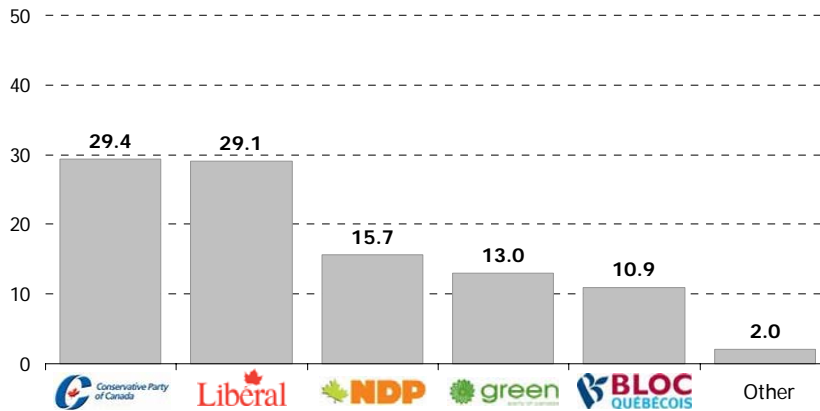


Top Line Results:

Federal vote Intention: August 25-31

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

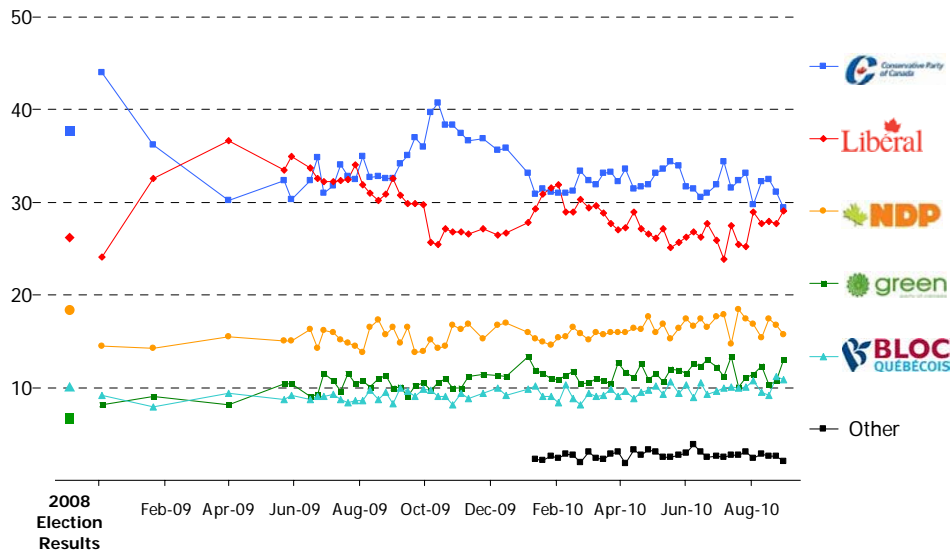


Copyright 2010. No reproduction without permission

BASE: Decided Voters; August 25-31, 2010 (n=1,346)

Weekly tracking of federal vote intention

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



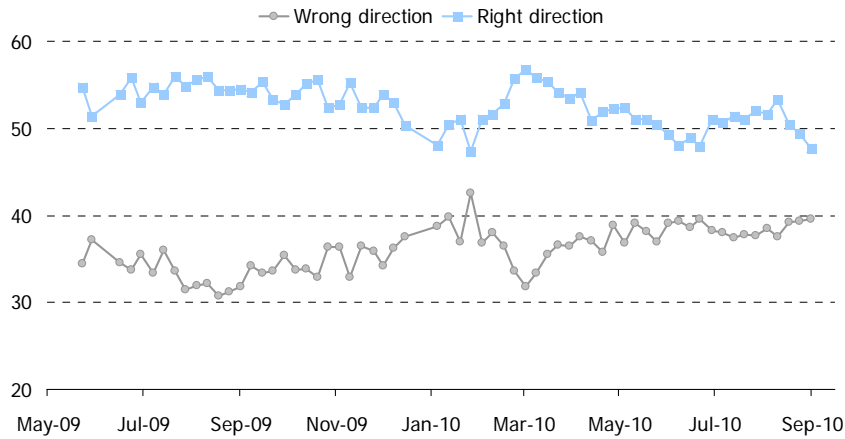
Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 13.4% of Canadians are undecided/ineligible to vote.

