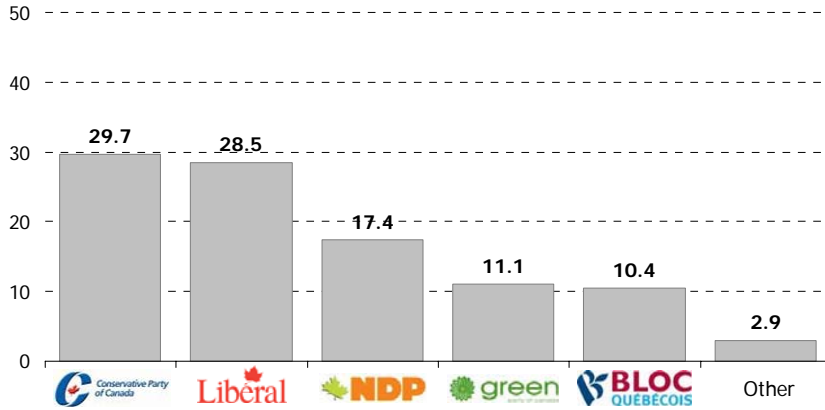


Top Line Results:

Federal vote intention: July 28-August 3

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

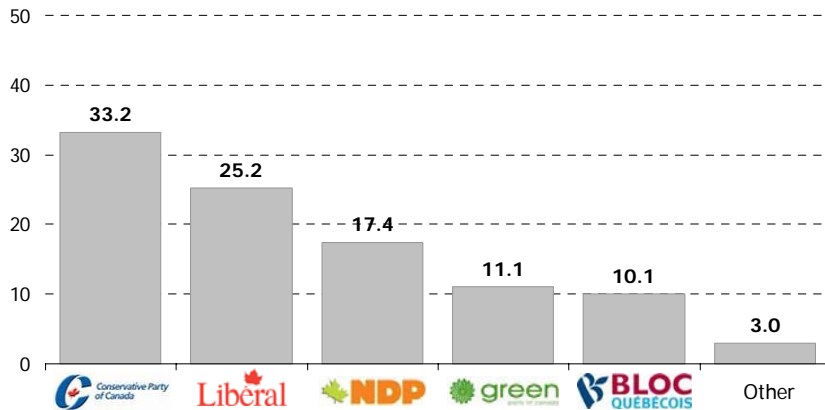


Copyright 2010. No reproduction without permission

BASE: Decided Voters: July 28-August 3 (n=1,516)

Federal vote Intention: July 21-27

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

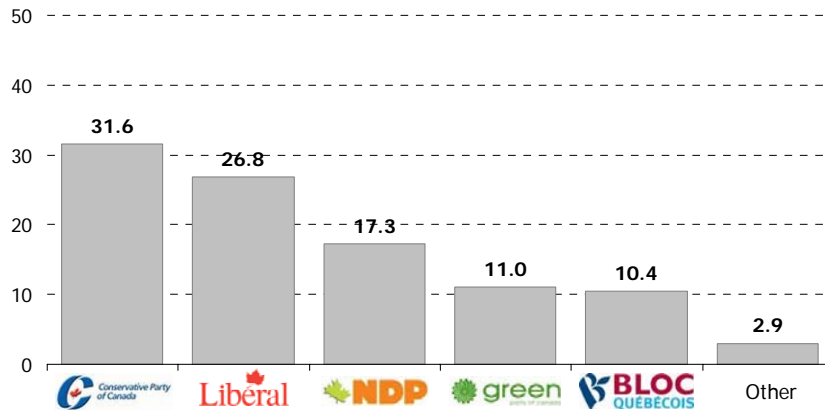


Copyright 2010. No reproduction without permission

BASE: Decided Voters: July 21-27, 2010 (n=1,436)

Federal vote intention: July 21-August 3 (2-week roll-up)

