

PROJECT NO. 766 T

DATE: Oct. 26/88

UNWEIGHTED CASE COUNT: NATIONAL 819
ATL. 103
QUE. 26
ONT. 401
PRAIRIES 174
BR. COL. 115

ADDITIONAL COMMENTS: TELEPHONE "POST DEBATE" STUDY
AMONG ENGLISH-SPEAKING WHO
HAD LISTENED TO SOME OR ALL OF
PRE-1988 ELECTION DEBATE
(NO WEIGHTS APPLIED)

GALLUP CANADA

POST-DEBATE POLL

Good evening. I'm...of the Gallup Poll. I'd like to speak to an adult in this household. WHEN YOU HAVE AN ADULT CONTINUE

1. Did you watch all or part of last night's TV debate among the federal political party leaders?

- YES, ALL----- 1 → GO TO Q.3
 - YES, PART----- 2
 - NO----- 3
 - DON'T KNOW----- 4
- 20
DNS 5

2. Did any other adults in the household watch all or part of last night's debate?

- YES, ALL----- 1 → ASK FOR THAT PERSON
 - YES, PART----- 2
 - NO----- 3 → THANK & TERMINATE
 - DON'T KNOW----- 4
- 21
DNS 5

ASK ONLY THOSE RESPONDENTS WHO SAW ALL OR PART OF THE DEBATE

3. Regardless of which leader you happen to support, who, if anyone, do you believe won last night's debate?

- BRIAN MULRONEY----- 1 -22
 - JOHN TURNER----- 2
 - ED BROADBENT----- 3
 - NONE----- 4
 - DON'T KNOW----- 5
- DNS 6

4. As a result of last night's debate, are you more likely to vote for the Conservatives, the Liberals, the NDP or did the debate not affect your voting plans?

- MORE LIKELY CONSERVATIVE----- 1 -23
 - MORE LIKELY LIBERALS----- 2 → GO TO Q.5
 - MORE LIKELY NDP----- 3
 - DIDN'T AFFECT PLANS----- 4 → SKIP TO Q.6
 - DON'T KNOW----- 5
- DNS 6

5. Before you saw all or part of last night's TV debate, for which party were you planning to vote?

- LIBERAL----- 1 -24
- P.C.----- 2
- N.D.P.----- 3 → GO TO Q.7
- OTHER (SPECIFY)----- 4
- UNDECIDED----- 5
- REFUSED----- 6

IF 'DIDN'T AFFECT PLANS' OR 'DK' (Q.4), ASK:

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

- LIBERAL----- 1 -25
- PROG.CON.S.----- 2
- N.D.P.----- 3
- OTHER PARTY (SPECIFY)----- 4
- UNDECIDED----- 5
- REFUSED----- 6

ASK EVERYONE:

7. Do you think there should be a separate debate just on the Free Trade issue?

YES----- 1 -26
NO----- 2
DON'T KNOW----- 3
DNS 4

8. So that I can group your answers with everyone else's, are you aged...READ LIST

18 to 29 years,----- 1 -27
30 to 49 years,----- 2
or
50 years or over----- 3
REFUSED/NS----- 4

9. INDICATE SEX:

MALE----- 1 -28
FEMALE----- 2

10. ASSIGNMENT NUMBER

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29-32

THANK & TERMINATE

