



Commissioned by:



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

**The Environment, Kyoto  
& Faith in Leaders**



**EKOS RESEARCH ASSOCIATES**

**October 13, 2002**

# Methodology

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## ■ Telephone surveys of the general public

- 1) October 2-3, 2002: 1,026 completed interviews with a national random sample of Canadians 18 years of age and over (n=201 in Alberta); National results valid within +/- 3.1 percentage points, 19 times out of 20 (Alberta:  $\pm$  6.9%)
- 2) May 27-29, 2002: 1,217 completed interviews with a national random sample of Canadians 18 years of age and over (n=362 in Quebec); National results valid within +/- 2.8 percentage points, 19 times out of 20 (Quebec:  $\pm$  5.2%)
  - ✓ 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.

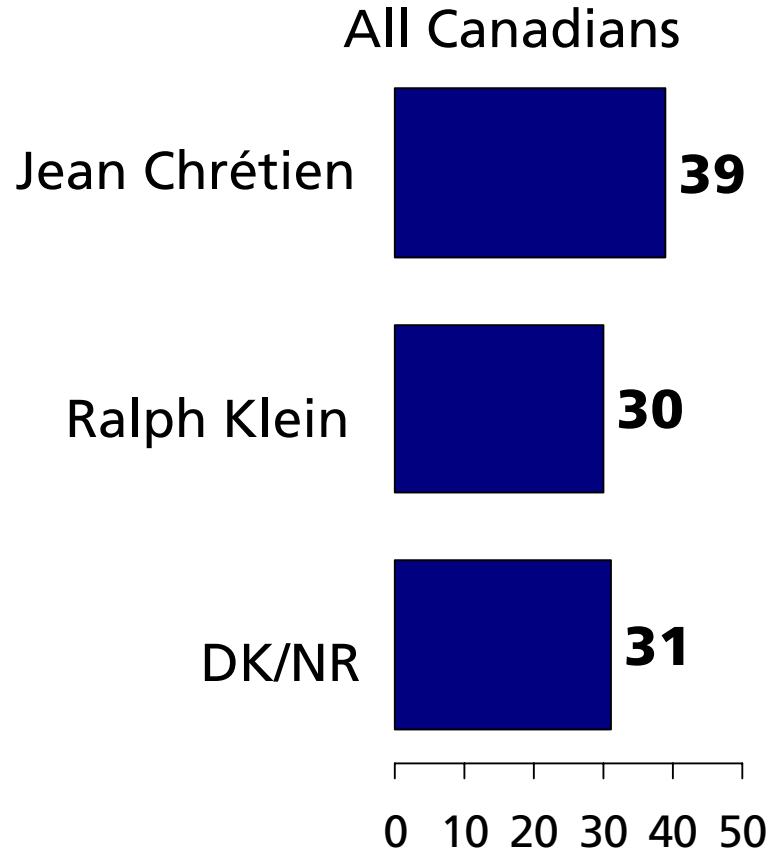
## ■ All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Canada according to Census data



