EM9341: The Globe and Mail, 1993, pages A1 and A8

Liberals near majority, *Globe* Poll finds

Survey suggests Tories are faltering, support for Reform has peaked, Bloc remains strong

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The Liberal Party led by Jean Chrétien is continuing to make substantial gains and is in striking distance of a majority government, the latest *Globe* Poll shows.

The poll also found that Conservative Leader Kim Campbell's attempt to revive her campaign with more direct attacks on the Liberals and the Reform Party has not been working and the Tories are now in second or third place throughout the country. Reform has made strong gains in Ontario and held on to its strength in Alberta and British Columbia, but may now have peaked.

Based on a national survey of 1,504 eligible voters between Monday and Thursday, the Liberals now have the support of 40 per cent of decided and leaning voters, compared with 22 per cent for the Conservatives, 16 per cent for Reform, 13 per cent for the Bloc Québécois, 7 per cent for the New Democrats and 1 percent for the National Party.

The survey, conducted for *The Globe and Mail* by ComQuest Research Group, also shows that the level of undecided voters has dropped dramatically as the Oct. 25 election approaches. It now stands at 13 per cent, compared with 20 per cent in *The Globe* Poll taken during the first week of the campaign.

In Quebec, the Bloc Québécois has increased its domination since the beginning of the campaign and now is the choice of 52 per cent of Quebec voters.

But there has been a shift within the federalist vote toward the Liberal Party, which now has 26 per cent of Quebec's decided voters compared with 16 per cent for the Conservatives. That compares with 20 per cent for the Liberals at the beginning of the campaign in Quebec and 32 percent for the Tories.

This dramatic Conservative decline in Quebec follows Ms. Campbell's lacklustre performance in the French television debate, and the departing Tory supporters seem to be dividing equally between the Bloc and the Liberals.

In the rest of Canada, the Liberals' lead over the Conservatives has now reached 20 percentage points, whereas the two parties were virtually tied outside Quebec at the beginning of the campaign.

Changes in the pattern of responses even within the four days the survey was being taken suggest the Liberals continued to have momentum, the Conservatives were stalled and the Reform Party growth has started to level out.

Although Ms. Campbell still leads her party in popularity by a small margin, Mr. Chrétien is now the first choice of respondents when asked who would make the best prime minister. This is a dramatic turnaround since the beginning of the campaign, suggesting that the Liberals have outcampaigned the Conservatives.

On the major concern of voters, unemployment and job creation, the poll shows voters prefer the Liberal position by a wide margin, and the Conservatives' aggressive advertising campaign aimed at discrediting the Liberal platform has failed.

Based on the current regional breakdowns in *The Globe* Poll, the Liberals

HOW PEOPLE WOULD VOTE NOW

If a federal election were being held today, which one of the following parties would you vote for?
(Percentages of decided and leaning voters only.)

	Oct. 11-14							Sept. 8-14
	Canada	Atlantic	Ont.	Que.	Man./ Sask.	Alta.	B.C.	Canada
Liberals	40%	46%	51%	26%	55%	30%	31%	33%
PCs	22	42	22	16	15	24	25	36
Reform Party	16	4	19	2	16	41	26	11
Bloc Québécois*	13	--	--	52	--	--	--	10
NDP	7	7	7	4	15	5	13	8
National Party	1	2	1	--	--	--	5	2
Another party	1	1	1	1	--	--	1	1

*asked only in Quebec.
Columns may not add to 100% because of rounding.
Source: Globe Polls, 1993.

COMPARING LEADERS' POPULARITY

Which leader ..... do you think would make the best Prime Minister of Canada?
(Percentages of respondents who identified a leader.)

	Oct. 11-14			Sept. 8-14		
	Canada	Quebec	TROC*	Canada	Quebec	TROC*
Chrétien	31%	20%	34%	19%	13%	22%
Campbell	24	19	26	39	44	37
Manning	10	2	12	7	1	10
Bouchard**	7	28	--	4	14	--
McLaughlin	5	3	5	4	3	5
Hurtig	2	1	2	1	1	1
None/undecided	23	27	21	25	25	25

*The rest of Canada, apart from Quebec.
**Lucien Bouchard's name was included for Quebec voters only.
Source: Globe Polls, 1993.

HOW TO IMPROVE THE ECONOMY

As you probably know, Canada is facing some choices about our economy over the next year or so. Which of the following two approaches is closest to your own?

- The government should invest money in job programs and training programs, even if it means increasing the deficit, OR
- The government should concentrate on reducing the deficit, even if it means more unemployment.

	Invest in jobs	Cut the deficit	Neither	Don't know
All of Canada	57%	31%	8%	5%
Men	51	36	7	5
Women	62	27	8	4

Columns may not add to 100% because of rounding.
Source: Globe Poll, Oct. 11-14, 1993.

