

## Provincial Battles, National Prize? Appendix

### Survey Question Wording and Coding

#### Chapter 7

##### Party ratings (Conservative, NDP, Liberal, BQ and Green)

- Please rate each of the following FEDERAL political parties on a scale from 0 to 10, where 0 means that you 'really dislike' that party and 10 means that you 'really like' that party
- 0-10 scale, "don't know" responses recoded to midpoint

##### Leader ratings – (Harper, Trudeau, Mulcair, Duceppe and May)

- Please rate each of the following FEDERAL party leaders on a scale from 0 to 10, where 0 means that you 'really dislike' that leader and 10 means that you 'really like' that leader
- 0-10 scale, "don't know" responses recoded to midpoint

##### Television attention

- Using a scale from 0 to 10, where 0 means 'no attention at all' and 10 means 'a lot of attention', how much attention did you pay to news about the election: On television
- 0-10 scale, "don't know" responses recoded to midpoint
- High television attention – those who scored 6-10 on the scale=1, else=0
- Low television attention – those who scored 0-5 on the scale=1, else=0

##### Newspaper attention

- Using a scale from 0 to 10, where 0 means 'no attention at all' and 10 means 'a lot of attention', how much attention did you pay to news about the election: In the newspapers
- 0-10 scale, "don't know" responses recoded to midpoint
- High newspaper attention – those who scored 6-10 on the scale=1, else=0
- Low newspaper attention – those who scored 0-5 on the scale=1, else=0

##### National news attention

- How often do you read or watch the news? By news we mean any coverage of political events accessed via radio, TV, newspaper or online: National
- recoded to 0-7 scale, "don't know" recoded to midpoint
- High national news attention – those who scored 6-7 on the scale=1, else=0

##### Regional news attention

- How often do you read or watch the news? By news we mean any coverage of political events accessed via radio, TV, newspaper or online: Regional/local
- recoded to 0-7 scale, "don't know" recoded to midpoint
- High regional news attention high – those who scored 6-7 on the scale=1, else=0

## Issues

- What is the most important issue to you personally in the current federal election?
- "Don't know" responses recoded to missing

## Party first in election

- Which party do you think will win the most seats in this election?
- "Don't know" responses recoded to missing

## Media consumption

- What was (were) your primary source(s) of information about the election? Please check multiple responses if you regularly used more than one source on a daily basis.
- Outlets: Globe and Mail, National Post, Le Devoir, La Presse, Toronto Star, Vancouver Sun, Montreal Gazette, Toronto Sun, Vancouver Province, commuter papers, local papers, Global TV, RadioCanada, CityTV, CTV, CBC, Omni, TVA, Huffington Post, BuzzFeed, Vice, other non-English language news source, other English news source, other
- TV consumption - mentions of Global, RadioCanada, CityTV, CTV, CBC, Omni, or TVA
- Print consumption – mentions of Globe and Mail, National Post, La Presse, Le Devoir, Toronto Star, Vancouver Province, Toronto Sun, Vancouver Sun, Montreal Gazette, local papers, or commuter papers
- National news consumption – mentions of The Globe and Mail, National Post, Le Devoir, and La Presse as proportion of total print consumption
- Regional news consumption – mentions of Toronto Star, Vancouver Sun, Montreal Gazette, Toronto Sun, Vancouver Province, commuter papers and local papers as proportion of total print consumption
- Separate variables created for consumption of Globe and Mail, National Post, Le Devoir, La Presse, Montreal Gazette, Toronto Star, Toronto Sun, Vancouver Sun, Vancouver Province (1=mentioned, 0=not)

## Control variables

### Age

- continuous scale, 18-89

### Sex

- 1=female, 0=male

### Language

- 1=French, English or other=0

### Education

- What is the highest level of education that you have completed?
- 1=university education, else=0

### Type of community

- What best describes the place where you live?

