

THE TORONTO STAR



## Toronto Star/EKOS Poll

### Update on the Federal Political Landscape

 EKOS RESEARCH ASSOCIATES

November 1<sup>st</sup>, 2002

## Methodology

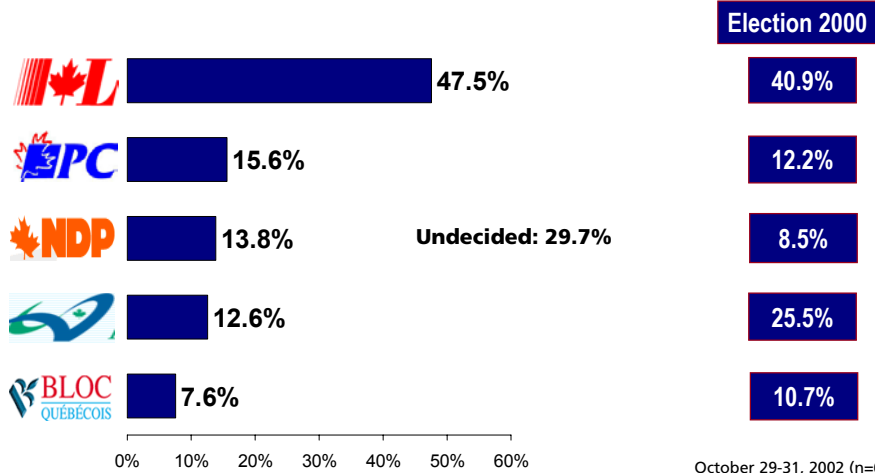
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- **Telephone survey of the general public**
  - 1,006 completed interviews with a national random sample of Canadians 18 years of age and over
  - Interview period: October 29-31, 2002
  - National results valid within +/- 2.5 percentage points, 19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

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# Federal Voting Preference

If a federal election were held tomorrow, which party would you vote for? [Decided voters only\*]



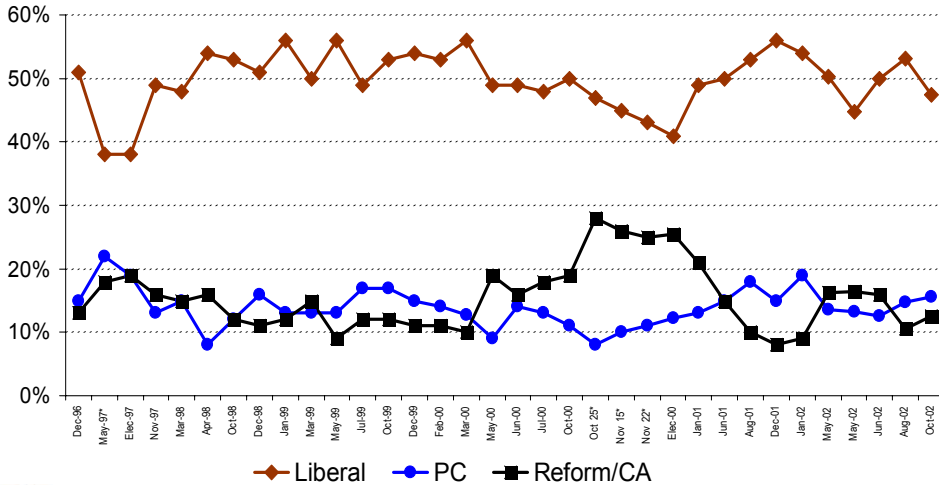
October 29-31, 2002 (n=699)  
Margin of error: ± 3.8, 19 out of 20

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\*Decided voters only: won't vote, undecided and refused respondents excluded; "leaners" included.

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If a federal election were held tomorrow, which party would you vote for? [Decided voters only\*]



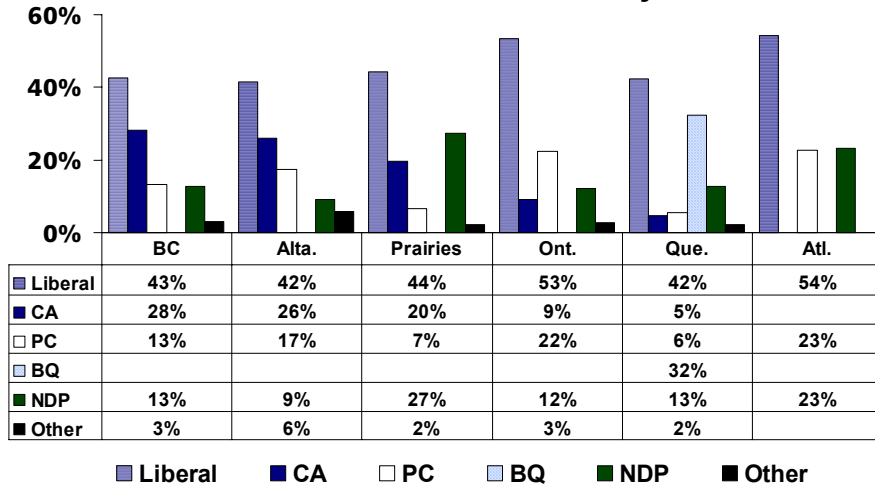
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# Federal Voting Preferences: Regional

If a federal election were held tomorrow, which party would you vote for? [Decided voters only\*]



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{Base: Decided voters only; won't vote, undecided & refused respondents excluded; "leaners" included}

October 29-31, 2002 (n=699)  
Margin of error: ± 3.8, 19 out of 20

**For more information:**  
**Frank Graves, President**  
[fgraves@ekos.com](mailto:fgraves@ekos.com)

**Christian Boucher, Executive Director**  
[cboucher@ekos.com](mailto:cboucher@ekos.com)

t: 613 235 7215

**EKOS RESEARCH ASSOCIATES**