
SOMEWHAT	2	437	41.2
NOT VERY INTERESTED	3	213	20.1
NOT AT ALL	4	76	7.2
DONT KNOW	5	1	.1

OCT1988A|**Q2|DO YOU PLAN TO VOTE**| DO YOU DEFINITELY PLAN TO VOTE OR NOT?

CATEGORY LABEL	CODE	FREQ	PCT
YES	1	929	87.6
NO	2	59	5.6
MAYBE	3	48	4.5
DONT KNOW	4	24	2.3
NOT STATED	5	1	.1

OCT1988A|**Q3A|PRESENT PREFERRED POLITICAL PARTY**| IF A FEDERAL ELECTION WERE HELD TODAY, WHICH PARTY'S CANDIDATE DO YOU THINK YOU WOULD FAVOUR?

CATEGORY LABEL	CODE	FREQ	PCT
LIB	1	216	20.4
PC	2	309	29.1
NDP	3	147	13.9
OTHER PARTY	4	21	2.0
UNDECIDED	5	306	28.8
REFUSED, NOT STATED	6	62	5.8

OCT1988A|**Q3B|WHICH WAY ARE YOU LEANING**| ALTHOUGH YOU MAY NOT HAVE MADE UP YOUR MIND, WHICH PARTY DO YOU TEND TO LEAN TOWARDS AT THE PRESENT TIME?

CATEGORY LABEL	CODE	FREQ	PCT
LIBERAL	1	70	6.6
PC	2	65	6.1
NDP	3	42	4.0
OTHER	4	4	.4
UNDECIDED	5	143	13.5
DONT KNOW	6	44	4.1
BLANKS	99	693	65.3

OCT1988A|Q4|PARTY VOTED FOR LAST FEDERAL ELECTION| DID YOU VOTE IN THE
 LAST FEDERAL ELECTION HELD IN SEPTEMBER 1984? WHICH PARTY DID THE
 CANDIDATE FOR WHOM YOU VOTED REPRESENT?

CATEGORY LABEL	CODE	FREQ	PCT
DIDNT VOTE	1	241	22.7
TOO YOUNG TO VOTE	2	389	36.7
LIB	3	110	10.4
PC	4	4	.4
NDP	5	66	6.2
OTHER PARTY	6	40	3.8
BLANKS	99	211	19.9

OCT1988A|Q5|WHAT IS MAIN ISSUE| IF YOUR OPINION, WHAT ONE ISSUE WILL BE THE
 MAIN ISSUE OF THIS ELECTION CAMPAIGN?

CATEGORY LABEL	CODE	FREQ	PCT
ABORTION	1	24	2.3
DAYCARE	2	19	1.8
ENVIRONMENT	3	24	2.3
FREE TRADE	4	620	58.4
HONESTY IN GOVT	5	11	1.0
IMMIGRATION	6	1	.1
LEADERSHIP	7	12	1.1
MEECH LAKE	8	6	.6
NATIONAL UNITY	9	1	.1
WATER EXPORTS	11	1	.1
UNEMPLOYMENT	12	53	5.0
OTHER	13	57	5.4
DONT KNOW	14	231	21.8
NOT STATED	15	1	.1

OCT1988A|Q6|WHO WOULD MAKE BEST P.M.| 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?

CATEGORY LABEL	CODE	FREQ	PCT
MULRONEY	1	353	33.3
TURNER	2	135	12.7
BROADBENT	3	348	32.8
NONE	4	112	10.6
DONT KNOW	5	107	10.1
NOT STATED	6	6	.6

OCT1988A|Q7A|WHO WILL WIN MOST SEATS| 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?

CATEGORY LABEL	CODE	FREQ	PCT
LIBERAL	1	176	16.6
PC	2	677	63.8
NDP	3	38	3.6
OTHER	4	4	.4
DONT KNOW	5	161	15.2
NOT STATED	6	5	.5

OCT1988A|Q7B|WILL ANYONE GET MAJORITY| IN THE NEXT ELECTION, DO YOU THINK THAT ANY ONE PARTY WILL GET A MAJORITY OF SEATS IN THE HOUSE OF COMMONS? WHICH PARTY?