# Kyoto – Chrétien vs. Klein

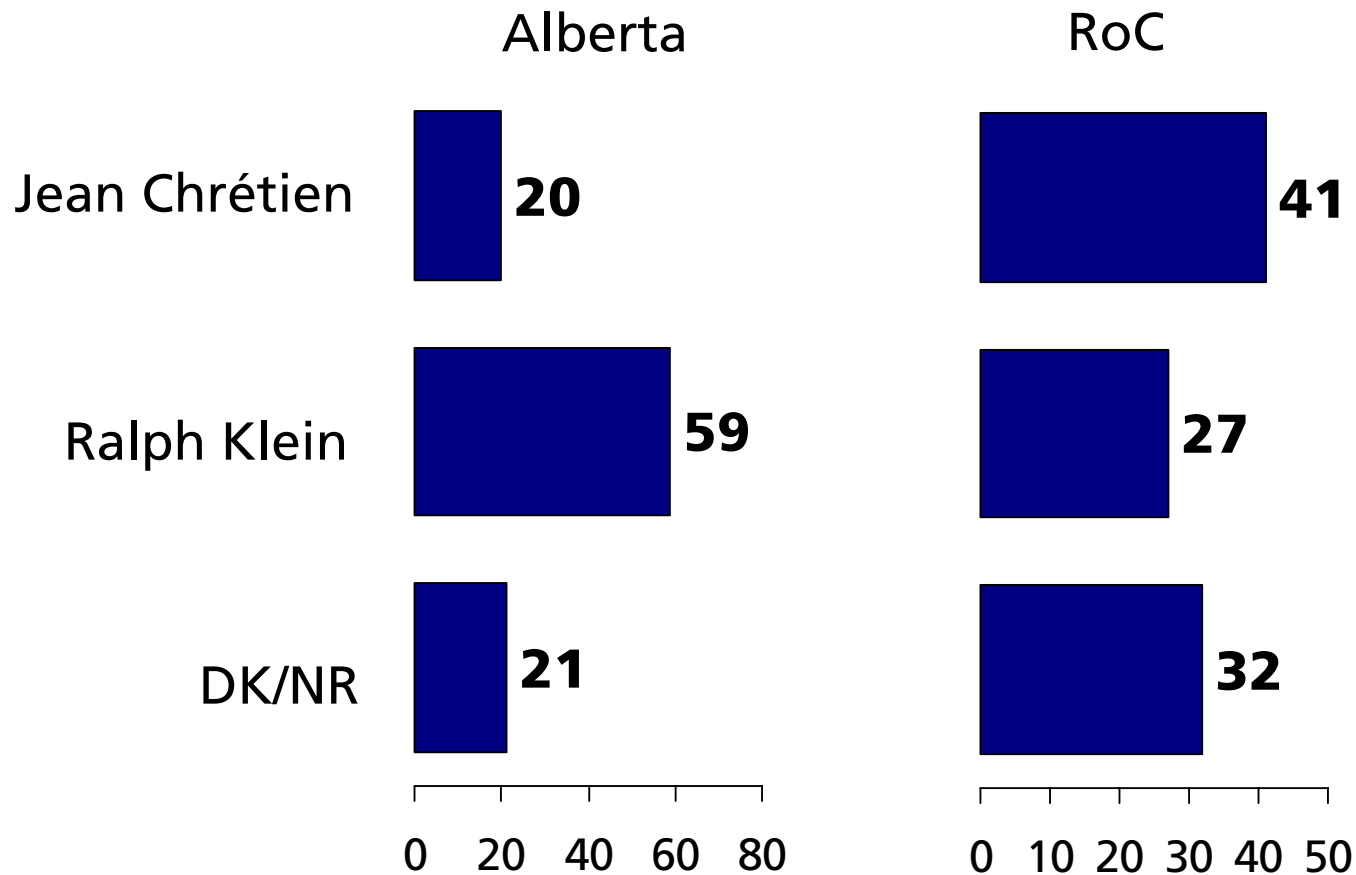
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**Q:** Who is more likely to tell a child the truth about the environmental future of the planet, Ralph Klein or Jean Chrétien?



