Prospect of the parties with respect to the Leaders' profiles:

Perceptions of citizens

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The Survey Data

- The survey was conducted from the Data Analysis Laboratory of Marketing Department, Alexander Technological Institution of Thessaloniki.

- It is important to refer that the survey was conducted before the signing of the Memorandum by the Greek Government with the International Monetary Fund (IMF)

- Time Frame: 15/01/2010 – 15/02/2010

- Participants: 1600 Greek Voters

- Place: Around Greece

- Data Analysis was performed by Professor Karapistolis Dimitrios using MAD software.

The Greek political parties

- PASOK: Social Democrat Party
- New Democracy (ND): Conservative Party
- KKE: Communists
- LAOS: Populist (or Nationalistic) Right
- SYRIZA: European Left
- GREENS: Green Party

The questions

Respondents answered the following questions:

- "What do you think will the political leader of the party of your preference achieve with his policies?"

- "How do you evaluate the presence of the leader of your party of preference in the political scene?"

- "How do you determine your political profile in the scale of Left-Right politics?"

- "How do you assess the political profile of the party of your preference in the scale Left-Right politics?"

The results

1600 voters were asked what do they believe the party of their preference will achieve, according to the actions of their leader.

ind	A_YES	A_NO	A_NR	B_YES	B_NO	B_NR	C_YES	C_NO	C_NR
PASOK	588	96	47	566	106	59	610	79	42
ND	339	89	38	350	86	30	360	75	31
KKE	43	44	8	52	38	5	37	50	8
LAOS	65	20	6	77	8	6	54	31	6
SYRIZA	68	24	7	56	32	11	64	30	5
ECOLOGISTS	57	31	8	52	33	11	54	27	15
AGE 1	60	24	1	59	22	4	48	28	9
AG2 2	124	54	16	120	61	13	126	55	13
AGE 3	240	81	22	225	92	26	249	77	17
AGE 4	222	53	17	215	52	25	232	40	20
AGE 5	234	45	20	241	36	22	237	40	22
AGE 6	280	47	38	293	40	32	287	52	26
MAN	588	157	39	575	158	51	587	152	45
WOMAN	572	147	75	578	145	71	592	140	62

A_YEΣ= Attract new voters YES
A_NO= Attract new voters NO
A_NR=No response

B_YEΣ= Bring together fans YES
B_NO= Bring together fans NO
B_NR=No response

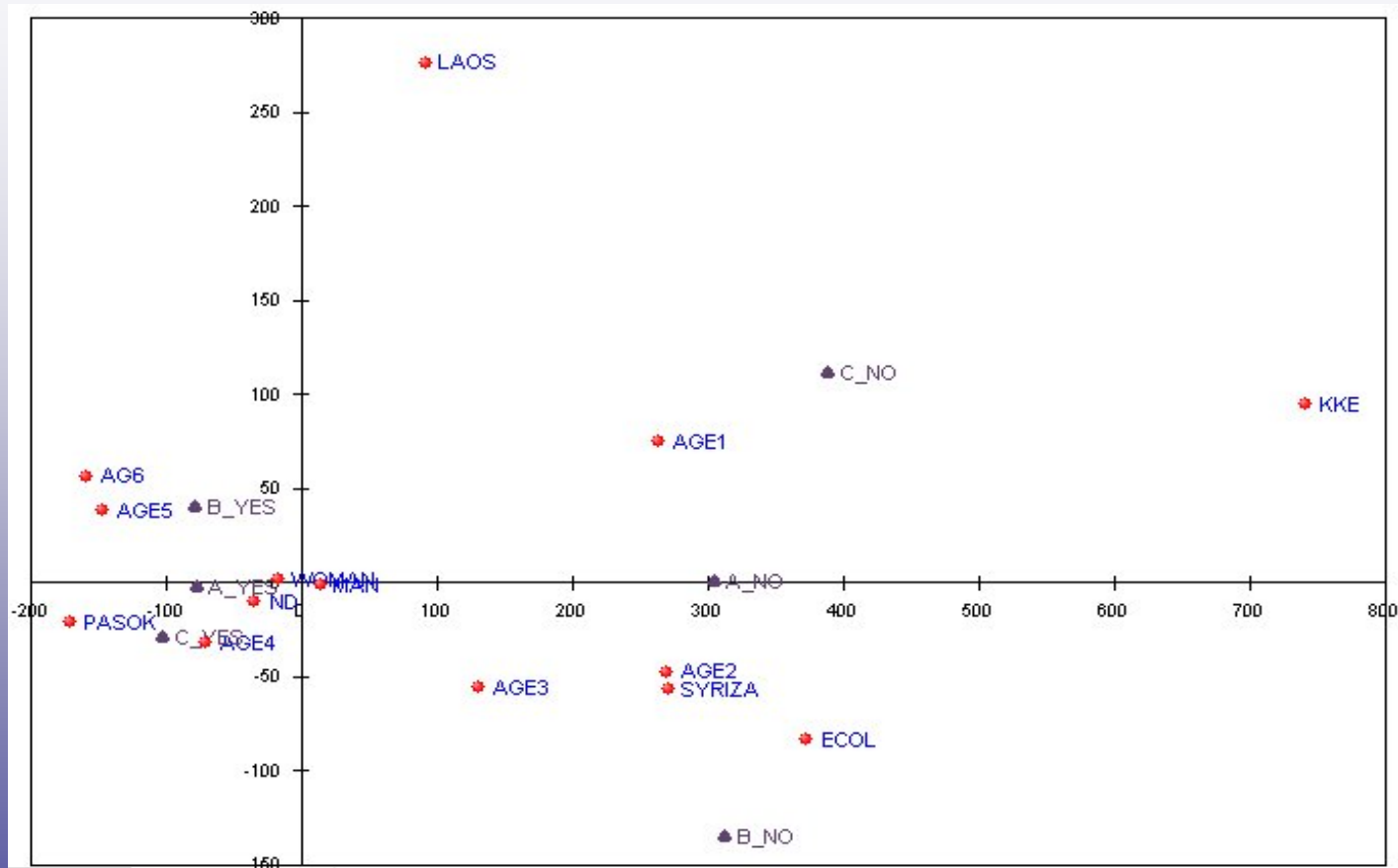C_YEΣ= Form a new political identity YES
C_NO= Form a new political identity NO
C_NR= No response

