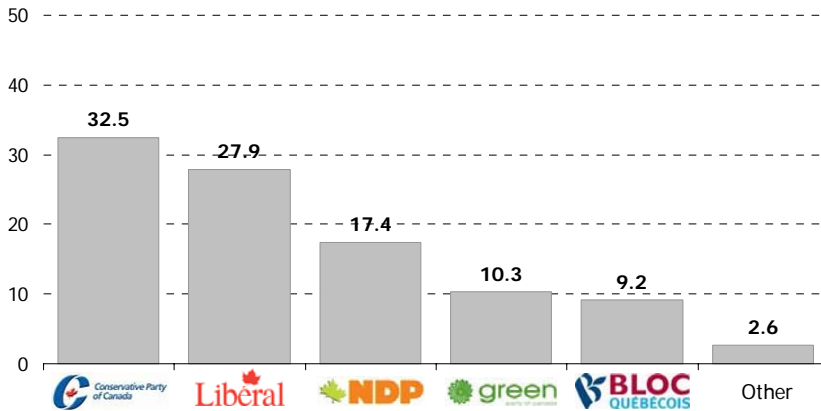


Top Line Results:

Federal vote Intention: August 11-17

Q. If a federal election were held tomorrow, which party would you vote for?

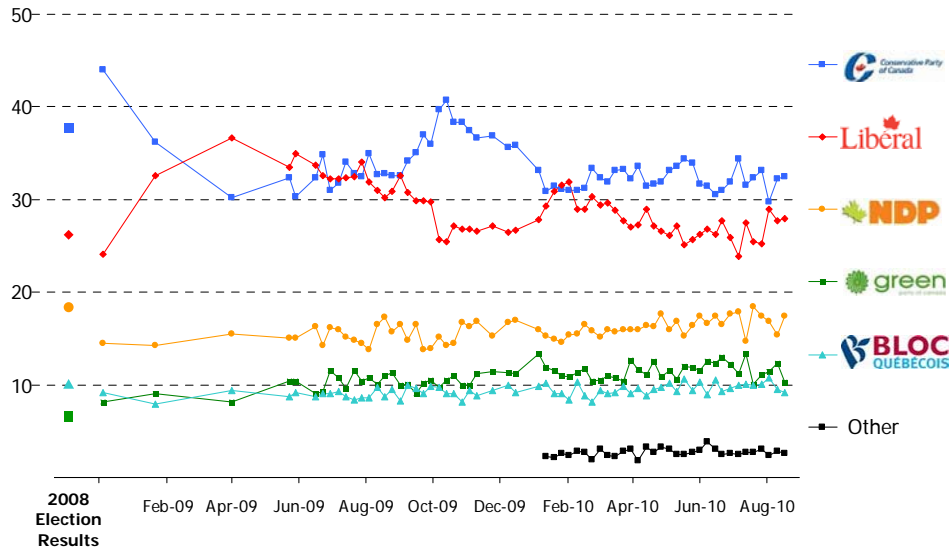


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BASE: Decided Voters; August 11-17, 2010 (n=2,543)

Weekly tracking of federal vote intention

Q. If a federal election were held tomorrow, which party would you vote for?



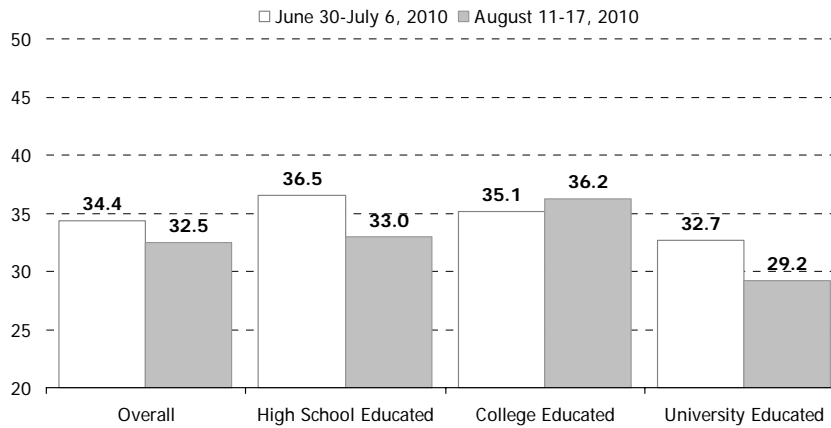
Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 14.9% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point August 11-17, 2010 (n=2,543)

