

1988 CANADIAN NATIONAL ELECTION SURVEY

POST ELECTION SURVEY: MODIFIED FORMAT

A. ISSUES, INTEREST, AND MEDIA

>a1<

Would you say that you were very interested, fairly interested, not very interested, or not at all interested in the past federal election campaign?

- <1> Very interested
- <2> Fairly interested
- <3> Not very interested
- <4> Not at all interested

- <8> Don't Know
- <9> Refused

>a2<

How much attention did you pay to news on TV about the federal election campaign?

Would you say, A GREAT DEAL, QUITE A BIT, SOME, VERY LITTLE, or NONE?

- <1> A great deal
- <2> Quite a bit
- <3> Some
- <4> Very little
- <5> None

- <8> Don't Know
- <9> Refused

>a3<

How much attention did you pay to articles in the newspapers about the election campaign? Would you say, A GREAT DEAL, QUITE A BIT, SOME, VERY LITTLE, or NONE?

- <1> A great deal
- <2> Quite a bit
- <3> Some
- <4> Very little
- <5> None

- <8> Don't Know
- <9> Refused

>a4<

During the campaign, what issues did the PARTY LEADERS talk about?

(INTERVIEWER ENTERS VERBATIM COMMENTS)

>a5a<

Think about the campaign in [respondent's province]. To your knowledge did candidates or parties discuss any of the following issues?

Did candidates or parties in [respondent's province] discuss ... the Free Trade Agreement?

- <1> Yes
- <5> No [goto a6a]
- <8> Don't know [goto a6a]
- <9> Refused [goto a6a]

>a5b<

Which party or parties was that?

(INTERVIEWER: RECORD ONLY FOR CONSERVATIVE, LIBERAL, N.D.P., REFORM OR COMBINATION OF THE THREE MAJOR PARTIES. IF R GIVES A MAJOR PARTY IN COMBINATION WITH A MINOR PARTY E.G. GREEN, CHRISTIAN HERITAGE, LIBERTARIAN OR PROVINCIAL PARTIES, ETC. RECORD ONLY FOR MAJOR PARTIES MENTIONED.)

- <1> Conservative
- <2> Liberal
- <3> N.D.P.
- <4> Conservative and Liberal
- <5> Conservative and N.D.P.
- <6> Liberal and N.D.P.
- <7> All three MAJOR parties
- <8> Reform
- <98> Don't Know
- <99> Refused

>a6a<

(Did candidates or parties in [respondent's province] discuss ...) the Meech Lake Accord?

- <1> Yes
- <5> No [goto a7a]
- <8> Don't know [goto a7a]
- <9> Refused [goto a7a]

>a6b<

Which party or parties was that?

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- <5> Conservative and N.D.P.
- <6> Liberal and N.D.P.
- <7> All three MAJOR parties
- <8> Reform

- <98> Don't Know
- <99> Refused

>a7a<

(Did candidates or parties in [your province] discuss ...) abortion?

- <1> Yes
- <5> No [goto a8a]

- <8> Don't know [goto a8a]
- <9> Refused [goto a8a]

>a7b<

Which party or parties was that?

(INTERVIEWER: RECORD ONLY FOR CONSERVATIVE, LIBERAL, N.D.P., REFORM OR COMBINATION OF THE THREE MAJOR PARTIES. IF R GIVES A MAJOR PARTY IN COMBINATION WITH A MINOR PARTY E.G. GREEN, CHRISTIAN HERITAGE, LIBERTARIAN OR PROVINCIAL PARTIES, ETC. RECORD ONLY FOR MAJOR PARTIES MENTIONED.)

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- <4> Conservative and Liberal
- <5> Conservative and N.D.P.
- <6> Liberal and N.D.P.
- <7> All three MAJOR parties
- <8> Reform

- <98> Don't Know
- <99> Refused

>a8a<

Did candidates or parties in [your province] discuss ...) the decision to give the F18 contract to Canadair in Montreal?

- <1> Yes
- <5> No [goto a9a]
- <8> Don't know [goto a9a]
- <9> Refused [goto a9a]

>a8b<

Which party or parties was that?

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- <3> N.D.P.
- <4> Conservative and Liberal
- <5> Conservative and N.D.P.
- <6> Liberal and N.D.P.
- <7> All three MAJOR parties
- <8> Reform
- <98> Don't Know
- <99> Refused

>a9a<

(Did candidates or parties in [respondent's province] discuss ...) the amendments to the Official Languages Act?

- <1> Yes
- <5> No [goto b1]
- <8> Don't know [goto b1]
- <9> Refused [goto b1]

>a9b<

Which party or parties was that?

(INTERVIEWER: RECORD ONLY FOR CONSERVATIVE, LIBERAL, N.D.P., REFORM OR COMBINATION OF THE THREE MAJOR PARTIES. IF R GIVES A MAJOR PARTY IN COMBINATION WITH A MINOR PARTY E.G. GREEN, CHRISTIAN HERITAGE, LIBERTARIAN OR PROVINCIAL PARTIES, ETC. RECORD ONLY FOR MAJOR PARTIES MENTIONED.)