CATEGORY LABEL	CODE	FREQ	PCT
NO PARTY	1	424	40.0
PC	2	353	33.3
LIBERALS	3	81	7.6
NDP	4	13	1.2
OTHER	5	5	.5
NOT STATED	6	185	17.4

OCT1988A|Q8A1|MULRONEY-A STRONG AND DECISIVE LEADER| DO YOU BELIEVE THAT BRIAN MULRONEY IS A STRONG AND DECISIVE LEADER?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	575	54.2
IS NOT	2	390	36.8
DONT KNOW	3	94	8.9
NOT STATED	4	2	.2

OCT1988A|Q8B1|MULRONEY-IS HONEST AND TRUSTWORTHY| - IS HONEST AND TRUSTWORTHY?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	494	46.6
IS NOT	2	433	40.8
DONT KNOW	3	129	12.2
NOT STATED	4	5	.5

OCT1988A|Q8C1|MULRONEY-HAS CLEAR POSITIONS ON ISSUES| - HAS CLEAR POSITIONS ON THE ISSUES?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	555	52.3
IS NOT	2	381	35.9
DONT KNOW	3	123	11.6
NOT STATED	4	2	.2

OCT1988A|Q8D1|MULRONEY-CARES ABOUT THE AVERAGE CANADIA| - CARES ABOUT THE AVERAGE CANADIAN?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	523	49.3
IS NOT	2	437	41.2
DONT KNOW	3	98	9.2
NOT STATED	4	3	.3

OCT1988A|Q8E1|MULRONEY-BE PROUD TO HAVE AS P.M.| - IS A LEADER YOU WOULD BE PROUD TO HAVE AS PRIME MINISTER?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	485	45.7
IS NOT	2	477	45.0
DONT KNOW	3	97	9.1
NOT STATED	4	2	.2

OCT1988A|Q8F1|MULRONEY-STICK TO HIS PRINCIPLES| - STICKS TO HIS PRINCIPLES?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	491	46.3
IS NOT	2	435	41.0
DONT KNOW	3	133	12.5
NOT STATED	4	2	.2

OCT1988A|Q8G1|MULRONEY-HAS EXTRAVAGANT PERSONAL TASTES| - HAS EXTRAVAGANT PERSONAL TASTES?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	499	47.0
IS NOT	2	336	31.7
DONT KNOW	3	225	21.2
NOT STATED	4	1	.1

OCT1988A|Q8A2|TURNER-A STRONG AND DECISIVE LEADER| DO YOU BELIEVE THAT JOHN TURNER IS A STRONG AND DECISIVE LEADER?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	333	31.4
IS NOT	2	592	55.8
DONT KNOW	3	134	12.6
NOT STATED	4	2	.2

OCT1988A|Q8B2|TURNER-IS HONEST AND TRUSTWORTHY| - IS HONEST AND TRUSTWORTHY?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	520	49.0
IS NOT	2	318	30.0
DONT KNOW	3	210	19.8
NOT STATED	4	13	1.2

OCT1988A|Q8C2|TURNER-HAS CLEAR POSITIONS ON ISSUES| - HAS CLEAR POSITIONS ON THE ISSUES?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	441	41.6
IS NOT	2	443	41.8
DONT KNOW	3	166	15.6
NOT STATED	4	11	1.0

OCT1988A|Q8D2|TURNER-CARES ABOUT THE AVERAGE CANADIAN| - CARES ABOUT THE AVERAGE CANADIAN?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	581	54.8
IS NOT	2	308	29.0
DONT KNOW	3	169	15.9
NOT STATED	4	3	.3

OCT1988A|Q8E2|TURNER-BE PROUD TO HAVE AS P.M. | - IS A LEADER YOU WOULD BE PROUD TO HAVE AS PRIME MINISTER?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	302	28.5
IS NOT	2	603	56.8
DONT KNOW	3	154	14.5
NOT STATED	4	2	.2

OCT1988A|Q8F2|TURNER-STICK TO HIS PRINCIPLES | - STICKS TO HIS PRINCIPLES?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	460	43.4
IS NOT	2	363	34.2
DONT KNOW	3	235	22.1
NOT STATED	4	3	.3

OCT1988A|Q8G2|TURNER-HAS EXTRAVAGANT PERSONAL TASTES | - HAS EXTRAVAGANT PERSONAL TASTES?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	295	27.8
IS NOT	2	410	38.6
DONT KNOW	3	354	33.4
NOT STATED	4	2	.2

OCT1988A|Q8A3|BROADBENT-A STRONG AND DECISIVE LEADER | DO YOU BELIEVE THAT ED BROADBENT IS A STRONG AND DECISIVE LEADER?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	677	63.8
IS NOT	2	203	19.1
DONT KNOW	3	178	16.8
NOT STATED	4	3	.3

OCT1988A|Q8B3|BROADBENT-IS HONEST AND TRUSTWORTHY | - IS HONEST AND TRUSTWORTHY?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	730	68.8
IS NOT	2	131	12.3
DONT KNOW	3	197	18.6
NOT STATED	4	3	.3

OCT1988A|Q8C3|BROADBENT-HAS CLEAR POSITIONS ON ISSUES | - HAS CLEAR POSITIONS ON THE ISSUES?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	717	67.6
IS NOT	2	174	16.4
DONT KNOW	3	168	15.8
NOT STATED	4	2	.2

