



Commissioned by:



**CBC/EKOS Poll
for the CBC Sunday News**

Liberal Leadership Contenders



EKOS RESEARCH ASSOCIATES

November 3rd, 2002

Methodology

- **Telephone survey of the general public**
 - 1,006 completed interviews with a national random sample of Canadians 18 years of age and over
 - Interview period: October 29-31, 2002
 - National results valid within +/- 2.5 percentage points, 19 times out of 20
 - ✓ 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.

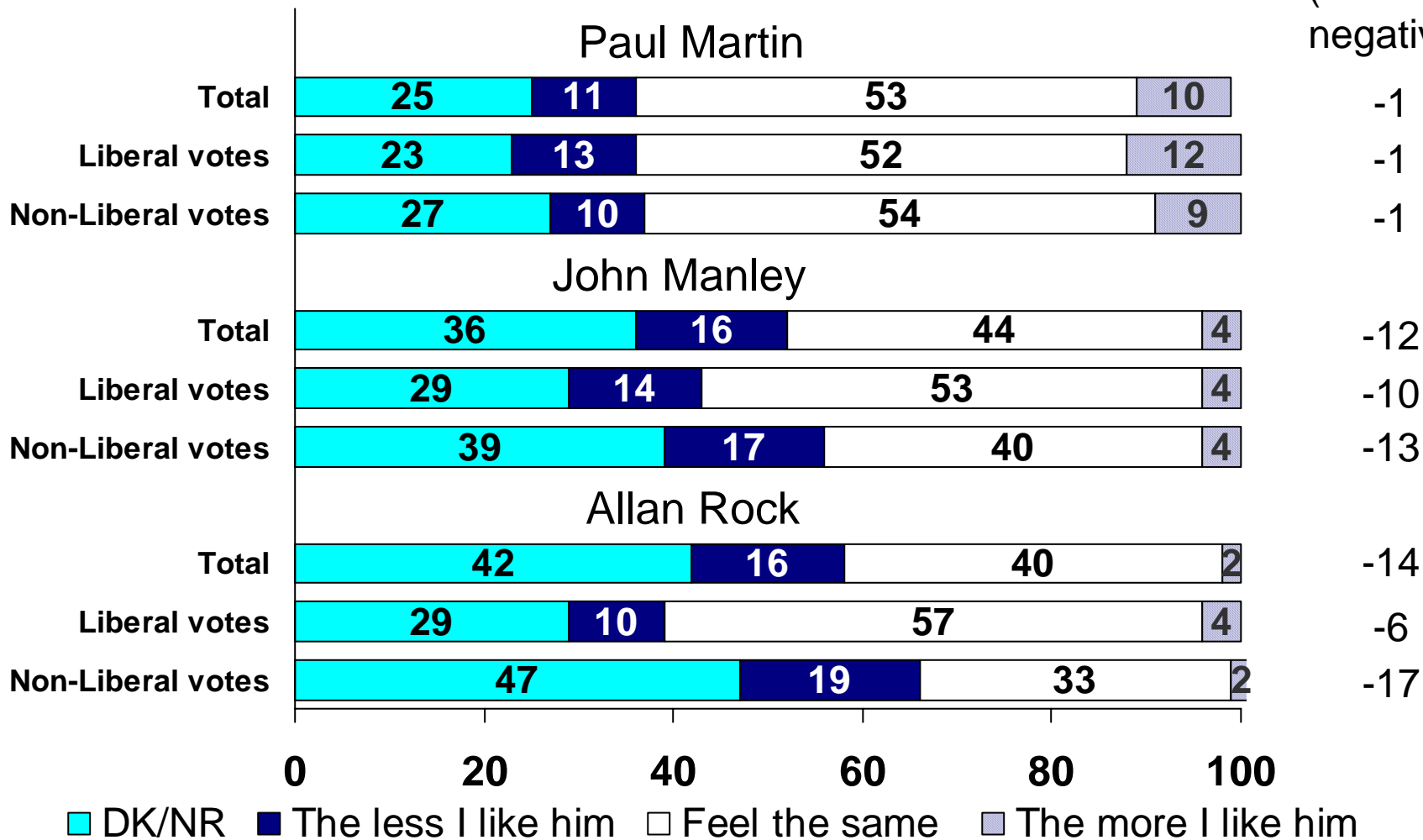
- **All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Canada according to Census data**



Liberal Contenders

“The more I learn about...”

Net Score
(Positive-negative)





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