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- <6> Liberal and N.D.P.
- <7> All three MAJOR parties
- <8> Reform

- <98> Don't Know
- <99> Refused

B. VOTING

>b1<

Now we'd like to ask you about what you did in this election.

We find that in every election, a lot of people don't vote because they are sick, don't have time, or for some other reason. How about you? Did you vote in this election?

- <1> Voted
- <5> Did not vote [goto b3a]

- <8> Don't know [goto b4]
- <9> Refused [goto b4]

>b2<

Which party did you vote for: the Conservative Party, the Liberal Party, the New Democratic Party, or another party?

- <1> Conservative
- <2> Liberal
- <3> N.D.P
- <4> Reform
- <5> Other [specify]

- <8> Don't Know [goto b4]
- <9> Refused [goto b4]

>b2a<

Would you say that your preference for [party voted for] was VERY STRONG, SOMEWHAT STRONG or NOT VERY STRONG?

- <1> Very strong
- <3> Somewhat strong
- <5> Not very strong

- <8> Don't know
- <9> Refused

>b2b<

When did you decide that you were going to vote for [party voted for]?
Was it ...

- <1> before the campaign began,
- <2> before the debate,
- <3> during or just after the debate,
- <4> in the last week or two of the campaign or
- <5> or election day?

- <8> Don't know
- <9> Refused [goto b4]

>b3a<

If you HAD voted, which party would you have voted for: the Conservative Party, the Liberal Party, the New Democratic Party, or another party?

- <1> Conservative
- <2> Liberal
- <3> N.D.P
- <4> Reform
- <5> Other [specify]

- <8> Don't Know [goto b4]
- <9> Refused [goto b4]

>b3b<

Would you say that your preference for [party would have voted for] was VERY STRONG, SOMEWHAT STRONG or NOT VERY STRONG?

- <1> Very strong
- <3> Somewhat strong
- <5> Not very strong

- <8> Don't know
- <9> Refused

>b4<

Thinking back to Election Day, which party did you think would win in YOUR RIDING?

- <1> Conservative
- <2> Liberal
- <3> N.D.P
- <4> Other (specify)

- <8> Don't Know/Don't Remember [goto b5]
- <9> Refused [goto b5]

>b4a<

Which party did you think would finish second in YOUR RIDING?

- <1> Conservative
- <2> Liberal
- <3> N.D.P
- <4> Other [specify]

- <8> Don't Know/Don't Remember
- <9> Refused

>b5<

And on Election Day, which party did you think would win the most seats in the WHOLE COUNTRY?

- <1> Conservative
- <2> Liberal
- <3> N.D.P
- <4> Other [specify]

- <8> Don't Know/Don't Remember [goto c1]
- <9> Refused [goto c1]

>b5a<

Which party did you think would finish second in the WHOLE COUNTRY?

- <1> Conservative
- <2> Liberal
- <3> N.D.P
- <4> Other [specify]

- <8> Don't Know/Don't Remember
- <9> Refused

C. CAMPAIGN ACTIVITIES

>c1<

DURING THE FEDERAL ELECTION CAMPAIGN, did you discuss politics with other people?

- <1> Yes
- <5> No

- <8> Don't know
- <9> Refused

>c2<

DURING THE CAMPAIGN did you help a party, for example, by going to a meeting or rally, by working for a candidate, by putting a sticker on your car, or by putting up a lawn sign?

- <1> Yes
- <5> No [goto c3]

- <8> Don't know [goto c3]
- <9> Refused [goto c3]

>c2a<

Which party or parties was that?

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- <4> Conservative and Liberal
- <5> Conservative and N.D.P.
- <6> Liberal and N.D.P.
- <7> All three MAJOR parties
- <8> Reform

- <98> Don't Know
- <99> Refused

>c3<

DURING THE FEDERAL ELECTION CAMPAIGN were you contacted in person or by telephone by any of the local candidates or party workers in your riding?

- <1> Yes
- <5> No [goto c4]
- <8> Don't know [goto c4]
- <9> Refused [goto c4]

>c3a<

Which party or parties was that?

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- <4> Conservative and Liberal
- <5> Conservative and N.D.P.
- <6> Liberal and N.D.P.
- <7> All three MAJOR parties
- <8> Reform
- <98> Don't Know
- <99> Refused

>c4<

DURING THE CAMPAIGN were you contacted in any other ways by the parties, for example, by having a pamphlet left in your mailbox?

- <1> Yes
- <5> No [goto c5]
- <8> Don't know [goto c5]
- <9> Refused [goto c5]

>c4a<

Which party or parties was that?

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- <5> Conservative and N.D.P.
- <6> Liberal and N.D.P.
- <7> All three MAJOR parties
- <8> Reform

- <98> Don't Know
- <99> Refused

>c5<

Did you see the TV debate among the party leaders?