- 3 variables created for rural, suburb and small city
- 1=location, else=0 ("big city" is reference category)

#### Party identification

- Variable created for each party
- Only those who indicated "somewhat close" and "very close"

#### Election interest

- On a scale from 0 to 10, where 0 means 'no interest at all' and 10 means 'a great deal of interest', how much interest do you have in the current federal election?
- 0-10 scale, "don't know" responses recoded to midpoint

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#### Language

- 1=French, English or other=0

#### Sex

- 1=female, 0=male

#### Type of community

- What best describes the place where you live?
- 2 variables created for big city and suburb of a big city

#### Age

- 2 variables created for those aged 18 to 34 and those aged 55 or over (those aged 35 to 54 serve as the reference category)

#### Employment status

- 1=self-employed or employed, 0=else

#### Union Household

- 1=household member belongs to a union, 0=else

#### Household Income

- 1=household income of less than \$70,000, 0=else
- 1=missing income, 0=else

#### Education

- 1=high school education or less, 0=else

#### Religious Affiliation

- 2 variables created for Catholics and those with no religious affiliation, 0=else

### Visible Minority

- 1=non-European ancestry (excluding Indigenous people), 0=else

### Support for Sovereignty (Quebec only)

- If a referendum was held today that would ask if you want Québec to become independent, would you vote "Yes" or would you vote "No"?
- 1=yes, 0=else

### Ideology

- Some people favour the redistribution of wealth from rich to poor, others oppose it. Where would you place yourself on a 0 to 10 scale where 0 means "very favourable to redistribution" and 10 means "very opposed to redistribution"?
- 0–10 scale, "don't know" responses recoded to midpoint

### Party Identification

- Do you usually think of yourself as close to any particular federal political party? Which party do you feel closest to?
- Variable created for each party (except the Greens)
- Only those who indicated "somewhat close" and "very close"

### The Economy

- Over the last 12 months, has the Canadian economy gotten better, gotten worse, or stayed about the same?
- 1=better, 0=same/don't know, -1=worse

### Taxes/Services

- Some people favour reducing taxes, other people favour improving public services. Where would you place yourself on a 0 to 10 scale where 0 means "very favourable to reducing taxes" and 10 means "very favourable to improving public services"?
- 0–10 scale, "don't know" responses recoded to midpoint

### Budget Deficit

- How important do you think it is that the Canadian government plan for a balanced budget?
- 3=very important, 2=somewhat important, 1=somewhat unimportant, 0=very unimportant/don't know

### The Niqab

- Which of the following statements comes closest to your own opinion? Women should be allowed to take the citizenship oath when wearing a niqab because respect for

minority rights is an important Canadian value [or] Women should not be allowed to take the citizenship oath when wearing a niqab because it is inconsistent with Canadian values

- 1=should not be allowed, 0=else

#### Immigration

- Some people believe that we should have more immigrants, others believe that we should have fewer. Where would you place yourself on a 0 to 10 scale where 0 means "very favourable to having more immigrants" and 10 means "very favourable to having fewer immigrants"?
- 0–10 scale, "don't know" responses recoded to midpoint

#### Corruption

- Would you say that there is hardly any corruption, a little corruption, some corruption, or a lot of corruption in the present federal government?
- 2=a lot, 1=some, 0=a little/hardly any/don't know

#### Crime

- Some people favour tough sentences to fight crime, others favour programs to rehabilitate offenders. Where would you place yourself on a 0 to 10 scale where 0 means "very favourable to tough sentences" and 10 means "very favourable to rehabilitation programs"?
- 0–10 scale, "don't know" responses recoded to midpoint

#### Leader Ratings – (Harper, Trudeau, Mulcair, Duceppe)

- Please rate each of the following federal party leaders on a scale from 0 to 10, where 0 means that you 'really dislike' that leader and 10 means that you 'really like' that leader
- 0-10 scale, "don't know" responses recoded to midpoint

#### Chance of Winning

- Please rate the chances of each party's candidate winning the seat in your local riding on a scale from 0 to 10, where 0 means "no chance at all" and 10 means "certain to win"
- Rating of four or less=no chance of winning