# Kyoto – Alberta/RoC Polarization

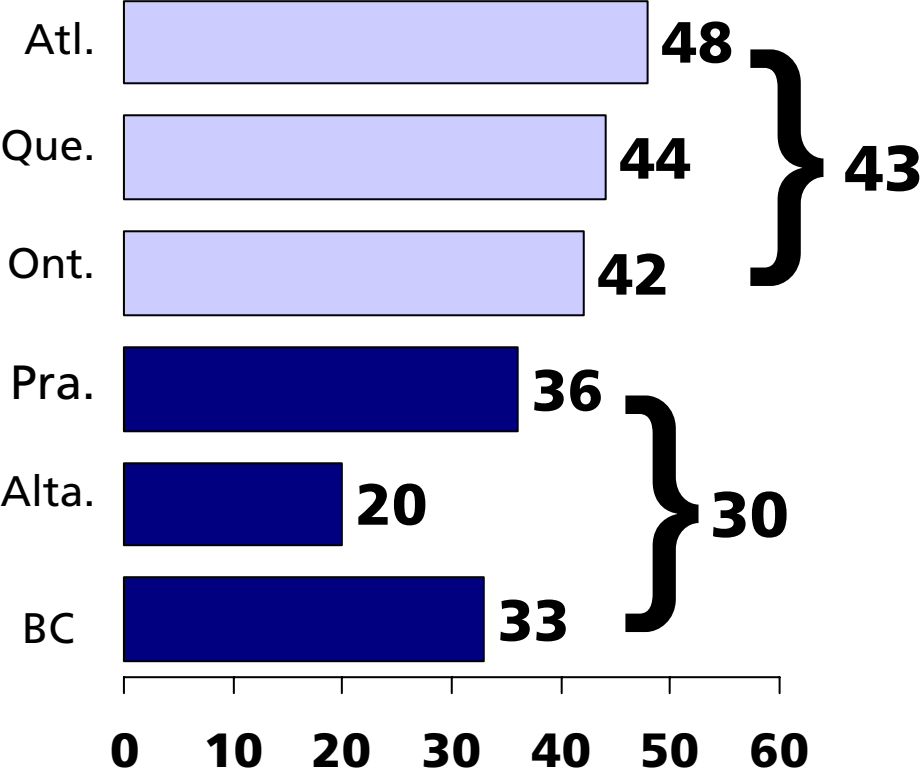
**Q:** Who is more likely to tell a child the truth about the environmental future of the planet, Ralph Klein or Jean Chrétien?



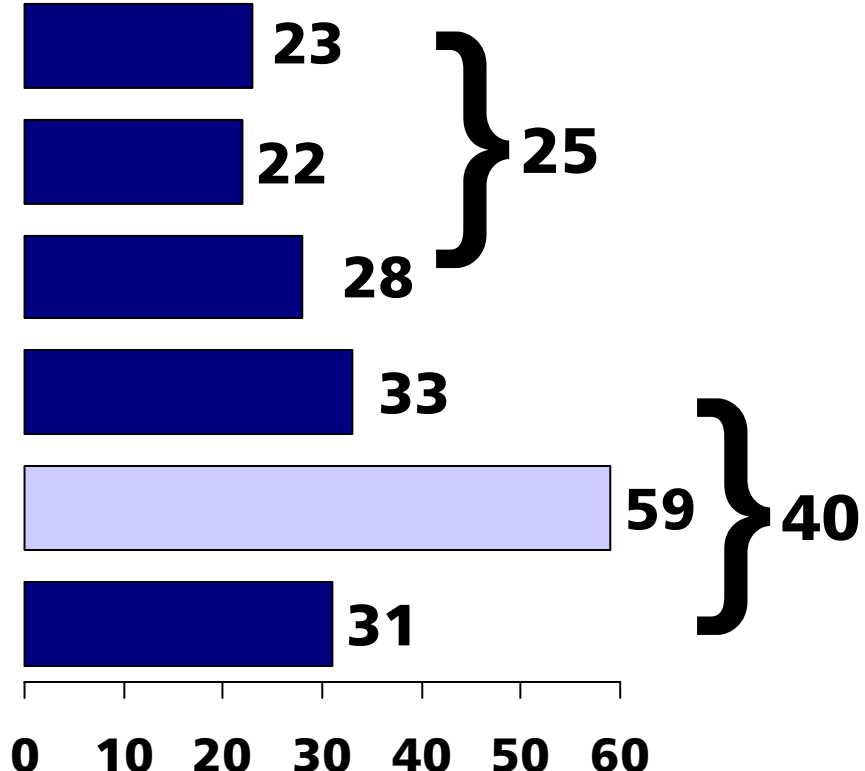
# Kyoto – East/West Fracture?