- <1> Yes
- <5> No

- <8> Don't Know
- <9> Refused [goto c6]

>c5a<

(From what you have heard...)

Which leader performed BEST in the debate?

- <1> Mulroney
- <2> Turner
- <3> Broadbent

- <8> Don't know
- <9> Refused

>c5b<

(From what you have heard...)

Which leader performed WORST in the debate?

- <1> Mulroney
- <2> Turner
- <3> Broadbent

- <8> Don't know
- <9> Refused

>c6<

DURING THIS LAST YEAR, were you asked personally, by telephone or by mail to give money to help a political party or candidate?

- <1> Yes
- <5> No [goto e1a]

- <8> Don't know [goto e1a]
- <9> Refused [goto e1a]

>c6a<

By which party or parties were you asked?

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- <3> N.D.P.
- <4> Conservative and Liberal
- <5> Conservative and N.D.P.
- <6> Liberal and N.D.P.
- <7> All three MAJOR parties
- <8> Reform

- <98> Don't Know
- <99> Refused

>c7<

Did you give money to a candidate or party?

- <1> Yes
- <5> No [goto el1]
- <8> Don't know [goto el1]
- <9> Refused [goto el1]

>c7a<

Which party or parties was that?

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- <2> Liberal
- <3> N.D.P.
- <4> Conservative and Liberal
- <5> Conservative and N.D.P.
- <6> Liberal and N.D.P.
- <7> All three MAJOR parties
- <8> Reform
- <98> Don't Know
- <99> Refused

E. LEADER, PARTY, CANDIDATE EVALUATION: PART I

>ela<

Now we'd like to ask you about the leaders, parties, and local candidates.

First I'm going to read a list of names of people in politics. For each name, please tell me whether you know QUITE A LOT, A FAIR AMOUNT, JUST A LITTLE, or NOTHING AT ALL about the person.

	Quite a Lot	Fair Amount	Just a Little	Nothing At All	Refused
Brian Mulroney	<1>	<2>	<3>	<4>	<9>
>elb<					
John Turner	<1>	<2>	<3>	<4>	<9>
>elc<					
Ed Broadbent	<1>	<2>	<3>	<4>	<9>

>eld<

Now I want to ask about the Conservative candidate in your riding. Did you get to know QUITE A LOT, A FAIR AMOUNT, JUST A LITTLE, or NOTHING AT ALL about him or her?

- <1> Quite a lot
- <2> Fair amount
- <3> Just a little
- <4> Nothing at all

- <9> Refused

>ele<

How much did you get to know about the Liberal candidate?

- <1> Quite a lot
- <2> Fair amount
- <3> Just a little
- <4> Nothing at all

- <9> Refused

>elf<

How much did you get to know about the N.D.P. candidate?

- <1> Quite a lot
- <2> Fair amount
- <3> Just a little
- <4> Nothing at all

- <9> Refused

The items used to rate leaders, parties and candidates were randomized. Thirty six unique question order sequences were utilized. Respondents were not asked to rate leaders or candidates that they said they knew "nothing at all" about in ela to elf.

>e2<

Now let's talk about your feelings towards the political parties, their leaders and their candidates.

I'll read a name and ask you to rate a person or a party on a thermometer that runs from 0 to 100 degrees. Ratings between 50 and 100 degrees mean that you feel favourable toward that person. Ratings between 0 and 50 degrees mean that you feel unfavourable toward that person. You may use any number from 0 to 100 to tell me how you feel.

>e2a<

How would you rate BRIAN MULRONEY?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't Know

<999> Refused

>e2b<

How would you rate JOHN TURNER?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't Know

<999> Refused

>e2c<

How would you rate ED BROADBENT?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't Know

<999> Refused

>e2d<

How would you rate THE CONSERVATIVE PARTY?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't Know

<999> Refused

>e2e<

How would you rate THE LIBERAL PARTY?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't Know

<999> Refused

>e2f<

How would you rate THE NEW DEMOCRATIC PARTY?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't Know

<999> Refused

>e2g<

How would you rate THE CONSERVATIVE CANDIDATE in your riding?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't Know

<999> Refused

>e2h<

How would you rate THE LIBERAL CANDIDATE in your riding?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't Know

<999> Refused

>e2i<

How would you rate THE N.D.P. CANDIDATE in your riding?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't Know

<999> Refused

F. POLICY: PART I

>f1<

Now I'd like to talk about the issues in the campaign.

First, what was the most important issue in this campaign to YOU?

(INTERVIEWER ENTERS VERBATIM COMMENTS)

>f2<

As you may know, Canada belongs to NATO, a military alliance which includes the United States and many Western European countries.

Do you think that Canada should stay in NATO or get out of NATO?