Changes in education characteristics of Conservative support

Q. If a federal election were held tomorrow, which party would you vote for?

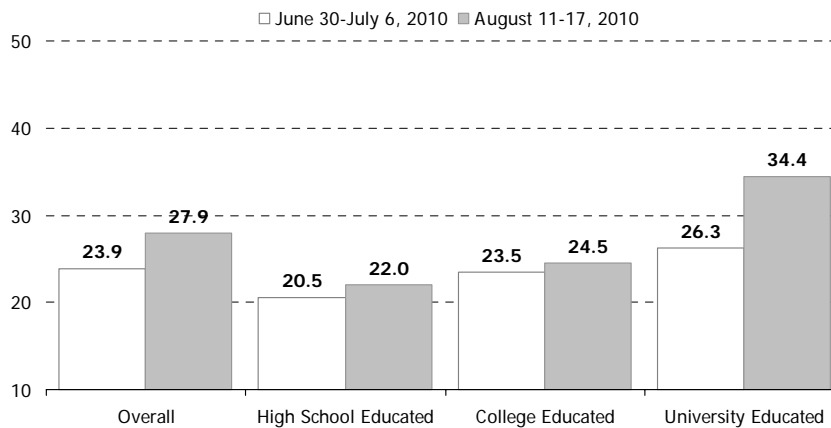


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BASE: Canadians; most recent data point August 11-17 (n=2,543)

Changes in education characteristics of Liberal support

Q. If a federal election were held tomorrow, which party would you vote for?

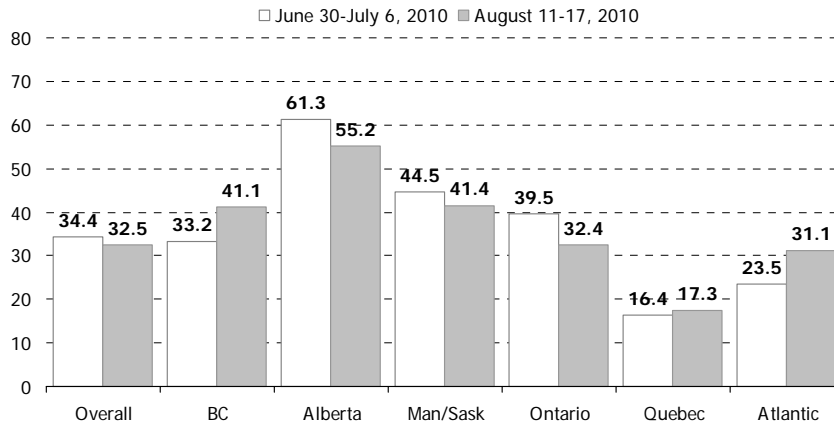


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BASE: Canadians; most recent data point August 11-17 (n=2,543)

Changes in regional characteristics of Conservative support

Q. If a federal election were held tomorrow, which party would you vote for?

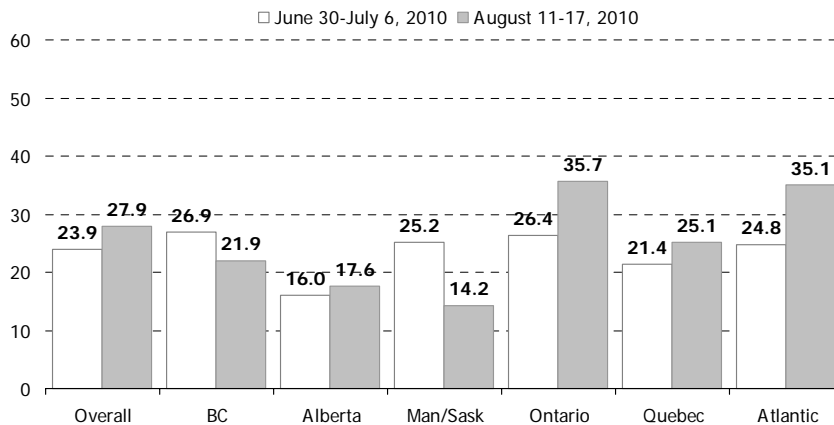


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BASE: Canadians; most recent data point August 11-17 (n=2,543)