**Q:** Who is more likely to tell a child the truth about the environmental future of the planet, Ralph Klein or Jean Chrétien? (Do not know/no response not displayed)

Jean Chrétien

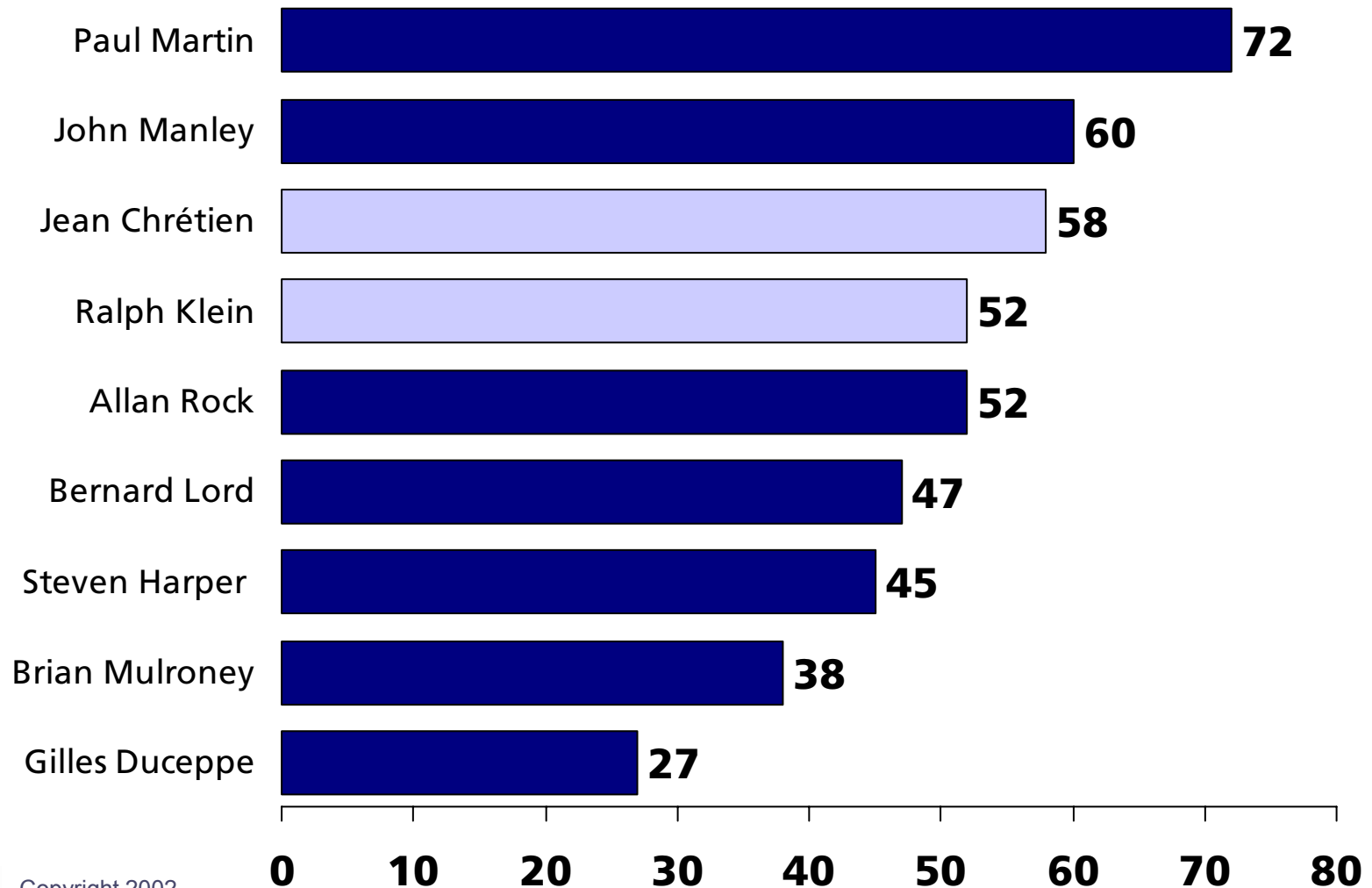


Ralph Klein



# Who is the Most Ethical Politician?

**Q:** Which is the more ethical politician between ... and ...? (decided respondents only)





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