<1> Stay in NATO

<3> Depends

<5> Get out of NATO

<8> Don't Know

<9> Refused

>f3<

Now I would like to ask you about the Meech Lake Accord, reached last year by the federal and provincial governments. Do you support the accord or oppose it?

<1> Support

<3> Neither support nor oppose

<5> Oppose

<8> Don't Know

<9> Refused

Respondents were randomly assigned to one of the two abortion items in the campaign period survey. CATI was utilized to insure respondents received the same version of the question in the post election survey.

>f4a<

Now we would like to get your views on abortion. We know that this is a sensitive question.

Of the following three positions, which is closest to your own opinion: one, abortion should NEVER be permitted, two, should be permitted only after need has been established by a doctor, or three, should be a matter of the woman's personal choice?

- <1> Abortion never permitted
- <3> Permitted after need established
- <5> Woman's personal choice

- <8> Don't know
- <9> Refused [goto f5]

>f4b<

Now we would like to get your views on abortion. We know that this is a sensitive question.

Of the following three positions, which is closest to your own opinion: one, abortion should be a matter of the woman's personal choice, two, should be permitted only after need has been established by a doctor, or three, should NEVER be permitted?

- <1> Woman's personal choice.
- <3> Permitted after need established by a doctor
- <5> Abortion never permitted

- <8> Don't know
- <9> Refused

>f5<

The government has made a number of amendments to the Official Languages Act. These amendments extend services for French people outside Quebec and for English people inside Quebec.

Do you favour or oppose the extension of such services?

- <1> Favour
- <3> Neither favour nor oppose
- <5> Oppose

- <8> Don't Know
- <9> Refused

>f6<

The government has made a number of changes to the tax system. On the whole, do you support or oppose these changes?

- <1> Support
- <3> Neither support nor oppose
- <5> Oppose

- <8> Don't know
- <9> Refused

>f7<

And now a question about child care. Which of the following three statements comes closest to your own opinion?

1. If parents want child care, they should pay for it THEMSELVES.
2. The government should help PARENTS pay for child care.
3. The government should provide financial help to DAY CARE centres.

- <1> Parents pay
- <3> Government should help parents
- <5> Government should help Day Care Centers

- <8> Don't Know
- <9> Refused

>f8<

The government intends to buy 8 or more nuclear submarines for the Navy. All things considered, do you support or oppose buying nuclear submarines?

- <1> Support
- <3> Neither support nor oppose
- <5> Oppose

<8> Don't know
<9> Refused

G. LEADER TRAITS

Respondents skipped all questions about party leaders they knew "nothing at all" about (e1a - e1c). CATI was used to randomize the order of the three party leaders.

>g1<

Now, we'd like to know about your impressions of the party leaders. I am going to read a list of words and phrases people use to describe political figures. After each one, I would like you to tell me how much the word or phrase fits your impressions.

>g1a<

How much would you say "INTELLIGENT" fits your impression of Brian Mulroney: A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>g1b<

How much would you say "TRUSTWORTHY" fits your impression of Brian Mulroney: A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>g1c<

"PROVIDES STRONG LEADERSHIP"

(How much would you say "PROVIDES STRONG LEADERSHIP" fits your impression of Brian Mulroney: A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?)

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>g1d<

"REALLY CARES ABOUT PEOPLE LIKE YOU"

(How much would you say "REALLY CARES ABOUT PEOPLE LIKE YOU" fits your impression of Brian Mulroney: A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?)

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>g2a<

Would you say "INTELLIGENT" fits your impression of JOHN TURNER:
A GREAT DEAL, SOMEWHAT, A LITTLE or NOT AT ALL?

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>g2b<

How much would you say "TRUSTWORTHY" fits your impression of John Turner:
A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>g2c<

"PROVIDES STRONG LEADERSHIP"

(How much would you say "PROVIDES STRONG LEADERSHIP" fits your impression of John Turner: A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?)

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>g2d<

"REALLY CARES ABOUT PEOPLE LIKE YOU"

(How much would you say "REALLY CARES ABOUT PEOPLE LIKE YOU" fits your impression of John Turner: A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?)

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>g3a<

Would you say "INTELLIGENT" fits your impression of ED BROADBENT:
A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>g3b<

How much would you say "TRUSTWORTHY" fits your impression of Ed Broadbent:
A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>g3c<

"PROVIDES STRONG LEADERSHIP"

(How much would you say "PROVIDES STRONG LEADERSHIP" fits your impression of Ed Broadbent: A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?)

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>g3d<

"REALLY CARES ABOUT PEOPLE LIKE YOU"

(How much would you say "REALLY CARES ABOUT PEOPLE LIKE YOU" fits your impression of Ed Broadbent: A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?)

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

H. GROUP IDENTIFICATION

>h1<

Now let's talk about your feelings about some groups. I will read you a list of groups and ask you to tell me how you feel about each group on a thermometer that runs from 0 to 100 degrees. Ratings between 50 and 100 mean that you feel positive toward the group. Ratings between 0 and 50 mean that you feel negative toward the group. You may use any number from 0 to 100 to tell me how you feel.

