
THE NATIONAL ANGUS REID/SOUTHAM NEWS POLL

- CANADIANS' ECONOMIC OUTLOOK -



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This National Angus Reid/Southam News Poll was conducted by telephone between May 28th and June 2nd, 1996 among a representative cross-section of 1516 Canadian adults.

The actual number of completed interviews in each region was as follows: B.C. - 200; Alberta - 150; Manitoba/Saskatchewan - 120; Ontario - 526; Quebec - 400; Atlantic - 120. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 1991 Census data.

With a national sample of 1516, one can say with 95 percent certainty that the results are within ± 2.5 percentage points of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population.