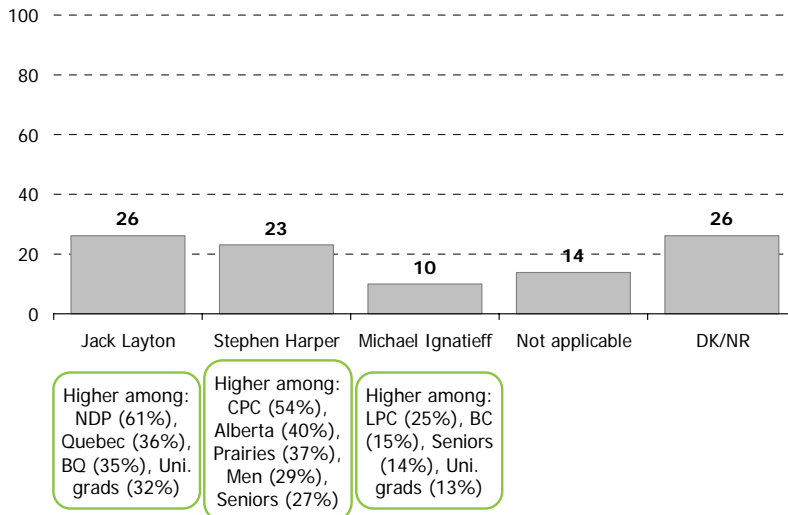


Top Line Results:

Preferred drinking companion

Q. Regardless of your political persuasion, which of the following political leaders would you most like to have a beer with?



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BASE: Canadians; Most recent data point March 24-30 (n=2162)

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 land-line/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 March 24 – March 30, 2010.¹ In total, a random sample of 2,162 Canadians aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-2.1 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 the weekends, as we do not survey on Saturday or Sunday.