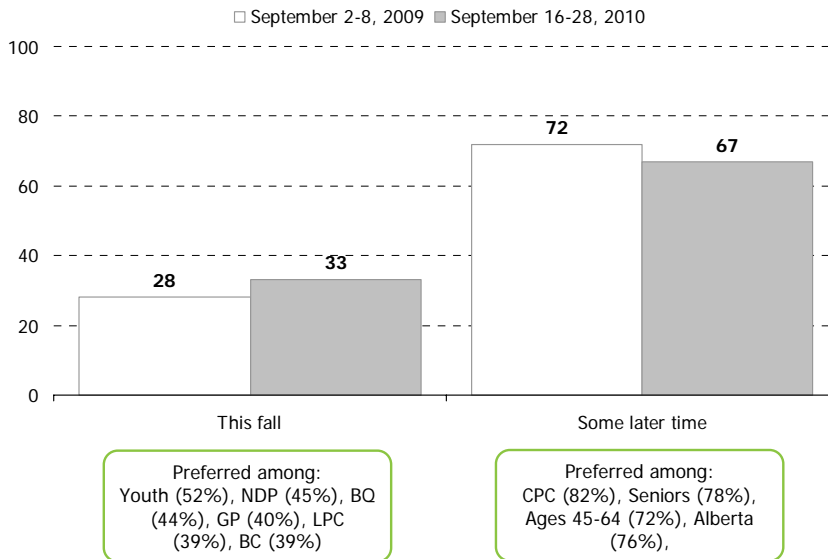


## Top Line Results:

### Preferred timing of next election

*Q. Do you believe a federal election should be held this fall, or should it be held at some later time?*

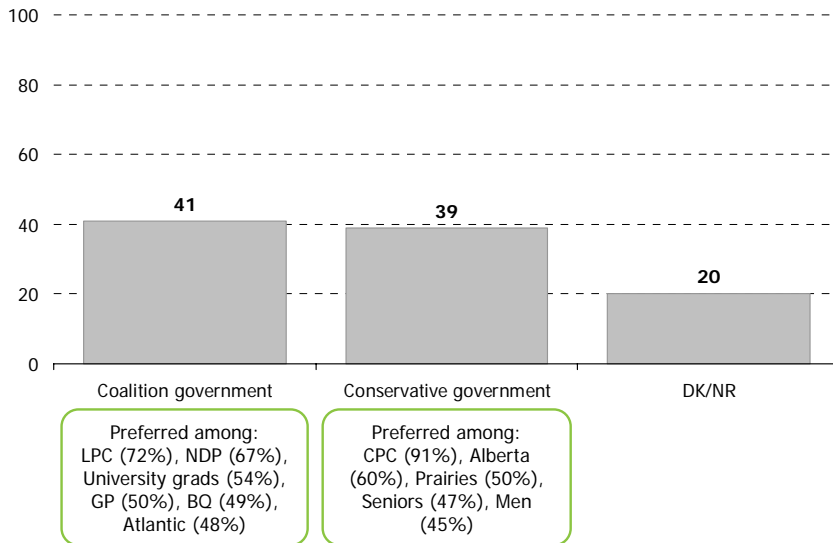


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BASE: Canadians; Sep. 16-28, 2010 (n=3,782)

## Support for coalition government

Q. If you were forced to choose between a Conservative government led by Stephen Harper and a coalition government made up of Liberal and New Democrat and led by Liberal leader Michael Ignatieff, which would you prefer?

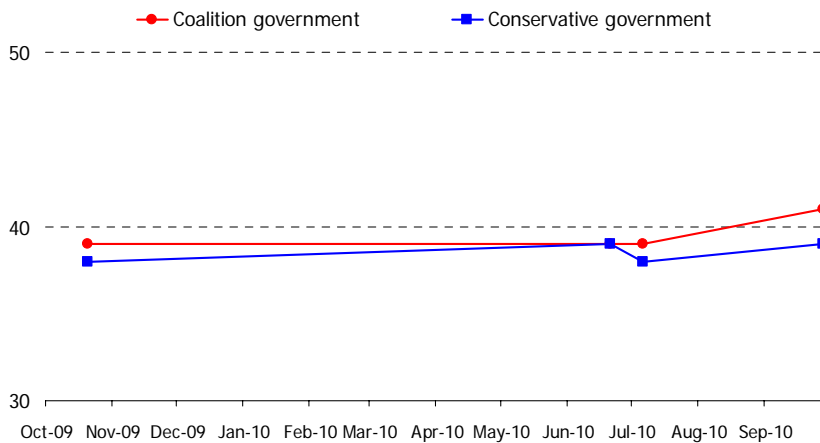


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BASE: Canadians; September 16-28, 2010 (n=3,782)

## Tracking support for coalition government

Q. If you were forced to choose between a Conservative government led by Stephen Harper and a coalition government made up of Liberals and New Democrats and led by Liberal leader Michael Ignatieff, which would you prefer?

