

PROJECT NO. 765T

DATE: Oct 6-8/88

UNWEIGHTED CASE COUNT: ~~NATIONAL~~ METRO Toronto - 1,017

~~ATL.
QUE.
ONT.
PRAIRIES
BR.COL.~~

ADDITIONAL COMMENTS:

GALLUP CANADA

Weight	Tables	Observed Frequency	Adjusted Frequency	Weight	
1	.15	165.00	154.04	0.93358	Male 18-29
2	.11	122.00	108.72	0.89115	Male 30-39
3	.08	86.00	79.16	0.92046	Male 40-49
4	.09	85.00	94.29	1.10926	Male 50-64
5	.05	44.00	50.11	1.13883	Male 65+
6	.00	4.00	4.00	0.99997	Male not stated
7	.15	139.00	151.73	1.09157	Female 18-29
8	.11	128.00	113.25	0.88476	Female 30-39
9	.08	85.00	78.86	0.92776	Female 40-49
10	.09	78.00	95.71	1.22711	Female 50-64
11	.07	67.00	73.14	1.09157	Female 65+
12	.01	14.00	14.00	1.00000	Female not stated
Totals		1017.00	1017.00		

Cases read:	1017
Cases in no weight class:	0
Cases in more than one weight class:	0
Cases deleted by weight command:	0
Number of weight classes:	12
Empty weight classes:	0
Maximum weight:	1.22711
Minimum weight:	0.88476

765T, WGT

CANADIAN - Col. 1, 2
SERIALS - Col 3-6

Project No - Col 11-14
WEIGHTS - Col 15-19
GALLUP CANADA INC.

01

PROJECT 765T

WAVE I - TORONTO POLITICAL

Good day/evening. I'm ...of the Gallup Poll and I'm doing a short - about 5 minute - interview. May I please speak to the...

Youngest male in the household
18 years of age or older who
is currently at home-----1

IF NO MALE AT HOME, CONTINUE

Youngest female in the household
18 years of age or older who
is currently at home-----2

-20
CHECK QUOTA

WHEN YOU HAVE THE RIGHT PERSON, REINTRODUCE YOURSELF, THEN CONTINUE

I'd like to ask you a few questions about current issues in Canada.

1. First, how interested are you in the upcoming federal election? Are you...READ LIST

Very interested----- 1 -21
Somewhat interested----- 2
Not very interested----- 3
Not at all interested----- 4
PK/NS 5

2. Do you definitely plan to vote or not?

YES----- 1 -22
NO----- 2
MAYBE----- 3
DON'T KNOW----- 4
NS 6
NOT ELIGIBLE----- 5 → THANK & TERMINATE

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

LIBERAL----- 1 -23
PROG. CONS.----- 2
NDP----- 3
OTHER----- 4
UNDECIDED----- 5
REFUSED/NS----- 6
GO TO Q.4a

IF UNDECIDED OR REFUSED, ASK:

3b. Although you may not have made up your mind, which party do you tend to lean towards at the present time?

LIBERAL----- 1 -24
PROG. CONS.----- 2
NDP----- 3
OTHER----- 4
UNDECIDED----- 5
REFUSED/NS----- 6

ASK EVERYONE:

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

YES----- [] -25
 NO----- 1
 TOO YOUNG TO VOTE----- 2] → GO TO 0.5

IF YES, ASK:

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

LIBERAL----- 3
 PROG. CONS.----- 4
 NDP----- 5
 OTHER----- 6
 DON'T KNOW----- 7
 REFUSED *NS*----- 8

IGNORE Col. 26

ASK EVERYONE:

5. In your opinion, what one issue will be the main issue of this election campaign? DO NOT READ ALOUD - CIRCLE ONE RESPONSE ONLY

ABORTION----- 01 -27/28
 CHILD/DAY CARE----- 02
 ENVIRONMENT----- 03
 FREE TRADE----- 04
 HONESTY IN GOVERNMENT----- 05
 IMMIGRATION----- 06
 LEADERSHIP----- 07
 MEECH LAKE----- 08
 NATIONAL UNITY----- 09
 NUCLEAR SUBMARINES----- 10
 WATER EXPORTS----- 11
 UNEMPLOYMENT/ECONOMY----- 12
 OTHER (SPECIFY)-----
 ----- 13
 DON'T KNOW----- 14
 NS 15

6. There are a number of issues that are currently being discussed in the Toronto area. I'm going to read out a few and would like you to tell me whether you are very concerned, somewhat concerned, not very concerned or not at all concerned about each issue. First, how concerned are you about...READ FIRST ISSUE STARTING WITH (✓), RECORD BELOW

	VERY CONCERNED	SOMEWHAT CONCERNED	NOT VERY CONCERNED	NOT AT ALL CONCERNED	DON'T KNOW	
() Abortion	1	2	3	4	5	-29
() Cost of housing	1	2	3	4	5	
() Day care	1	2	3	4	5	
() Free trade	1	2	3	4	5	-32
(✓) Honesty in government	1	2	3	4	5	
() The environment	1	2	3	4	5	
() Traffic congestion	1	2	3	4	5	-35
() Reuniting immigrant families	1	2	3	4	5	
() Use of super mail boxes instead of home delivery of mail	1	2	3	4	5	-37