How do you feel about farmers?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't know
<999> Refused

>h2<

How do you feel about the poor?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very

negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't know

<999> Refused

>h3<

How do you feel about English Canadians?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't know

<999> Refused

>h4<

How do you feel about small business?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't know

<999> Refused

>h5<

How do you feel about ethnic minorities?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't know

<999> Refused

>h6<

How do you feel about labour unions?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't know
<999> Refused

>h7<

How do you feel about native peoples?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't know
<999> Refused

>h8<

How do you feel about the elderly?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't know
<999> Refused

>h9<

How do you feel about feminist groups?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't know
<999> Refused

>h10<

How do you feel about French Canadians?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't know
<999> Refused

>h11<

How do you feel about Americans?

(The thermometer runs from 0 to 100 degrees, where 0 represents a very negative feeling and 100 a very positive feeling.)

<0-100>

<998> Don't know
<999> Refused

I. CANDIDATE TRAITS

Respondents were not asked about riding candidates when they knew "nothing at all" about the candidate (e1d - e1f).

>il<

We'd like to get your impressions of the candidates that you know in your riding. I am going to read a list of phrases people use to describe the candidates. After each one, I would like you to tell me how much the phrase fits your impression of the candidate.

>ila<

"WOULD MAKE A GOOD CABINET MINISTER".

How much does this phrase fit your impression of the CONSERVATIVE CANDIDATE:
A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>i1b<

"A REAL CONSERVATIVE"

(A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?)

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>i1c<

"WOULD LOOK AFTER THE INTERESTS OF YOUR RIDING"

(A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?)

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>i2a<

"WOULD MAKE A GOOD CABINET MINISTER"

How much does this phrase fit your impression of the LIBERAL CANDIDATE:
A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>i2b<

"A REAL LIBERAL"

(A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?)

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>i2c<

"WOULD LOOK AFTER THE INTERESTS OF YOUR RIDING"

(A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?)

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>i3a<

"WOULD MAKE A GOOD CABINET MINISTER"

How much does this phrase fit your impression of the N.D.P. CANDIDATE:
A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>i3b<

"A REAL NEW DEMOCRAT"

(A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?)

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

>i3c<

"WOULD LOOK AFTER THE INTERESTS OF YOUR RIDING"

(A GREAT DEAL, SOMEWHAT, A LITTLE, or NOT AT ALL?)

great deal	somewhat	can't decide	little	not at all	D.K.	Ref
<1>	<2>	<3>	<4>	<5>	<8>	<9>

J. GROUP MOBILIZATION

>j1a<

Have you, or anyone in your household, ever been ACTIVE in a union, for example, served on a committee, run a meeting, or held an office?

- <1> Yes
- <5> No

- <8> Don't Know
- <9> Refused

>j1b<

Did someone in a union contact you, or anyone in your household, about supporting a party or candidate?

- <1> Yes
- <5> No [goto j2a]

- <8> Don't Know [goto j2a]
- <9> Refused [goto j2a]

>j1c<

Which party was that?

(INTERVIEWER: RECORD ONLY FOR CONSERVATIVE, LIBERAL, N.D.P., REFORM OR COMBINATION OF THE THREE MAJOR PARTIES. IF R GIVES A MAJOR PARTY IN COMBINATION WITH A MINOR PARTY E.G. GREEN, CHRISTIAN HERITAGE, LIBERTARIAN OR PROVINCIAL PARTIES, ETC. RECORD ONLY FOR MAJOR PARTIES MENTIONED.)

- <1> Conservative
- <2> Liberal
- <3> N.D.P.
- <4> Conservative and Liberal
- <5> Conservative and N.D.P.
- <6> Liberal and N.D.P.
- <7> All three MAJOR parties
- <8> Reform

- <98> Don't Know
- <99> Refused

>j2a<

Do you, or any member of your family, belong to an ethnic or cultural organization?

- <1> Yes
- <5> No [goto j3a]

- <8> Don't Know [goto j3a]
- <9> Refused [goto j3a]

>j2b<

Have you, or that person, ever been actively involved in the organization, for example, served on a committee, run a meeting, or held an office?

- <1> Yes
- <5> No

- <8> Don't Know
- <9> Refused

>j2c<

Did someone in that organization contact you, or anyone in your household, about supporting a party or candidate?

- <1> Yes
- <5> No [goto j3a]

- <8> Don't Know [goto j3a]
- <9> Refused [goto j3a]

>j2d<

Which party or parties was that?

(INTERVIEWER: RECORD ONLY FOR CONSERVATIVE, LIBERAL, N.D.P., REFORM OR COMBINATION OF THE THREE MAJOR PARTIES. IF R GIVES A MAJOR PARTY IN COMBINATION WITH A MINOR PARTY E.G. GREEN, CHRISTIAN HERITAGE, LIBERTARIAN OR PROVINCIAL PARTIES, ETC. RECORD ONLY FOR MAJOR PARTIES MENTIONED.)

