

## I. METHODOLOGY

Since CADRES has been more inclined recently to focus our energies on the presentation of poll data within the space constraints provided, there have been requests made for us to provide more detailed information on survey methodology. This approach to our presentation was made against the background of an association with the NATION that approaches 20 years and our assumption that readers would have encountered these explanations in previous survey reports.

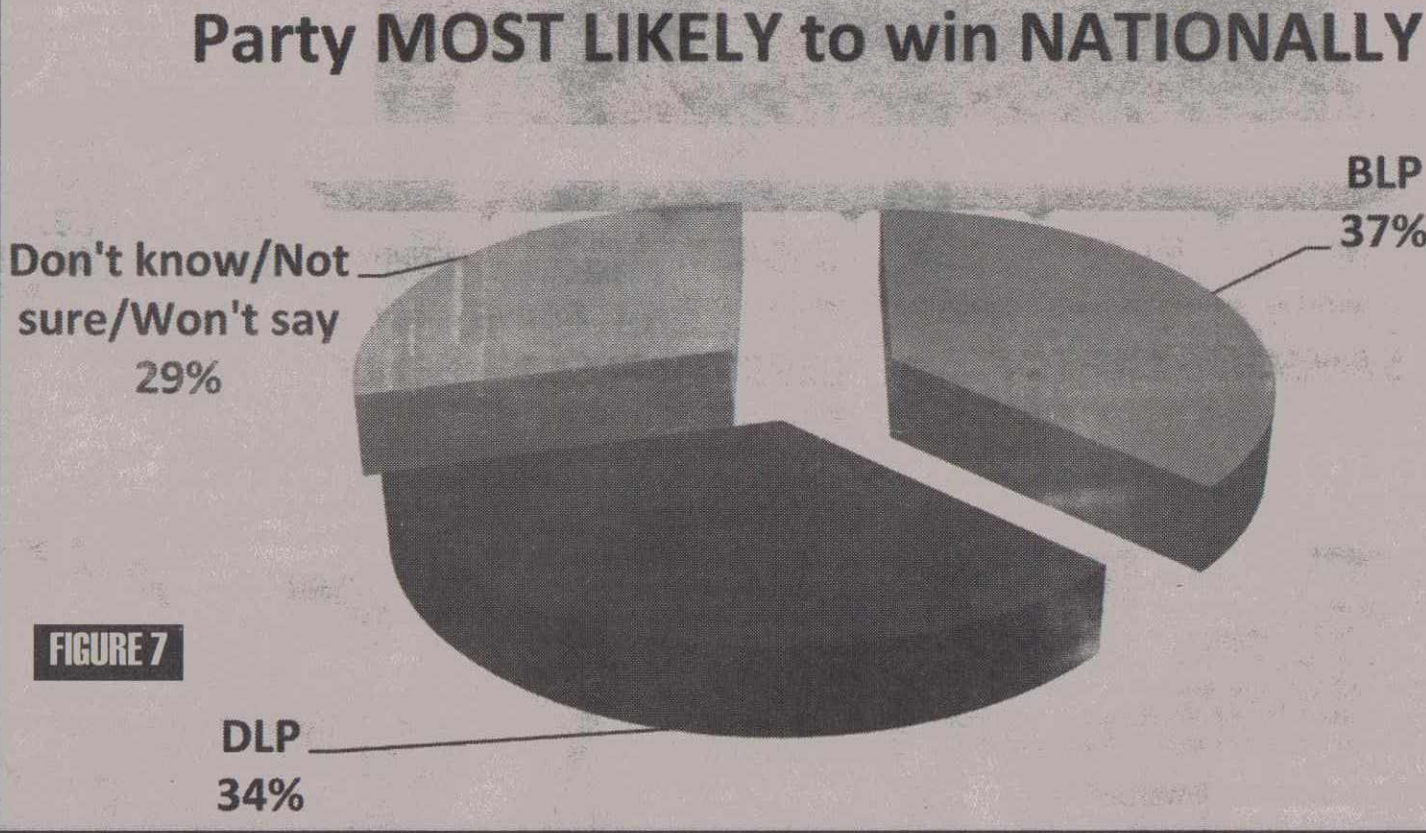
Nonetheless, we note that CADRES employs a face-to-face method to interview approximately 1 000 respondents in 30 constituencies. In each instance, 36 respondents are targeted in three specific polling divisions (PDs) or "boxes," based on a formula that interviewers are given to identify representative numbers of males, females and people within three major age cohorts.

CADRES studies the election results from the previous election and measures the distance between the BLP and DLP in each "box" using a standard deviation (SD). Thereafter, we select the "boxes" with the smallest SD measure as potential targets for investigation.

In some instances, a "box" carries a small SD measure because the "box" is itself unusually small. Where this is the case, we eliminate that "box" and move to the next one that has a small SD measure.

Since CADRES has conducted six (6) surveys since 2008 and the numbers of "boxes" suitable for investigation are not inexhaustible, we have repeated the same sample-frame three times; however, the use of different interviewers in the same "boxes" helps to ensure that we did not revisit the same households or individuals.

The NATION's policy is that they make available to the two political parties, information related to which PDs were investigated and how many persons in each were targeted and successfully interviewed. CADRES has always provided this information to the NATION for distribution to the political parties, along with the levels of party



support recorded within respective constituencies, although we maintain that these data are not sufficiently robust to allow for constituency predictions and should be approached with caution.

Notwithstanding the impact of what is technically known as a "design bias", CADRES promises a margin of error that will not exceed +/-5 per cent at the national level.

CADRES frequently uses the term "Uncertain Voter" which refers to those people who responded, "Don't know", "Won't say", "None" or "Not Voting" to the major political question. CADRES appreciates the fact that not all people so identified are "Uncertain", but this is a convenient way to refer to the cumulative group and it helps us to distinguish between committed and uncommitted support.

As such, this report will refer to the "Uncertain Voter" in several instances

and compare this voter's opinion with that of the committed BLP and DLP supporter.

## II. CONSIDERATIONS

On this occasion, the main concern is of a political nature and related to our belief that leadership is central to determining the outcome of any election here. We would normally prefer to "track" public opinion in an election like this with more than one poll; however, our sponsor has agreed to this single exercise, which was conducted last weekend.

The data presented here represents a major departure from earlier trends and as such could be colloquially assessed as a "wobble" or a "bump" in the campaign of one party, which could yet have a temporary impact on that party's support. Naturally, the suggestion that there has been a "wobble" is entirely

qualitative and not easily measured.

A political poll is a "snap shot" and we believe this one would have captured sentiments that were damaging to the BLP on Saturday and Sunday, while ignoring obvious attempts at damage control that commenced on Monday. CADRES has therefore taken the decision to return to the field (since last Friday) to test public opinion one more time before the February 21 election.

In the meantime, we will present these data as a reflection of a campaign in evolution, with the proviso that it is *not* our final assessment of the likely outcome of the February 21 election. If the results of the next poll are similar, then it would be clear that what we have seen is a permanent shift in public opinion, while a change would confirm our thesis.

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