AGE1=18-24 AGE2=25-34 AGE3=35-44
AGE4=45-54 AGE5=55-64 AGE6= >65

AFC APPLICATION (ANALYSE FACTORIEL des CORRESPONDANCES)

FINDINGS

From 1X2 factorial plane which explains the 98,77% yield:

- As regards the main factor:
  - Specifies that voters of the two major parties, above 45 years old, have a positive expectation as far as their leader is concerned, while the voters of smaller parties, from 18 until 44 years old, do not have positive expectation.
  - Gender does not play a role regarding a positive or negative expectation.
  - Voters above 45 years old have more positive expectation for their leaders and especially, PASOK and New Democracy voters.

FINDINGS

- As regards the second factor, distinguishes the grouping from the formation of a new profile:

  - Voters of KKE and LAOS expect more clustering of supporters of their preference's party.
  - All other voters, from 25 to 55 years old, expect a new profile for their supported party.
  - Voters under 25 years old and above 55 years old, seeking more clusters.

Using a rating scale from 1 to 10, voters evaluate the presence of leaders of their preference's party in the political scene.

[1=very disappointing, 10= excellent]

LEADERS	1	2	3	4	5	6	7	8	9	10	TOTAL
PAPANDREOY	0,14%	0,27%	1,09%	0,96%	4,79%	5,61%	19,84%	34,88%	16,83%	15,05%	100%
SAMARAS	1,72%	1,29%	2,15%	2,58%	9,23%	9,44%	19,53%	29,18%	12,02%	10,94%	100%
PAPARIGA	0	1,05%	4,21%	6,32%	17,89%	9,47%	20,00%	14,74%	6,32%	14,74%	100%
KARATZAFERIS	1,10%	2,20%	3,30%	3,30%	6,59%	25,27%	27,47%	13,19%	16,48%	1,10%	100%
TSIPRAS	0	1,01%	3,03%	4,04%	14,14%	20,20%	29,29%	21,21%	5,05%	2,02%	100%

FINDINGS:

1. The majority of PASOK voters estimate the presence of Mr. G. Papandreou from average (7) to excellent (10) (86,64%), getting as higher rate 8 (34.88%). The same happens with the majority of ND voters (71,67%) referring to Mr. Antonis Samaras.

2. The majority of Communists estimate the presence of Mrs. Aleka Papariga from average (7) to excellent (10), but in a smaller percentage (55,80%). Similar is the opinion of European Lefts for their leader Mr. Alexis Tsipras, in 57,57%.

3. It is interesting that it is not the majority of LAOS voters who find Mr. George Karatzaferis from average (7) to excellent (10) (48,24%).