- <1> Conservative
- <2> Liberal
- <3> N.D.P.
- <4> Conservative and Liberal
- <5> Conservative and N.D.P.
- <6> Liberal and N.D.P.
- <7> All three MAJOR parties
- <8> Reform

- <98> Don't Know
- <99> Refused

>j3a<

Do you, or any member of your family, belong to a service club, such as the Rotary Club, or to a business or trade association?

- <1> Yes
- <5> No [goto j4a]

- <8> Don't Know [goto j4a]
- <9> Refused [goto j4a]

>j3b<

Have you, or that person, ever been actively involved in the organization, for example, served on a committee, run a meeting, or held an office?

- <1> Yes
- <5> No

- <8> Don't Know
- <9> Refused

>j3c<

Did someone in that organization contact you, or anyone in your household, about supporting a party or candidate?

- <1> Yes
- <5> No [goto j4a]

- <8> Don't Know [goto j4a]
- <9> Refused [goto j4a]

>j3d<

Which party or parties was that?

(INTERVIEWER: RECORD ONLY FOR CONSERVATIVE, LIBERAL, N.D.P., REFORM OR COMBINATION OF THE THREE MAJOR PARTIES. IF R GIVES A MAJOR PARTY IN COMBINATION WITH A MINOR PARTY E.G. GREEN, CHRISTIAN HERITAGE, LIBERTARIAN OR PROVINCIAL PARTIES, ETC. RECORD ONLY FOR MAJOR PARTIES MENTIONED.)

- <1> Conservative
- <2> Liberal
- <3> N.D.P.
- <4> Conservative and Liberal
- <5> Conservative and N.D.P.
- <6> Liberal and N.D.P.
- <7> All three MAJOR parties
- <8> Reform

- <98> Don't Know
- <99> Refused

>j4a<

Do you, or any member of your family, belong to an organization concerned with a specific issue, for example, the environment?

- <1> Yes
- <5> No [goto j5a]

- <8> Don't Know [goto j5a]
- <9> Refused [goto j5a]

>j4b<

Have you, or that person, ever been actively involved in the organization, for example, served on a committee, run a meeting, or held an office?

- <1> Yes
- <5> No

- <8> Don't Know
- <9> Refused

>j4c<

Did someone in that organization contact you, or anyone in your household, about supporting a party or candidate?

- <1> Yes
- <5> No [goto j5a]

- <8> Don't Know [goto j5a]
- <9> Refused [goto j5a]

>j4d<

Which party or parties was that?

(INTERVIEWER: RECORD ONLY FOR CONSERVATIVE, LIBERAL, N.D.P., REFORM OR COMBINATION OF THE THREE MAJOR PARTIES. IF R GIVES A MAJOR PARTY IN COMBINATION WITH A MINOR PARTY E.G. GREEN, CHRISTIAN HERITAGE, LIBERTARIAN OR PROVINCIAL PARTIES, ETC. RECORD ONLY FOR MAJOR PARTIES MENTIONED.)

- <1> Conservative
- <2> Liberal
- <3> N.D.P.
- <4> Conservative and Liberal
- <5> Conservative and N.D.P.
- <6> Liberal and N.D.P.
- <7> All three MAJOR parties
- <8> Reform

- <98> Don't Know
- <99> Refused

>j5a<

Did you hear anyone from your church, parish or place of worship talk about issues during the campaign?

- <1> Yes
- <5> No [goto j6a]

- <7> Don't have church/place of worship [goto j6a]
- <8> Don't Know [goto j6a]
- <9> Refused [goto j6a]

>j5b<

Was it about free trade?

- <1> Yes
- <5> No

- <8> Don't Know
- <9> Refused

>j5c<

Was it about abortion?

- <1> Yes
- <5> No

- <8> Don't Know
- <9> Refused

>j6a<

Do you, or any member of your family, work for a company which held an information meeting about the Free Trade Agreement during the just completed federal election campaign?

- <1> Yes [goto j6b]
- <5> No

- <8> Don't Know
- <9> Refused [goto j7a]

>j6b<

Were the people in charge of the meeting FOR or AGAINST the Agreement?

- <1> For
- <3> Neither FOR nor AGAINST
- <5> Against

- <8> Don't Know
- <9> Refused

>j7a<

Are you a member of a FEDERAL political party?

- <1> Yes [goto j7b]
- <5> No

- <8> Don't Know
- <9> Refused [goto k1]

>j7b<

Which party are you a member of?

- <1> Conservative
- <2> Liberal
- <3> N.D.P.
- <4> Reform
- <5> Other

- <8> Don't Know
- <9> Refused

K. GROUP RESPONSIBILITY

>k1<

I am going to read a list of groups. For each group could you tell me if you think government SHOULD DO MORE, DO LESS, or DO ABOUT THE SAME for the group as it does now?

