

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 - C0212
 SERIAL No - C02 3-4

PROJECT No - C011-14

TIME INTERVIEW STARTED: _____

ASSIGNMENT # C02 7-10

WEIGHT - C015-17

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
DNS 3

IF 'YES', ASK:

1b. Are you interested in the coming election?

YES----- 1-21
 NO----- 2 → SKIP TO Q.2a
DK/DNS 3

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 4

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

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

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-	
CHECKED BALLOT ONLY AFTER 3b-	2	NOT RECORDED
REMAINED UNDECIDED AFTER 3b--	3	
REFUSED-----	4	

Codes for Q.3a(Co1.25) and Q.3b(Co1.26)

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

PASTE BALLOT HERE

ASK ALL ELIGIBLE VOTERS:

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

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

IF 'YES' ASK:

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

LIBERAL-----	3
PROG.CON.S-----	4
N.D.P.-----	5
OTHER PARTY (WRITE IN)	
_____	6
DON'T KNOW/NONE-----	7
REFUSED/ <i>DK</i> -----	8

CONTINUED

ASK EVERYONE:

5. 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-----	1-28
JOHN TURNER-----	2
ED BROADBENT-----	3
NONE OF ABOVE-----	4
DON'T KNOW-----	5
	DNS 6

6. Have you seen or heard the results of any nationwide public opinion polls in the last few days?

YES-----	1-29
NO-----	2
DON'T KNOW-----	3
	DNS 4

→ GO TO Q.10

IF 'YES', ASK:

7. Do you remember which party the poll said was in the lead?

YES-----	1-30
NO-----	2
DON'T KNOW-----	3
	DNS 4

→ GO TO Q.9

IF 'YES', ASK:

8. And was that a big lead or only a small lead?

P.C. HAD BIG LEAD-----	1-31
P.C. HAD SMALL LEAD-----	2
LIBERALS HAD BIG LEAD-----	3
LIBERALS HAD SMALL LEAD-----	4
N.D.P. HAD BIG LEAD-----	5
N.D.P. HAD SMALL LEAD-----	6
OTHER (SPECIFY)	
_____	7
NECK AND NECK-----	8
DON'T KNOW-----	9
	DNS 0

9. Do you think that the results of recent public opinion polls are an accurate picture of what Canadians are now thinking?

YES-----	1-32
NO-----	2
DON'T KNOW-----	3
	DNS 4

ASK EVERYONE:

10. Do you generally find the results of public opinion polls to be...READ LIST

Very interesting-----	1-33
Somewhat interesting-----	2
Not very interesting-----	3
Not at all interesting-----	4
DON'T KNOW-----	5
	DNS 6

CONTINUED ON BACK

11. Thinking of your own vote, do you think you have been influenced at all in your decision as to how to vote by the results of published opinion polls, or do you think the published polls have had no influence on you at all?

HAVE BEEN INFLUENCED-----	1-34
HAVE NOT BEEN-----	2
DON'T KNOW-----	3
REFUSED TO SAY/DNS-----	4

12. Since the election was called, have you or have you not discussed public opinion poll results with any of your friends, relatives or fellow workers?

YES-----	1-35
NO-----	2
DNS	3

13. Do you think that the amount of attention politicians pay to opinion polls is...READ LIST

Too much-----	1-36
Too little-----	2
or	
About right-----	3
DON'T KNOW-----	4
DNS	5

14. Do you think that the publication of opinion polls should be banned during an election campaign or not?

YES, SHOULD BE BANNED-----	1-37
NO, SHOULD NOT BE BANNED-----	2
DON'T KNOW-----	3
DNS	4

CONTINUED

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) -----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' PUBLIC/GRADE SCHOOL-----1 -68
 Did you graduate from... (LEVEL OF SCHOOLING ATTENDED)? SECONDARY SCHOOL-----3 4
 UNIVERSITY-----7 8
 POST SECONDARY & NON-UNIVERSITY COMMUNITY COLLEGE-----5 4
 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 INTERVIEWER'S WORK