Using a rating scale from 1 to 10, voters evaluate the presence of leaders of their preference's party in the political scene.
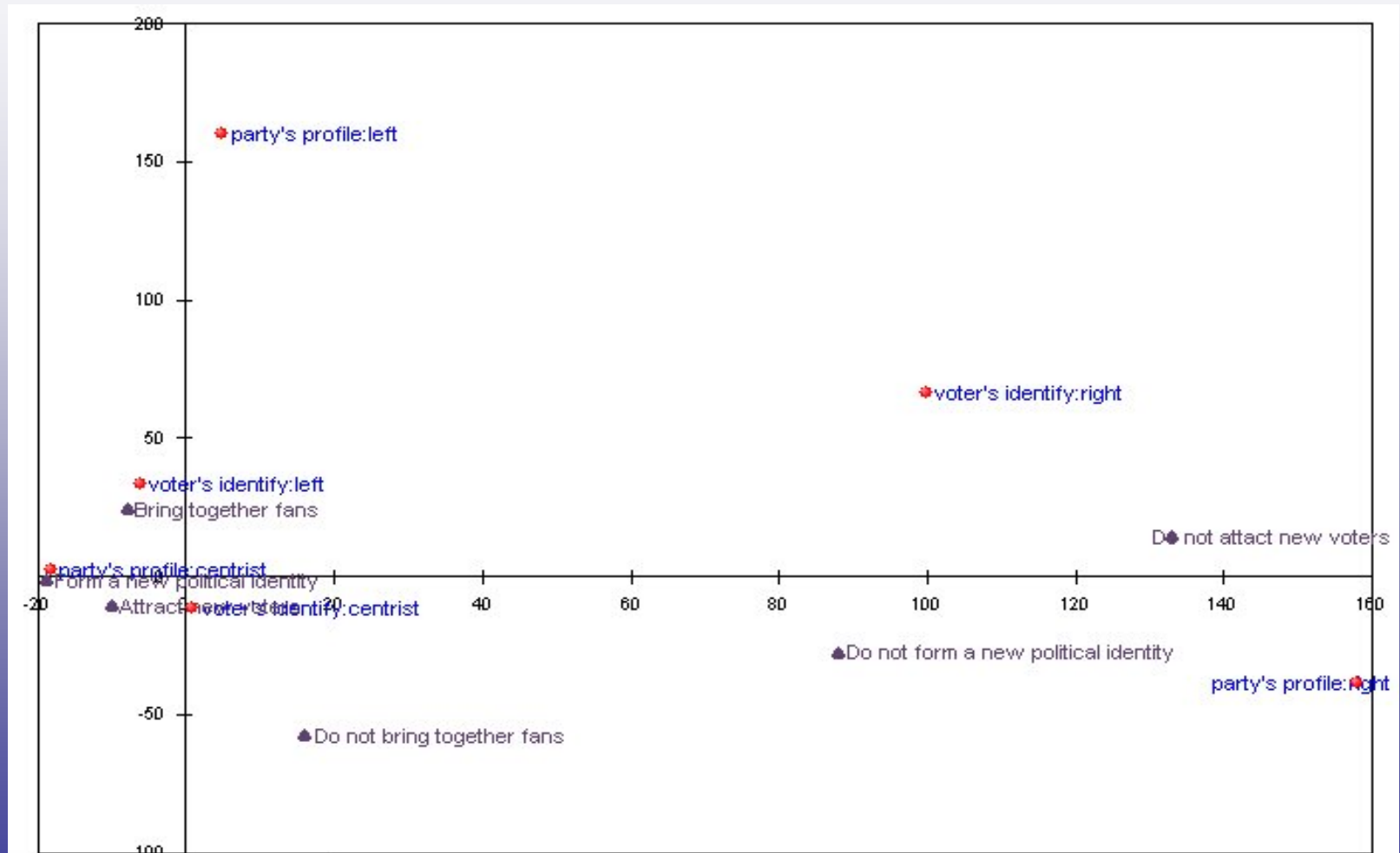
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FINDINGS:

4. In the smaller parties, the majority of their voters give their political leaders an average rate (7).

5. G. Papandreou collects higher rates at 9 and 10 comparing to A. Samara and A. Samaras brings higher rates of G. Papandreou in 5 and 6.