(*continued overleaf*)

are poised to virtually sweep Ontario, Manitoba and Saskatchewan and to make gains in Atlantic Canada. Depending on the splits in individual ridings, the Liberals could also win some seats in Alberta, although the Reform Party is clearly in the lead there, and will be competitive in parts of British Columbia.

Contrary to some other surveys that have suggested the Bloc Québécois is stronger in rural Quebec than in the Montreal area, the new *Globe* Poll shows no substantial difference between Bloc support levels in Montreal and elsewhere in Quebec. This means the Bloc is poised to win almost all of the seats in rural Quebec and most of the ridings with francophone majorities in the Montreal area.

The major turnaround in perceptions of the Liberals and Conservatives during the campaign apply to both policy and leadership. Mr. Chrétien was chosen as best person to be prime minister by 31 per cent of the respondents, compared with 24 per cent choosing Ms. Campbell. Reform Leader Preston Manning got the support of 10 per cent, the Bloc's Lucien Bouchard 7 and the NDP's Audrey McLaughlin 5, while 23 per cent were undecided.

The growing Liberal strength was also indicated when respondents were asked to rate both leaders and political parties on the question of which party and which leader had the best approach to managing the economy, job creation and social programs.

In voters' opinions, Liberals now outrank Conservaives 24 to 17 on managing the economy, 32 to 13 on job creation and 24 to 16 on social programs. By comparison, the Reform Party ranking was 11 per cent on managing the economy, 6 per cent on job creation and 7 per cent on social programs.

The survey also confirmed that the preponderant concerns of the voters are job creation at 32 per cent and economic management at 9 percent, for a total of 41 per cent, compared with 15 per cent who cited the deficit as the most important issue. (When those who cited economic management were prompted to be more specific, twice as many cited jobs and unemployment as cited deficit or debt as their most important concern.)

Nevertheless, the emphasis placed on deficit reduction by Ms. Campbell and Mr. Manning during the campaign has raised the profile of the deficit and debt as an issue. Only Reform supporters, however, ranked deficit reduction and debt as the most important issue to them. And even though Ms. Campbell appeared throughout the campaign to be preoccupied with the deficit, only 22 per cent of Tory supporters ranked deficit concerns first, compared with 28 per cent who said job creation was the most important issue.

When it comes to solutions, the Liberal Party has been more successfull in promoting its policies, which are keyed to job creation by the federal government.

When respondents were asked to choose between an economic approach that emphasized job creation and training – "even if it means increasing the deficit" – and an approach that emphasized deficit reduction – "even if means more unemployment" – 57 per cent opted for job creation compared with 31 per cent who chose deficit reduction.

The survey also attempted to test reactions to some of the parties' advertising, especially the Conservative ad that showed a construction worker dumping a wheelbarrow full of loonies into the mud.

When asked to respond to the statement "Building roads and bridges as a make-work project is just pouring tax money down the drain," 50 per cent disagreed with the statement, 41 per cent agreed and the remainder were undecided.

This sentiment was even stronger when respondents were asked to reply to the statement that "unemployment is so bad that the federal government must increase government spending on programs that create more jobs": 61 per cent agreed with the statement while only 30 per cent disagreed.

How *The Globe* Poll was done

The Globe Poll is a survey of 1,504 Canadian citizens 18 or older in the 10 provinces, conducted from Oct. 11 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 2.5 percentage points 19 times out of 20.

For results from smaller subsamples, based on region, the likely deviation is larger. The possible deviation in either direction for regional results is: 9.4 percentage points for Atlantic Canada, 5.1 for Quebec, 4,4 for Ontario, 9.3 for Manitoba and Saskatchewan combined, 8.4 for Alberta and 5.9 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 2.9 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. When people were asked asked to agree or disagree with a series of statements, the statements were also rotated randomly.

HOW TO IMPROVE THE ECONOMY (continued)

I am now going to read you a series of statements about national politics. Do you agree or disagree with each of the following?

..... Building roads and bridges as a make-work project is just pouring tax money down the drain.

	Agree	Disagree	Undecided
All Canadians	41%	50%	10%
Atlantic	29	63	8
Quebec	39	50	11
Ontario	45	48	8
Manitoba/Sask.	31	56	14
Alberta	52	38	10
British Columbia	38	52	9

..... Unemployment is so bad that the federal government must increase government spending on programs that create more jobs.

	Agree	Disagree	Undecided
All Canadians	61%	30%	8%
Atlantic	75	17	8
Quebec	66	25	9
Ontario	62	31	7
Manitoba/Sask.	60	31	9
Alberta	49	39	12
British Columbia	52	42	6

Columns may not add to 100% because of rounding.

Source: Globe Poll, Oct. 11-14, 1993.

The article EM9341 reprinted above is used in Figure 8.8c of the STAT 220 Course Materials, in Figure 3.5c of the STAT 332 Course Materials and in Statistical Highlight #12.