

EM9343: The Ottawa Citizen, October 22, 1993, page A2

How the poll was conducted

In its election poll for Southam News and CTV, the Angus Reid Group interviewed 3,329 Canadians of voting age by telephone on Monday, Tuesday and Wednesday nights.

To counter resistance from respondents watching the World Series, about 40 per cent of the interviews were conducted Monday – when there was no game – with the remaining portion distributed evenly over the following two evenings.

The pollsters, also worried about resistance from respondents not wanting to be surveyed by political parties, clearly stated the poll was being conducted for the media for release later in the week.

To get the 3,329 interviews, the polling firm made more than 20,000 calls. But more than

half the calls were placed to businesses, fax machines or numbers no longer in service. The remaining non-respondents were either not home, refused to be interviewed or could not speak French or English.

In the end, Reid interviewed 498 respondents in British Columbia, 501 in Alberta, 198 in Saskatchewan, 201 in Manitoba, 615 in Ontario, 597 in Quebec, 202 in New Brunswick and Nova Scotia, 197 in Newfoundland, 93 in Prince Edward Island and 25 in the Yukon and Northwest Territories.

Several provinces were intentionally oversampled to provide a more accurate regional picture of voter behavior. However, when calculating national results, the numbers were statistically weighted to reflect the actual re-

gional, age and sex distribution of Canada's population based on the 1991 census.

Nineteen times in 20, the overall results of a poll of this size are considered accurate to within two percentage points, plus or minus, of what they would have been had the entire adult population been asked the same questions

Margins of error for provinces are larger – four percentage points in Ontario and Quebec, 4.5 points in Alberta and B.C., 10 points in P.E.I. and seven points in the other provinces.

Questions about the Bloc Québécois were generally limited to Quebec respondents and those about the Reform party to the rest of Canada. The margin of error for Canada, excluding Quebec, is 2.5 points.

NOTE: The article EM9343 *How the poll was conducted* reprinted above refers to a political poll whose results were presented under the headline: *Liberals set for majority, poll says* on pages A1 and A2 of *The Ottawa Citizen* of Friday, October 22, 1993, three days before the 1993 federal election.

The article EM9343 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.