6. The percentage of LAOS voters and SYRIZA voters who rate as excellent the political presence of their leaders, is very low.
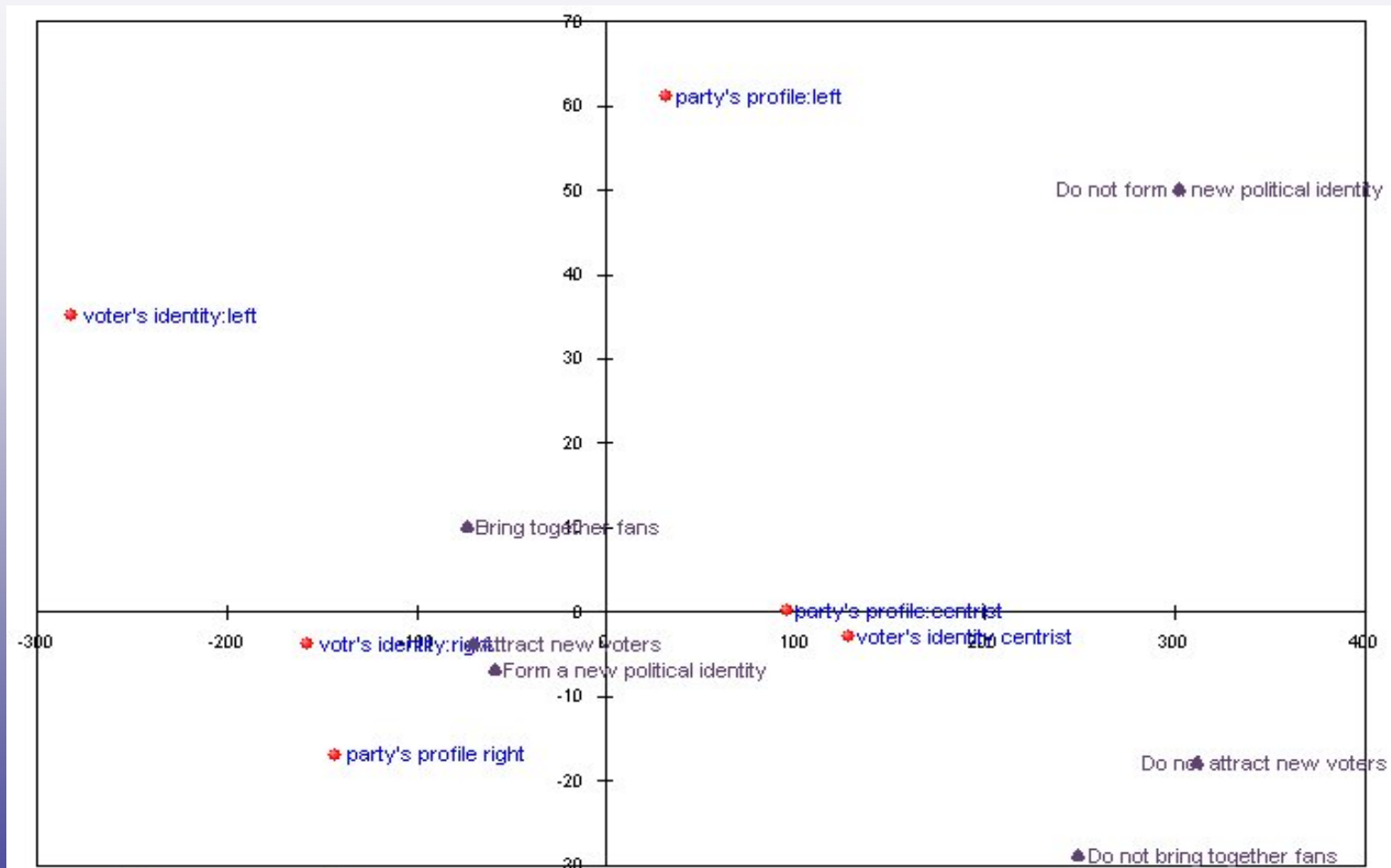
PASOK voters' expectations from G. Papandreou, considering their self-identification on the rating scale from 1(Extreme Left) to 10 (Extreme Right) and according to their party's political profile.

FINDINGS

- PASOK voters, considering themselves left and their party centrist, have the expectation from G. Papandreou to attract new voters, to rally and to form a new political profile.

- PASOK voters, considering themselves right and PASOK right, have no expectation from G. Papandreou to attract new voters, to rally and to form a new political profile.

- PASOK voters, identifying it in the middle of the scale (center) and considering themselves as center-left, have positive expectations for the examined characteristics

- All those who consider PASOK as a left party, they do not have any expectation for the examined characteristics.

ND voters' expectations from A. Samaras, considering their self-identification on the rating scale from 1(Extreme Left) to 10 (Extreme Right) and according to their party's political profile.

FINDINGS

- ND voters, identifying themselves on the Right and considering their party Right, do not have any expectation from A. Samaras to attract new voters, to rally and to form a new political profile.

- ND voters, identifying themselves and their party in the center of the rating scale, do not have any expectations from A. Samaras as far as the above characteristics.

- Compared to the profile of PASOK voters, ND voters seem to be more shrunken audience.

SUMMARY

- Gender does not play a role regarding a positive or negative expectation.
- Voters until 44 years old seem to be pessimists, although voters above 45 years old are more optimists and have positive expectations from the leader of their preference party.
- PASOK and ND voters present similar expectations from their leaders: to attract new voters, to bring together fans and to form a new political identity.
- Voters of most popular parties estimate their leader (by giving 8) better than voters of smaller political parties (by giving 7).
- Voters of smaller political parties do not have any expectation from their leaders.