OCT1988A|Q8D3|BROADBENT-CARES ABOUT THE AVERAGE CANADI | - CARES ABOUT THE AVERAGE CANADIAN?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	795	74.9
IS NOT	2	123	11.6
DONT KNOW	3	138	13.0
NOT STATED	4	5	.5

OCT1988A|Q8E3|BROADBENT-BE PROUD TO HAVE AS P.M. | - IS A LEADER YOU WOULD BE PROUD TO HAVE AS PRIME MINISTER?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	530	50.0
IS NOT	2	352	33.2
DONT KNOW	3	177	16.7
NOT STATED	4	2	.2

OCT1988A|Q8F3|BROADBENT-STICK TO HIS PRINCIPLES | - STICKS TO HIS PRINCIPLES?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	705	66.4
IS NOT	2	127	12.0
DONT KNOW	3	224	21.1
NOT STATED	4	5	.5

OCT1988A|Q8G3|BROADBENT-HAS EXTRAVAGANT PERSONAL TASTE | - HAS EXTRAVAGANT PERSONAL TASTES?

CATEGORY LABEL	CODE	FREQ	PCT
IS	1	145	13.7
IS NOT	2	579	54.6
DONT KNOW	3	335	31.6
NOT STATED	4	2	.2

OCT1988A|Q9A|WHICH PARTY DO YOU SUPPORT | GENERALLY SPEAKING, DO YOU THINK OF YOURSELF AS A LIBERAL, CONSERVATIVE OR NEW DEMOCRATIC PARTY SUPPORTER?

CATEGORY LABEL	CODE	FREQ	PCT
LIBERAL	1	309	29.1
PC	2	328	30.9
NDP	3	168	15.8
NONE	4	154	14.5
DONT KNOW	5	91	8.6
NOT STATED	6	11	1.0

OCT1988A|Q9B|DO YOU FEEL CLOSE TO PARTY | [IF NONE OR DON'T KNOW] DO YOU FEEL THAT YOU ARE CLOSER TO THE LIBERAL, CONSERVATIVE OR NEW DEMOCRATIC PARTY?

CATEGORY LABEL	CODE	FREQ	PCT
LIBERAL	1	40	3.8
PC	2	46	4.3
NDP	3	21	2.0
NONE	4	87	8.2
DONT KNOW	5	49	4.6
NOT STATED	6	13	1.2
BLANKS	99	805	75.9

OCT1988A|Q10|ARE THERE MORE PATRONAGE APOINT.| DO YOU THINK THERE ARE MORE,
 ABOUT THE SAME OR FEWER PATRONAGE APPOINTMENTS NOW UNDER BRIAN MULRONEY
 THAN THERE WERE WHEN PIERRE TRUDEAU WAS PRIME MINISTER?

CATEGORY LABEL	CODE	FREQ	PCT
MORE	1	244	23.0
ABOUT THE SAME	2	353	33.3
FEWER	3	243	22.9
DONT KNOW	4	217	20.5
NOT STATED	5	4	.4

OCT1988A|AGEREAL|EXACT AGE OF RESPONDENT| IN WHAT YEAR WERE YOU BORN?
 [RECODED BY GALLUP TO EXACT AGE]

CATEGORY LABEL	CODE	FREQ	PCT
18	18	1.7	
19	19	1.8	
20	28	2.6	
21	25	2.4	
22	24	2.3	
23	23	2.2	
24	19	1.8	
25	17	1.6	
26	25	2.4	
27	29	2.7	
28	31	2.9	
29	32	3.0	
30	29	2.7	
31	29	2.7	
32	40	3.8	
33	22	2.1	
34	25	2.4	
35	37	3.5	
36	20	1.9	
37	25	2.4	
38	24	2.3	
39	12	1.1	
40	23	2.2	
41	18	1.7	
42	23	2.2	
43	15	1.4	
44	14	1.3	
45	14	1.3	
46	18	1.7	
47	9	.8	
48	14	1.3	
49	24	2.3	
50	16	1.5	
51	13	1.2	
52	13	1.2	
53	11	1.0	
54	11	1.0	
55	13	1.2	
56	9	.8	
57	13	1.2	
58	9	.8	
59	11	1.0	

60	16	1.5
61	16	1.5
62	9	.8
63	14	1.3
64	9	.8
65	14	1.3
66	5	.5
67	15	1.4
68	11	1.0
69	9	.8
70	6	.6
71	8	.8
72	8	.8
73	13	1.2
74	7	.7
75	9	.8
76	5	.5
77	6	.6
78	1	.1
79	7	.7
80	5	.5
81	2	.2
83	1	.1
84	1	.1
85	2	.2
86	1	.1
87	1	.1
89	5	.5
99	11	1.0

BLANKS

OCT1988A|Q12A|TOTAL INCOME OVER\UNDER \$30,000| WOULD YOUR FAMILY INCOME BEFORE TAXES, BE OVER OR UNDER \$30,000?