Do you think the government SHOULD DO MORE, DO LESS, or DO ABOUT THE SAME as now for ...

farmers?

- <1> More
- <3> About the same
- <5> Less

- <8> Don't know
- <9> Refused

>k2<

(Do you think the government SHOULD DO MORE, DO LESS, or DO ABOUT THE SAME as now for ...)

the poor?

- <1> More
- <3> About the same
- <5> Less

- <8> Don't know
- <9> Refused

>k3<

(Do you think the government SHOULD DO MORE, DO LESS, or DO ABOUT THE SAME as now for ...)

English Canadians?

- <1> More
- <3> About the same
- <5> Less

- <8> Don't know
- <9> Refused

>k4<

(Do you think the government SHOULD DO MORE, DO LESS, or DO ABOUT THE SAME as now for ...)

small business?

- <1> More
- <3> About the same
- <5> Less

- <8> Don't know
- <9> Refused

>k5<

(Do you think the government SHOULD DO MORE, DO LESS, or DO ABOUT THE SAME as now for ...)

ethnic minorities?

- <1> More
- <3> About the same
- <5> Less

- <8> Don't know
- <9> Refused

>k6<

(Do you think the government SHOULD DO MORE, DO LESS, or DO ABOUT THE SAME as now for ...)

single-parent families?

- <1> More
- <3> About the same
- <5> Less

- <8> Don't know
- <9> Refused

>k7<

(Do you think the government SHOULD DO MORE, DO LESS, or DO ABOUT THE SAME as now for ...)

native peoples?

- <1> More
- <3> About the same
- <5> Less

- <8> Don't know
- <9> Refused

>k8<

(Do you think the government SHOULD DO MORE, DO LESS, or DO ABOUT THE SAME as now for ...)

the elderly?

- <1> More
- <3> About the same
- <5> Less

- <8> Don't know
- <9> Refused

>k9<

(Do you think the government SHOULD DO MORE, DO LESS, or DO ABOUT THE SAME as now for ...)

women?

- <1> More
- <3> About the same
- <5> Less

- <8> Don't know
- <9> Refused

>k10<

(Do you think the government SHOULD DO MORE, DO LESS, or DO ABOUT THE SAME as now for ...)

French Canadians?

- <1> More
- <3> About the same
- <5> Less

- <8> Don't know
- <9> Refused

***** L. POLICY**

And now a few questions about the Free Trade Agreement with the United States. The three questions designed to measure supporter or opposition to Free Trade (11a, 11b, 11c) and the five agree/disagree statements about Free Trade (12a-12e) were randomized. Half the sample were asked about free trade before they were read the agree/disagree statements and half were asked after they were read the agree/disagree statements.

>11a<

All things considered, do you support the agreement or do you oppose it?

- <1> Support [goto 11b]
- <3> Neither support nor oppose [goto 11c]
- <5> Oppose [goto 11b]

- <8> Don't Know [goto 11c]
- <9> Refused [goto L1]

>11b<

How strongly do you [support/oppose] the agreement? Would you say VERY STRONGLY, SOMEWHAT STRONGLY or NOT VERY STRONGLY?

- <1> Very strongly
- <3> Somewhat strongly
- <5> Not very strongly

- <8> Don't Know
- <9> Refused [goto L1]

>l1c<

If you had to choose would you support or oppose the agreement?

- <1> Support
- <3> Neither support nor oppose
- <5> Oppose

- <8> Don't Know
- <9> Refused

>l2a<

Here are five statements about the Free Trade Agreement. For each statement, please tell me if you STRONGLY AGREE, AGREE, DISAGREE, STRONGLY DISAGREE or if you DON'T REALLY KNOW?

The agreement is necessary to make sure we have a large market for our products. Do you STRONGLY AGREE, AGREE, DISAGREE, STRONGLY DISAGREE or DON'T YOU REALLY KNOW?

- <1> Strongly agree
- <2> Agree
- <3> Disagree
- <4> Strongly disagree

- <8> Don't Know
- <9> Refused

>l2b<

Under the agreement, Canada will lose its ability to control key industries, such as energy.

(Do you STRONGLY AGREE, AGREE, DISAGREE, STRONGLY DISAGREE or DON'T YOU REALLY KNOW?)

- <1> Strongly agree
- <2> Agree
- <3> Disagree
- <4> Strongly disagree

- <8> Don't Know
- <9> Refused

>12c<

The agreement will threaten our social programmes, such as Medicare.

(Do you STRONGLY AGREE, AGREE, DISAGREE, STRONGLY DISAGREE or DON'T YOU REALLY KNOW?)

- <1> Strongly agree
- <2> Agree
- <3> Disagree
- <4> Strongly disagree

- <8> Don't Know
- <9> Refused

>12d<

This agreement will defend us against AMERICAN PROTECTIONISM.

