

EM9334: The Globe and Mail, September 16, 1993, page A8

How Globe Poll was conducted

The Globe Poll is a survey of 1,446 Canadian citizens 18 years old and over in the 10 provinces, conducted from Sept. 8 to 14 by ComQuest Research Group, a division of BBM Bureau of Measurement.

The sample for the poll is based on listed telephone numbers. Homes were selected randomly from this list and one person was randomly selected within each household to be interviewed. No substitutions were allowed. Data from the interviews were adjusted to reflect the age, sexual and regional

composition of Canada, based on the 1991 census.

The size of the sample is expected to yield a reflection of all Canadian voters to an accuracy of plus or minus 2.6 percentage points 19 times out of 20.

For results from smaller sub-samples, based on region, the likely deviation is larger. The possible deviation in either direction for regional results is: 8.8 percentage points for Atlantic Canada, 5.1 for Quebec, 4.2 for Ontario, 9.4 for Manitoba and Saskatchewan

combined, 8.6 for Alberta and 7.5 for British Columbia. When comparisons are made between results for Quebec and the rest of Canada, the probability of deviation in either direction for results from the rest of Canada is three percentage points.

Results have been rounded to the nearest percentage point. Figures ending in .1 to .4 were rounded down; figures ending in .5 to .9 were rounded up.

Where parties and leaders were mentioned in questions, their order was rotated randomly.

The article EM9334 reprinted above is used in Figure 8.4 of the STAT 220 Course Materials, in Figure 3.4 of the STAT 231 Course Materials, in Figure 3.1a of the STAT 332 Course Materials and in Statistical Highlight #78.