



# **EKOS/CBC NEWS: SUNDAY POLL**

## **NDP Prospects?**

**Presentation to  
CBC News: Sunday, Ottawa**

**January 26<sup>th</sup>, 2003**



**EKOS RESEARCH ASSOCIATES**

# Methodology

## ■ Telephone survey of the general public

- 1,001 completed interviews with a national random sample of Canadians 18 years of age and over (n=243 in Quebec)
  - ✓ Interview period: January 14-16, 2003
  - ✓ National results valid within +/- 3.1 percentage points, 19 times out of 20 (Quebec:  $\pm$  6.3%)
- The margin of error increases when the results are sub-divided
- It should also be noted that the refusal rate and other measurement errors could also increase the margin of error

## ■ All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Canada according to Census data.

## NDP Prospects? (a)

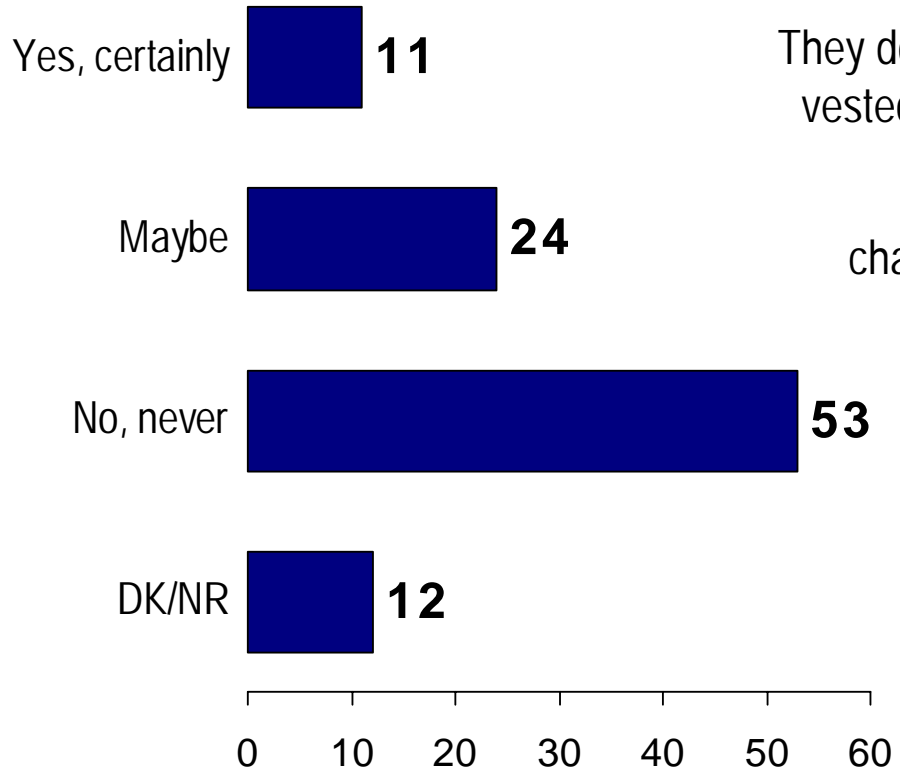
- NDP reveals a mix of good and bad views but little reason to celebrate
  - Up from last election (13.6%) and showing some regional strength in Prairies (Blaikie or Nystrom effect?)
  - But they are stuck in the distant clutter of “other” parties 40 points behind Liberals
  - Most would never consider voting for NDP
  - Although their potential ceiling (35%) is substantially higher than current position

## **NDP Prospects? (b)**

- Their key problems are a lack of values/interest resonance, and secondly, a sense that they have no chance of forming government
  - Biggest values gaps with CA, PC and wealthy
  - Spending elevated concern in BC
  - Little prospect for growth coming from undecided; a larger majority think NDP does not represent their interests and values
- Best prospects:
  - Prairies, Atlantic, women, youth, lower income and Liberals
  - Less resistance among undecided but even lower value resonance

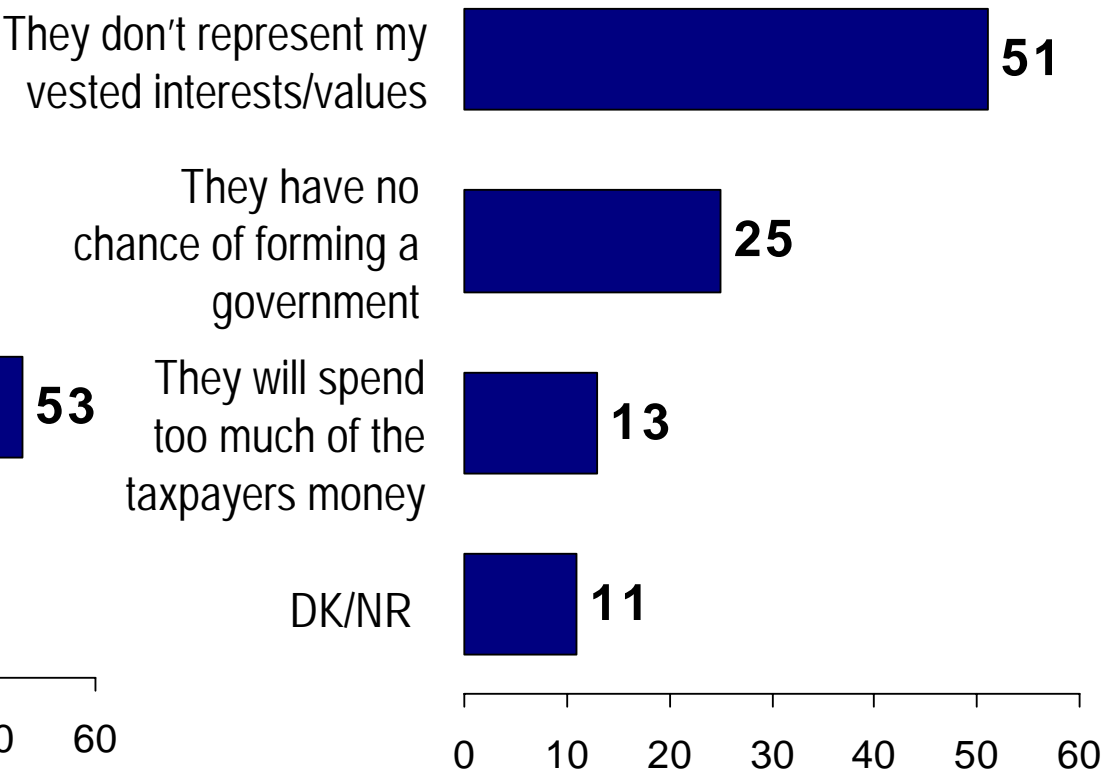
# NDP Appeal

Q: The NDP are about to elect a new leader. Could you tell me if there is a chance that you would consider voting for the NDP in the next federal election?



(n = 1004)

Q: If never, why would you not consider voting for the NDP?



(n = 529)





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