(Do you STRONGLY AGREE, AGREE, DISAGREE, STRONGLY DISAGREE or DON'T YOU REALLY KNOW?)

- <1> Strongly agree
- <2> Agree
- <3> Disagree
- <4> Strongly disagree

- <8> Don't Know
- <9> Refused

>12e<

Because of this agreement, many Canadians will lose their jobs.

(Do you STRONGLY AGREE, AGREE, DISAGREE, STRONGLY DISAGREE or DON'T YOU REALLY KNOW?)

- <1> Strongly agree
- <2> Agree
- <3> Disagree
- <4> Strongly disagree

- <8> Don't Know
- <9> Refused

>13<

As a result of this election, did the Canadian people give the Conservative government the right to implement the Free Trade Agreement?

- <1> Yes
- <5> No

- <8> Don't Know
- <9> Refused

****** I. FEDERAL PARTY IDENTIFICATION**

>14<

Thinking of federal politics, do you usually think of yourself as a Liberal, Conservative, N.D.P, or none of these?

- <1> Liberal
- <2> Conservative
- <3> N.D.P
- <4> None [goto 16]

- <8> Don't Know [goto 16]
- <9> Refused [goto L8]

>15<

How strongly [Liberal/Conservative/N.D.P.] do you feel, very strongly, fairly strongly, or not very strongly?

- <1> Very Strongly
- <3> Fairly Strongly
- <5> Not Very Strongly

- <8> Don't Know
- <9> Refused [goto L8]

>16<

Do you generally think of yourself as being a little closer to one of the federal parties than to the others?

- <1> Yes [goto 17]
- <5> No

- <8> Don't Know
- <9> Refused [goto L8]

>17<

Which party is that?

- <1> Liberal
- <2> Conservative
- <3> N.D.P
- <4> None

- <8> Don't Know
- <9> Refused

>18<

These questions about party leaders were skipped for those leaders that the Respondents claimed to know "nothing at all about" earlier (e1a - e1c) in the survey.

>18<

According to some people the party leaders have promised to spend more than Canada can afford.

>18a<

The order in which the leaders were referred to were randomized.

>18a<

How much would you say this is true of Brian Mulroney?

Would you say A GREAT DEAL, SOMEWHAT, or NOT AT ALL?

great deal	somewhat	not at all	D.K.	Ref
<1>	<3>	<5>	<8>	<9>

>19<

(Party leaders have promised to spend more than Canada can afford.)

How much would you say this is true of John Turner?

Would you say A GREAT DEAL, SOMEWHAT, or NOT AT ALL?

great deal	somewhat	not at all	D.K.	Ref
<1>	<3>	<5>	<8>	<9>

>110<

(Party leaders have promised to spend more than Canada can afford.)

How much would you say this is true of Ed Broadbent?

Would you say A GREAT DEAL, SOMEWHAT, or NOT AT ALL?

great deal	somewhat	not at all	D.K.	Ref
<1>	<3>	<5>	<8>	<9>

***** M. CONSTITUENCY VERIFICATION**

>M1<

>m1<

Could you tell us the name of the riding you live in?

- <1> Bonavista-Trinity-Conception
- <2> Burin-St.George's
- <3> Gander-Grand Falls
- <4> Humber-St.Barbe-Baie Verte
- <5> Labrador
- <6> St.John's East
- <7> St.John's West

- <0> Other (specify) [specify]

- <998> Don't know
- <999> Refused

>m2<

Do you happen to remember the name of the Conservative candidate in your riding?

- <1> Yes (specify)
- <5> No

>m3<

What about the Liberal candidate in your riding?

(Do you happen to remember his or her name?)

- <1> Yes (specify)
- <5> No

>m4<

What about the N.D.P. candidate in your riding?

(Do you happen to remember his or her name?)

- <1> Yes (specify) [specify]
- <5> No

>n1<

Before we finish the interview, I would like to get a little more information about your background.

First, in what year were you born? (ENTER EXACT YEAR e.g., 1937)

<1880-1971>

<9998> Don't know

<9999> Refused

>n2<

In what country were you born?

<1> Canada

<2> British Isles

<4> France

<5> Germany

<6> Greece

<7> Holland / Netherlands

<8> Hungary

<9> Italy

<10> Poland

<11> Russia / USSR

<12> United States

<13> Yugoslavia

<14> Other European

<15> India (incl. Pakistan,
Sri Lanka, Bangladesh)

<16> China / Hong Kong

<17> Other Asia

<18> Latin America

<19> Caribbean countries

<20> African countries

<21> Oceania (Australia, New Zealand)

<0> Other

<98> Don't Know

<99> Refused

>len1<

In general, would you say the questions were very interesting, somewhat interesting or not very interesting?

<1> Very interesting

<3> Somewhat interesting

<5> Not very interesting

<8> Don't know

<9> Refused

>len2<

Finally, can you tell me how many minutes you think it took to complete this questionnaire?

<1-97>

<98> Don't know

<99> Refused