N.S. = 6

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 -36
 JOHN TURNER----- 2
 ED BROADBENT----- 3
 NONE OF ABOVE----- 4
 DON'T KNOW----- 5
 NS 6

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

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

...(ROTATE STARTING WITH (✓) ITEM)

	MULRONEY				TURNER				BROADBENT				
	IS	NOT	DK		IS	NOT	DK		IS	NOT	DK		
() Is a strong and decisive leader	1	2	3	-39	1	2	3	-44	1	2	3	-49	N/S = 4
() Is honest and trustworthy	1	2	3		1	2	3		1	2	3		
(✓) Has clear positions on the issues	1	2	3	-41	1	2	3	-42	1	2	3	-51	
() Cares about the average Canadian	1	2	3		1	2	3		1	2	3		
() Has extravagant personal tastes	1	2	3	-43	1	2	3	-46	1	2	3	-53	

9a. Generally speaking, do you think of yourself as a Liberal, Conservative or New Democratic Party supporter?

LIBERAL----- 1 -54
 CONSERVATIVE----- 2 → GO TO Q.10
 NEW DEMOCRATIC----- 3
 NONE----- 4
 DON'T KNOW----- 5
 NS 6

IF NONE OR DON'T KNOW, ASK:

9b. Do you feel that you are closer to the Liberal, Conservative or New Democratic Party?

LIBERAL----- 1 -55
 CONSERVATIVE----- 2
 NEW DEMOCRATIC----- 3
 NONE----- 4
 DON'T KNOW----- 5
 NS 6

ASK EVERYONE:

Now may I ask just a few questions on basic characteristics to assure that I'm getting a representative sample?

10. In what year were you born?

YEAR: _____ 86/87

11. What is your religious affiliation?

PROTESTANT/CHRISTIAN UNSPECIFIED-----	01	55/59
JEWISH-----	02	
ROMAN CATHOLIC-----	03	
MOSLEM/ISLAMIC-----	04	
HINDU-----	05	
EASTERN ORTHODOX-----	06	
BUDDHIST-----	07	
BORN AGAIN CHRISTIAN-----	08	
NO RELIGIOUS PREFERENCE-----	09	
OTHER-----	10	
REFUSED <i>NS</i> -----	11	

12. What ethnic or cultural group did you or your ancestors belong to on coming to this continent? DO NOT READ LIST- MAY ACCEPT UP TO TWO ANSWERS

BRITISH ISLES INCLUDING NORTHERN IRELAND-----	01	01	-62/63
IRISH (EIRE)-----	02	02	
FRENCH-----	03	03	
OTHER NORTHERN EUROPEAN - GERMAN, DUTCH, SCANDINAVIAN-----	04	04	
ITALIAN-----	05	05	
GREEK-----	06	06	
OTHER SOUTHERN EUROPEAN - PORTUGUESE, SPANISH-----	07	07	
EASTERN EUROPEAN - POLISH, ROMANIAN, CZECHOSLOVAKIAN, RUSSIAN-----	08	08	
JEWISH-----	09	09	
OTHER MIDDLE EAST - LEBANESE, ARAB, ETC.-----	10	10	
AFRICAN-----	11	11	
ASIAN-----	12	12	
EAST INDIAN (INDIA)-----	13	13	
PAKISTANI-----	14	14	
LATIN AMERICAN-----	15	15	
WEST INDIAN (CARIBBEAN)-----	16	16	
NATIVE INDIAN/INUIT-----	17	17	
	<i>DK/NS</i>	18	18

12a. Would your total family income, before taxes, be over or under \$30,000?

OVER \$30,000-----	1	-64	ASK Q.12b
UNDER \$30,000-----	2		SKIP TO Q.12c
ABOUT \$30,000-----	3		SKIP TO Q.13
REFUSED <i>NS</i> -----	4		
	<i>DK</i>	5	

IF OVER \$30,000, ASK:

12b. Would that be over or under \$40,000?

OVER \$40,000-----	1	-65	
UNDER \$40,000-----	2		
ABOUT \$40,000-----	3		SKIP TO Q.13
REFUSED <i>NS</i> -----	4		
	<i>DK</i>	5	

IF UNDER \$30,000, ASK:

12c. Would that be over or under \$20,000?

OVER \$20,000-----	1	-66	
UNDER \$20,000-----	2		
ABOUT \$20,000-----	3		
REFUSED <i>NS</i> -----	4		
	<i>DK</i>	5	

INTERVIEWER RECORD:

13. SEX: MALE----- 1 -67
FEMALE----- 2

TELEPHONE # _____

REGION: TORONTO----- 1 -68
PEEL----- 2
YORK----- 3
DURHAM----- 4
NS 5