CATEGORY LABEL	CODE	FREQ	PCT
OVER \$30,000	1	535	50.4
UNDER \$30,000	2	450	42.4
ABOUT \$30,000	3	31	2.9
REFUSED	4	45	4.2

OCT1988A|Q12B|TOTAL INCOME OVER\UNDER \$40,000| WOULD THAT BE OVER OR UNDER \$40,000?

CATEGORY LABEL	CODE	FREQ	PCT
OVER \$40,000	1	342	32.2
UNDER \$40,000	2	146	13.8
ABOUT \$40,000	3	38	3.6
REFUSED	4	9	.8
BLANKS	99	526	49.6

OCT1988A|Q12C|TOTAL INCOME OVER\UNDER \$20,000| WOULD THAT BE OVER OR UNDER \$20,000?

CATEGORY LABEL	CODE	FREQ	PCT
OVER \$20,000	1	168	15.8
UNDER \$20,000	2	232	21.9
ABOUT \$20,000	3	43	4.1
REFUSED	4	7	.7
BLANKS	99	611	57.6

OCT1988A|NOWPARTY|PRESENT PREFERRED POLITICAL PARTY| NOWPARTY: SEE Q3 FOR WORDING.

CATEGORY LABEL	CODE	FREQ	PCT
LIB	1	216	20.4
PC	2	309	29.1
NDP	3	147	13.9
OTHER PARTY	4	21	2.0
UNDECIDED	5	306	28.8
REFUSED, NOT STATED	6	62	5.8

OCT1988A|LPARTY|PARTY VOTED FOR LAST FEDERAL ELECTION| LPARTY: SEE Q4 FOR WORDING.

CATEGORY LABEL	CODE	FREQ	PCT
DIDNT VOTE	1	241	22.7
TOO YOUNG TO VOTE	2	389	36.7
LIB	3	110	10.4
PC	4	4	.4
NDP	5	66	6.2
OTHER PARTY	6	40	3.8
BLANKS	99	211	19.9

OCT1988A|PROV|RESIDENT PROV. OF RESPONDENT| PROVINCE OF RESPONDENT

CATEGORY LABEL	CODE	FREQ	PCT
NFLD	0	26	2.5
PEI	1	1	.1
NS	2	51	4.8
NB	3	39	3.7
QUE	4	273	25.7
ONT	5	372	35.1
MAN	6	39	3.7
SASK	7	30	2.8
ALTA	8	110	10.4
BC	9	120	11.3

OCT1988A|COMMSIZE|SIZE OF RESPONDENT'S COMMUNITY| SIZE OF COMMUNITY

CATEGORY LABEL	CODE	FREQ	PCT
OVER 500K	1	439	41.4
100-500K	2	114	10.7
30-100K	3	93	8.8
10-30K	4	74	7.0
1-10K	5	93	8.8
RURAL NON-FARM, FARM	6	248	23.4

OCT1988A|SEX|SEX OF RESPONDENT| [SEX: RECORD IF MALE OR FEMALE]

CATEGORY LABEL	CODE	FREQ	PCT
MALE	1	525	49.5
FEMALE	2	536	50.5

OCT1988A|INCOME|TOTAL FAMILY INCOME (BASED ON Q12A-C)| [TOTAL FAMILY INCOME BEFORE TAXES FROM ALL SOURCES, BASED ON Q12A, Q12B, Q12C.]

CATEGORY LABEL	CODE	FREQ	PCT
UNDER \$20000	1	232	21.9
AROUND \$20000	2	43	4.1
>\$20000<\$30000	3	168	15.8
<\$30K,NO OTHER INFO	4	7	.7
AROUND \$30000	5	31	2.9
>\$30000<\$40000	6	146	13.8
>\$30K,NO OTHER INFO	7	38	3.6
AROUND \$40000	8	9	.8
OVER \$40000	9	342	32.2
REFUSED\NS	99	45	4.2

OCT1988A|AGE|AGE OF RESPONDENT| AGE OF RESPONDENT (RECODED INTO AGEGROUPS)

CATEGORY LABEL	CODE	FREQ	PCT
18-29 YEARS	1	290	27.3
30-39 YEARS	2	263	24.8
40-49 YEARS	3	172	16.2
50-64 YEARS	4	183	17.2
65 AND OVER	5	142	13.4
NOT STATED	99	11	1.0