Copyright 2010. No reproduction without permission

BASE: Decided voters; most recent data point August 25-31, 2010 (n=1,346)

Direction of country

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

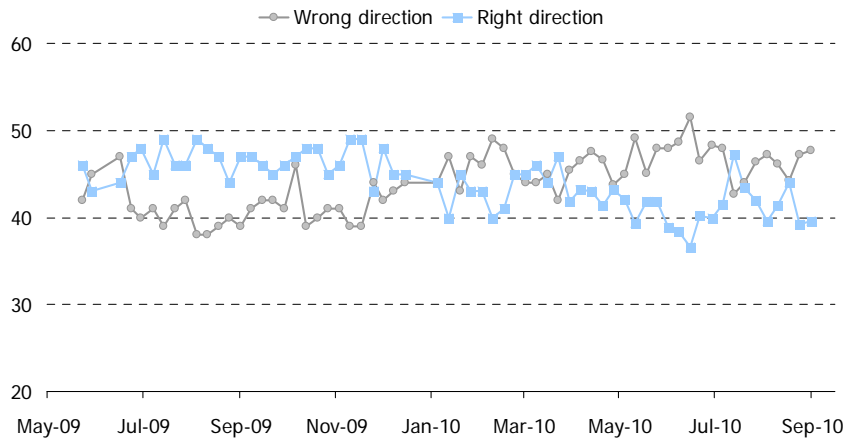


Copyright 2010. No reproduction without permission

BASE: Canadians; most recent data point August 25-31, 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?

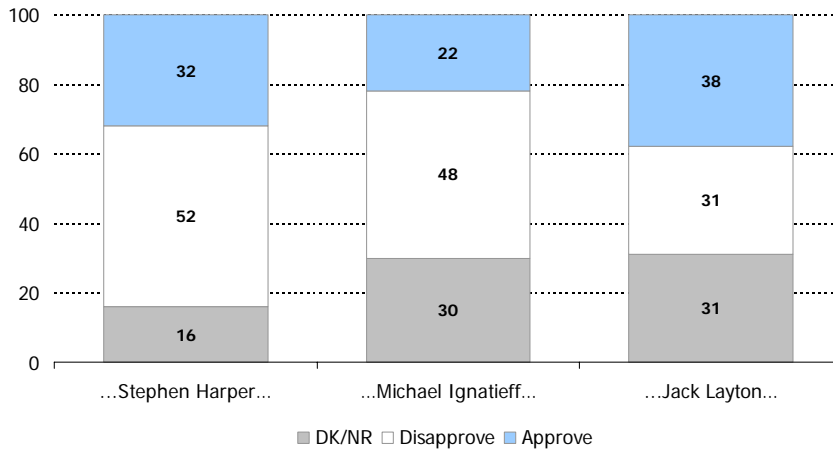


Copyright 2010. No reproduction without permission

BASE: Canadians; most recent data point August 25-31, 2010 (n=half sample)

Job approval ratings

Q. Do you approve or disapprove of the way ... is handling his job?

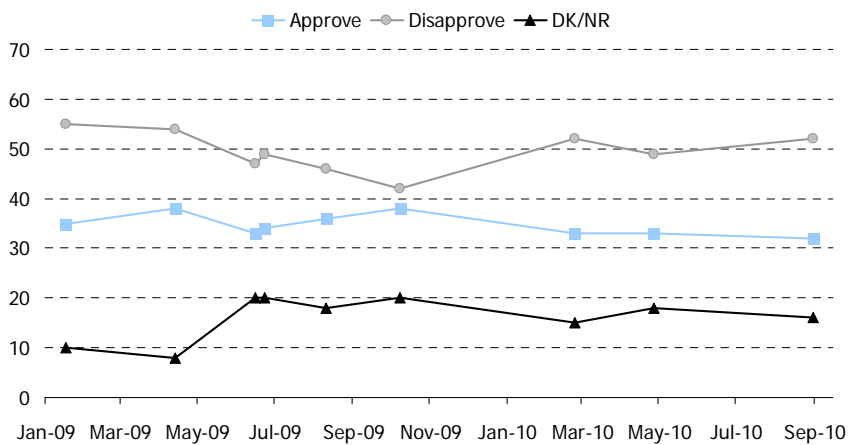


Copyright 2010. No reproduction without permission

BASE: Canadians; August 18-31, 2010 (n=3,559)

Tracking job approval ratings for Stephen Harper

Q. Do you approve or disapprove of the way Stephen Harper is handling his job?

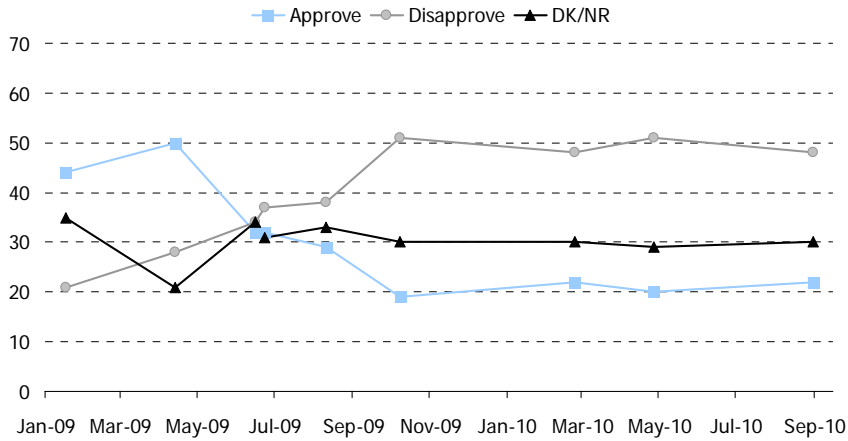


Copyright 2010. No reproduction without permission

BASE: Canadians; most recent data point August 18-31, 2010 (n=3,559)