Changes in regional characteristics of Liberal support

Q. If a federal election were held tomorrow, which party would you vote for?

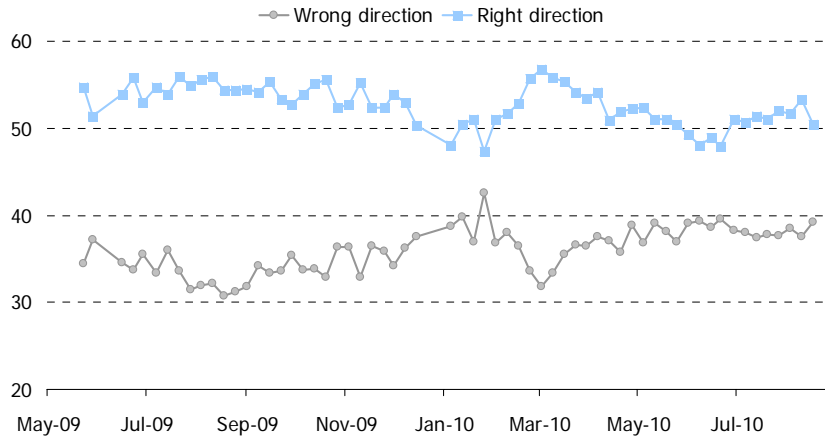


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BASE: Canadians; most recent data point August 11-17 (n=2,543)

Direction of country

Q. All things considered, would you say the country is moving in the right direction or the wrong direction?

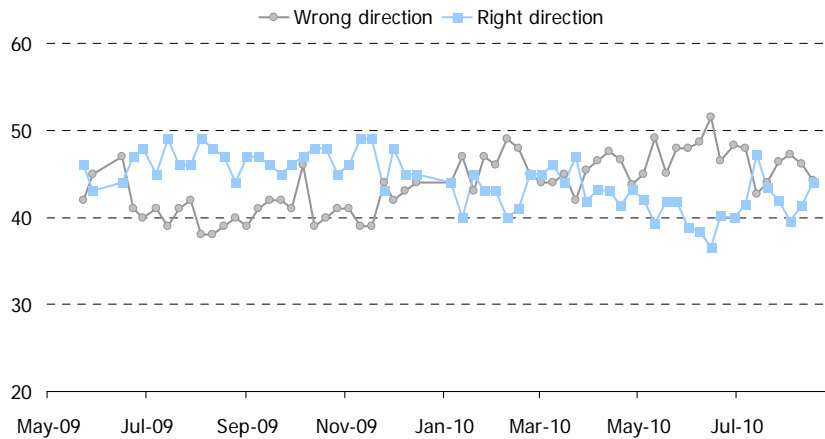


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BASE: Canadians; most recent data point August 11-17, 2010 (n=half sample)

Direction of government

Q. All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?








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BASE: Canadians; most recent data point August 11-17, 2010 (n=half sample)

Second choice

Q. Which party would be your second choice?

SECOND CHOICE	Second Choice (overall)	FIRST CHOICE					
		CPC	LPC	NDP	GP	BQ	Other
	10.2	--	19.9	15.1	11.2	12.0	13.9
	16.8	25.1	--	33.2	26.1	12.2	13.5
	17.9	12.5	36.2	--	22.7	29.7	20.0
	12.3	10.3	14.9	19.3	--	15.4	7.2
	3.0	1.8	4.4	5.0	3.7	--	0.7
Other	2.4	3.4	1.3	2.9	3.1	1.1	--
No second choice	37.4	46.9	23.3	24.6	33.1	29.5	44.7

Methodology:

EKOS' weekly tracking polls are conducted using Interactive Voice Recognition (IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator.

In an effort to reduce the coverage bias of landline only RDD, we created a dual landline/cell phone RDD sampling frame for this research. As a result, we are able to reach those with both a landline and cell phone, as well as cell phone only households and landline only households. This dual frame yields a near perfect unweighted distribution on age group and gender, something almost never seen with traditional landline RDD sample or interviewer-administered surveys.

The field dates for this survey are August 11 – August 17, 2010.¹ In total, a random sample of 2,979 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,543 decided voters). The margin of error associated with the total sample is +/-1.8 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.

¹ Please note that these dates are not inclusive of weekends, as we do not survey on Saturday or Sunday.

Annex:

Federal vote intention: August 4-10

Q. If a federal election were held tomorrow, which party would you vote for?