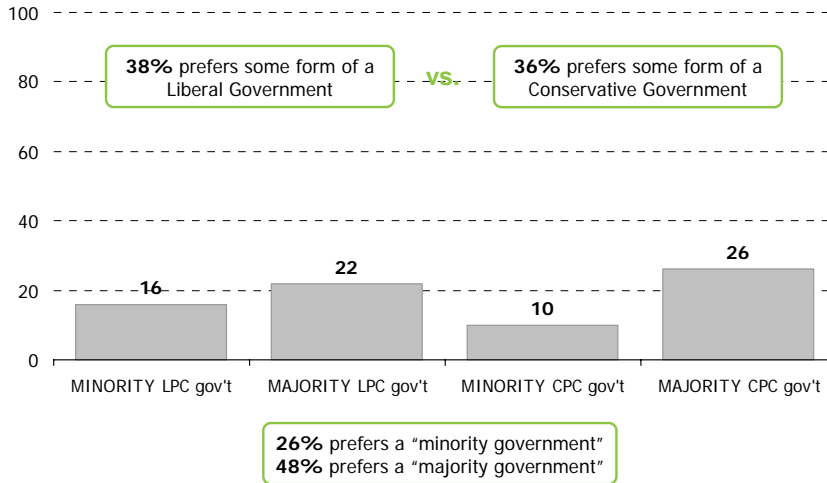


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BASE: Canadians; most recent data point September 16-28 (n=3,782)

## Preferred outcome for next election

Q. Which of the following potential outcomes of the next federal election do you think would be BEST?

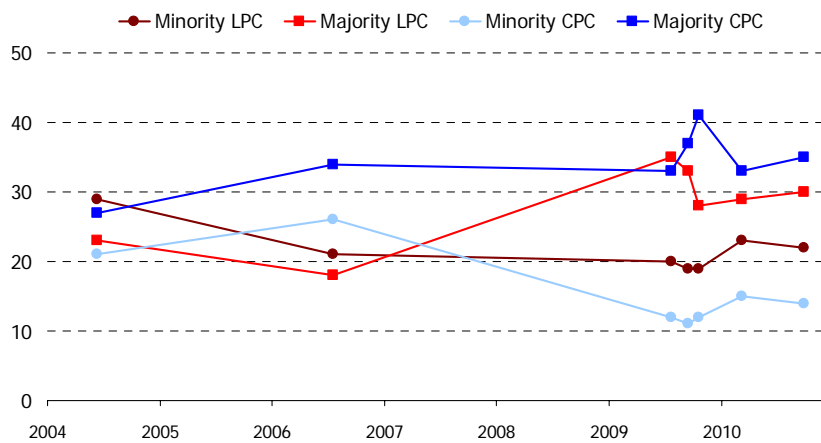


NOTE: There is also 26% that "prefers none of the above" options  
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BASE: Canadians; September 16-28, 2010 (n=3,782)

## Tracking preferred election outcome

Q. Which of the following potential outcomes of the next federal election do you think would be BEST?



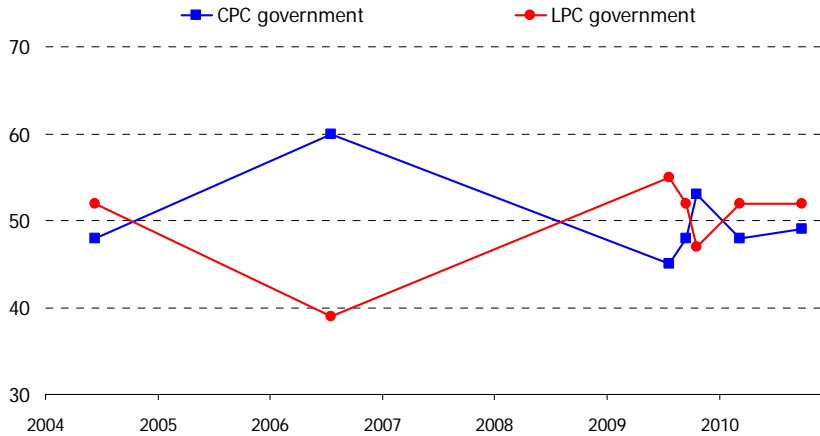
NOTE: Our tracking data draws on two different methodologies that produce different response rates. For comparison purposes, we have reassigned those who selected "none of the above" to the other categories on a pro rata basis.

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BASE: Canadians with valid responses; most recent data point September 16-28 (n=2,802)

## Tracking preferred election outcome

Q. Which of the following potential outcomes of the next federal election do you think would be BEST?



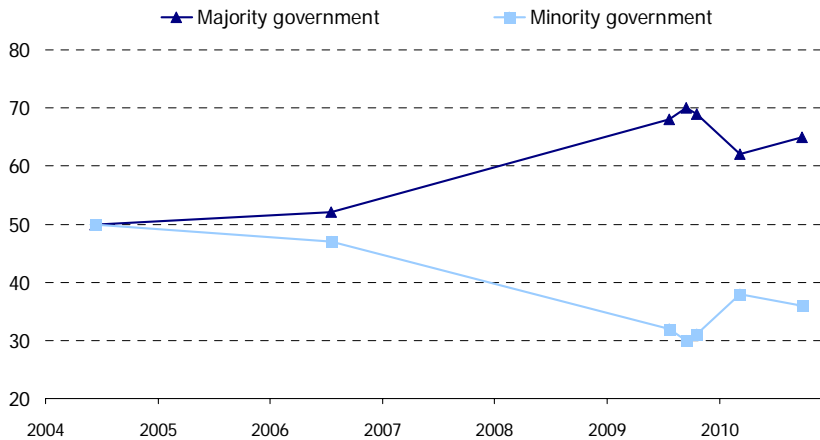
NOTE: Our tracking data draws on two different methodologies that produce different response rates. For comparison purposes, we have reassigned those who selected "none of the above" to the other categories on a pro rata basis.

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BASE: Canadians with valid responses; most recent data point September 16-28 (n=2,802)

## Tracking preferred election outcome

Q. Which of the following potential outcomes of the next federal election do you think would be BEST?



NOTE: Our tracking data draws on two different methodologies that produce different response rates. For comparison purposes, we have reassigned those who selected "none of the above" to the other categories on a pro rata basis.

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BASE: Canadians with valid responses; most recent data point September 16-28 (n=2,802)

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## 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 September 16 – September 28, 2010. In total, a random sample of 3,782 Canadians aged 18 and over responded to the survey. 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.