Tracking job approval ratings for Michael Ignatieff

Q. Do you approve or disapprove of the way Michael Ignatieff is handling his job?

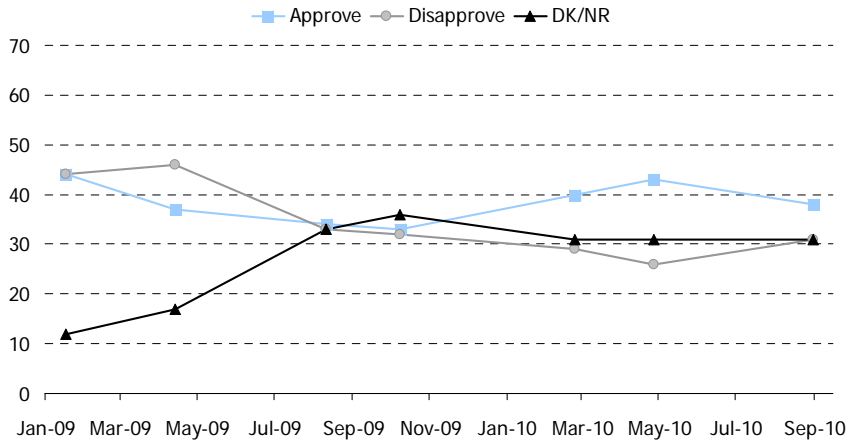


Copyright 2010. No reproduction without permission

BASE: Canadians; most recent data point August 18-31, 2010 (n=3,559)

Tracking job approval ratings for Jack Layton

Q. Do you approve or disapprove of the way Jack Layton is handling his job?

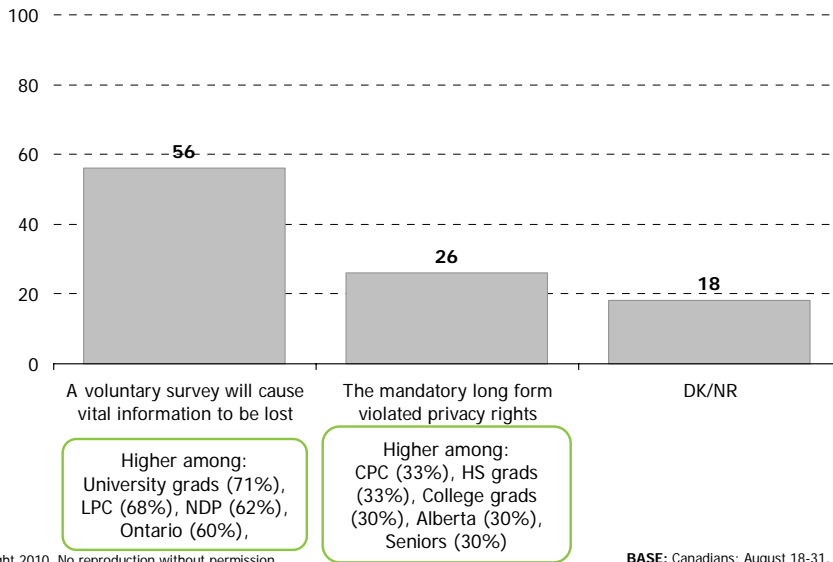


Copyright 2010. No reproduction without permission

BASE: Canadians; most recent data point August 18-31, 2010 (n=3,559)

Perceived trade-off of eliminating the long form census

Q. Some people say that the mandatory long form census which one in five households received was an unnecessary violation of individual privacy rights and that a voluntary approach would be better. Others say that by shifting to a voluntary method this census will no longer be truly representative and vital information will be lost. Which of these statements comes closer to your own point of view?



Copyright 2010. No reproduction without permission

BASE: Canadians; August 18-31, 2010 (n=3,559)

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.

Data for this survey was collected over two time periods. The field dates for the first portion of the survey (federal vote intention, direction of country, and direction of government) are August 25 – August 31, 2010.¹ In total, a random sample of 1,555 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,346 decided voters). The margin of error associated with the total sample is +/-2.5 percentage points, 19 times out of 20.

The field dates for the second portion of the survey (job approval ratings and attitudes towards the elimination of the long form census) are August 18 – August 31, 2010. In total, a random sample of 3,559 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,346 decided voters). The margin of error associated with the total sample is +/-1.6 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 18-24

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

