THE POPULARITY STAKES

Rahul Gandhi emerges as the most popular political leader and the preferred choice as the next Prime Minister

Theme: PERSONALITIES AND LEADERSHIP

The findings presented here are based on a survey conducted in 19 states of the country by the Centre for the Study of Developing Societies (CSDS) and presented by the Hindu, a leading newspaper in India. The survey was conducted over a period of four months from January to April 2013. The survey was conducted among a sample size of 16,000 voters across four major political parties in the country: Congress, Bharatiya Janata Party (BJP), Janata Dal (United) and Bahujan Samaj Party (BSP).

The survey was designed and analyzed by the research team of CSDS. The team includes Swati Prakash, Prasenjit Kumar, Bhuviswaroopa, R.A. Q. Khilji, Khesari Lal Yadav, and Jyoti Verma, Rajpaul Vaidya, Kayathyadav Shashi, and Suresh Verma, Sudhanshu Verma. The survey was directed at the executive director of CSDS, Yogendra Yadav. The survey was coordinated by the CSDS research team, headed by Yogendra Yadav. The survey respondents were drawn from four major states of the country: Uttar Pradesh, Rajasthan, Tamil Nadu, and West Bengal.

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