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

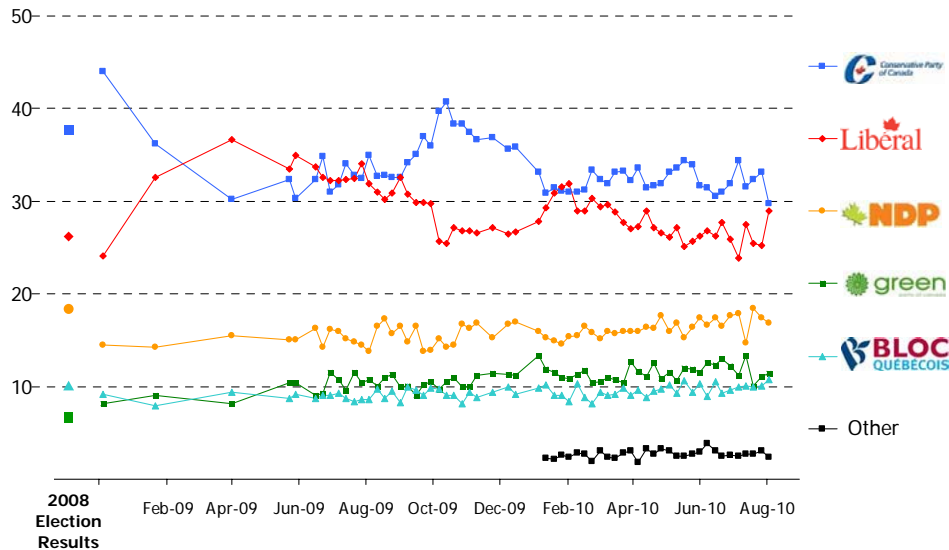


Copyright 2010. No reproduction without permission

BASE: Decided Voters; July 21-August 3, 2010 (n=2,952)

Weekly tracking of federal vote intention

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



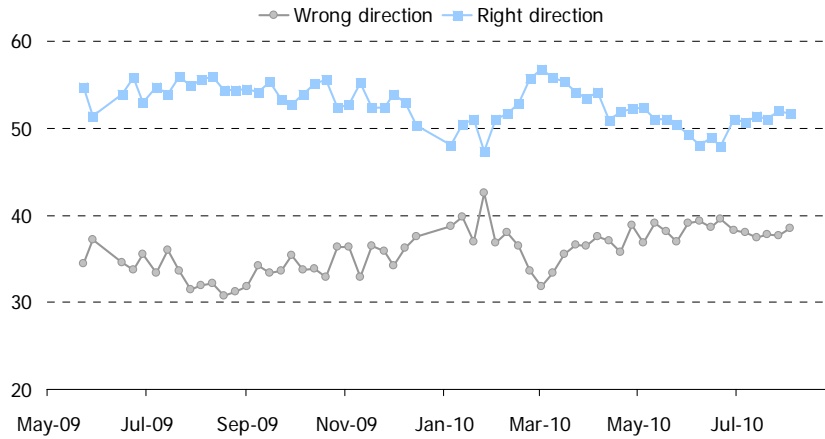
Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 13.6% of Canadians are undecided/ineligible to vote.

Copyright 2010. No reproduction without permission

BASE: Decided voters; most recent data point July 28-August 3, 2010 (n=1,516)

Direction of country

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

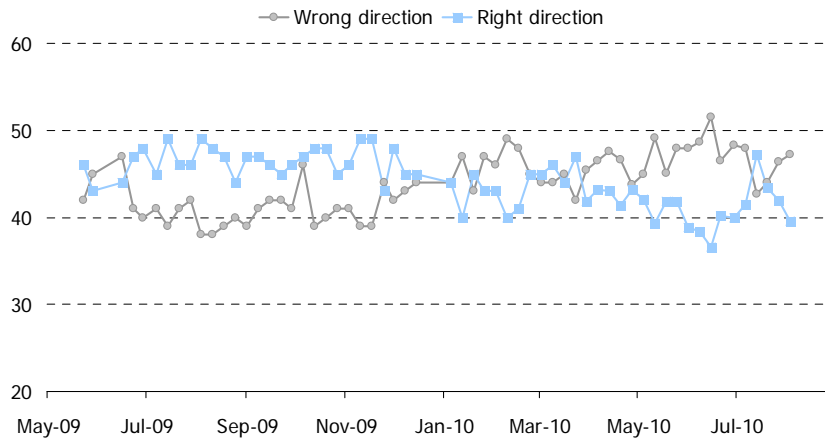


Copyright 2010. No reproduction without permission

BASE: Canadians; most recent data point July 28-August 3, 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?








Copyright 2010. No reproduction without permission

BASE: Canadians; most recent data point July 28-August 3, 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
	10.3	--	21.0	14.0	8.0	10.2	15.8
	16.6	24.2	--	33.3	28.1	13.1	12.2
	17.7	11.7	35.9	--	22.9	27.7	11.8
	12.9	11.9	14.9	20.9	--	18.5	15.2
	2.8	1.7	3.1	3.7	6.8	--	1.5
Other	2.8	4.4	1.2	1.7	4.9	0.4	--
No second choice	36.9	46.1	24.0	26.5	29.3	30.1	43.6

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 July 21 – August 3, 2010.¹ In total, a random sample of 3,444 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,952 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 or holidays, as we do not survey on Saturday or Sunday, nor do we survey on August Civic Holiday.