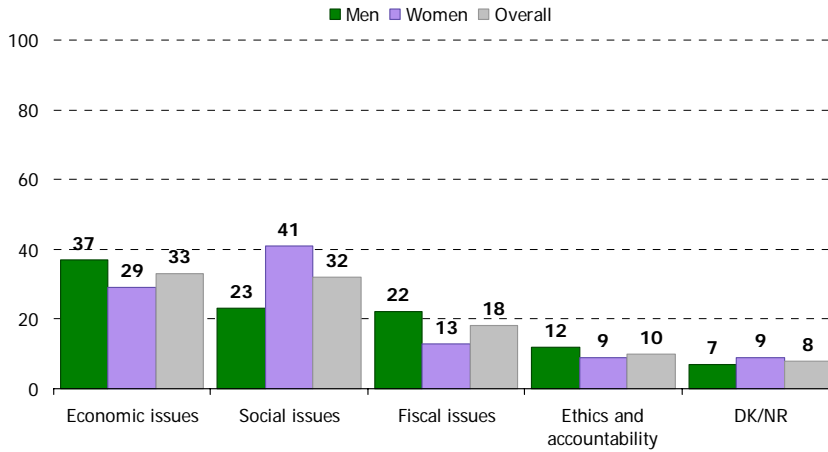


Top Line Results:

Most important election issue

Q. Of the following issues, which one do you think should be the most important issue for the next federal election: 1) issues like ethics and accountability; 2) the economy, jobs, and growth; 3) fiscal issues like taxes and debt; or 4) social issues like health and education?

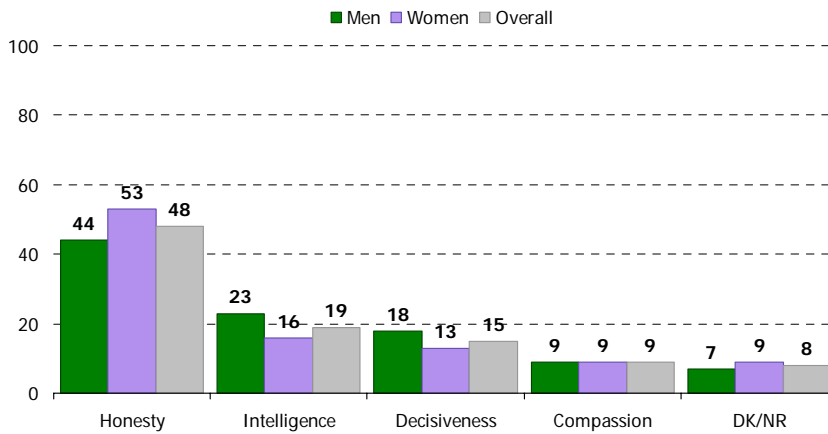


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BASE: Canadians; April 28 – May 4 (n=2192)

Most important attribute in a leader

Q. Of the following attributes, what is the most important one you look for in the leader of the country?

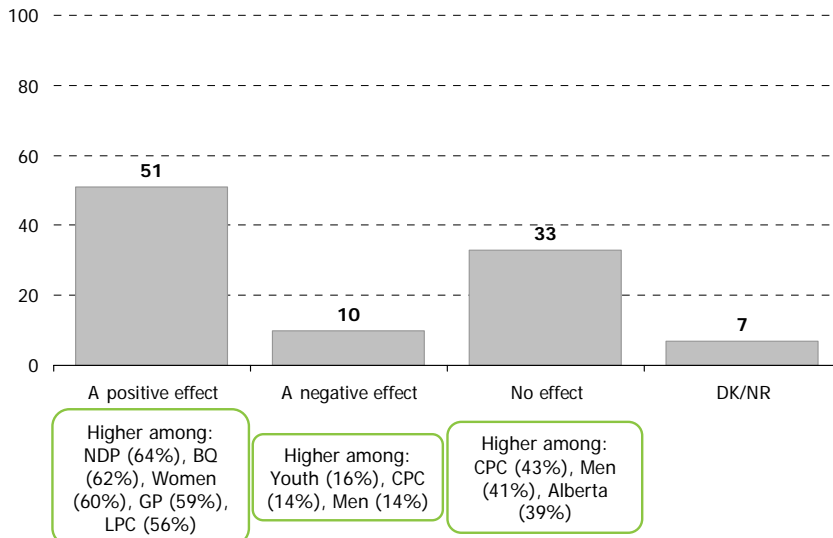


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BASE: Canadians; April 28 – May 4 (n=2192)

Perceived impact of having more women leaders

Q. If there were more women leaders in federal politics, overall, do you think that this would have a positive effect, a negative effect, or no effect on the quality of government?



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BASE: Canadians; April 28 – May 4 (n=2192)

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 April 28 – May 4, 2010.¹ In total, a random sample of 2,192 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.

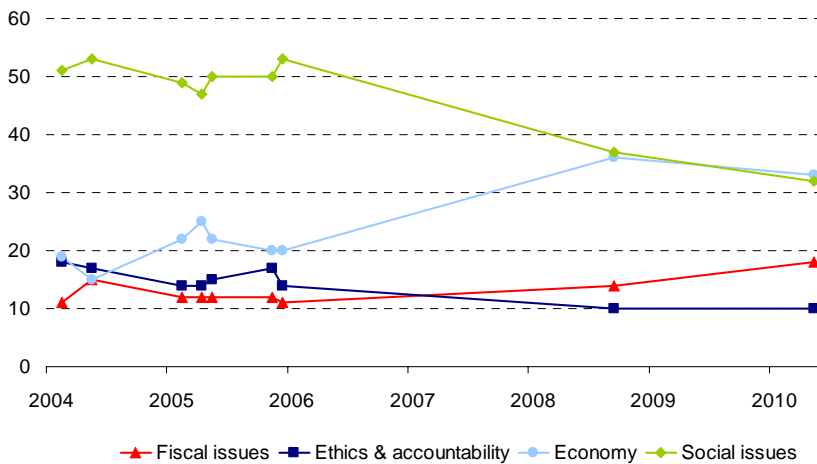
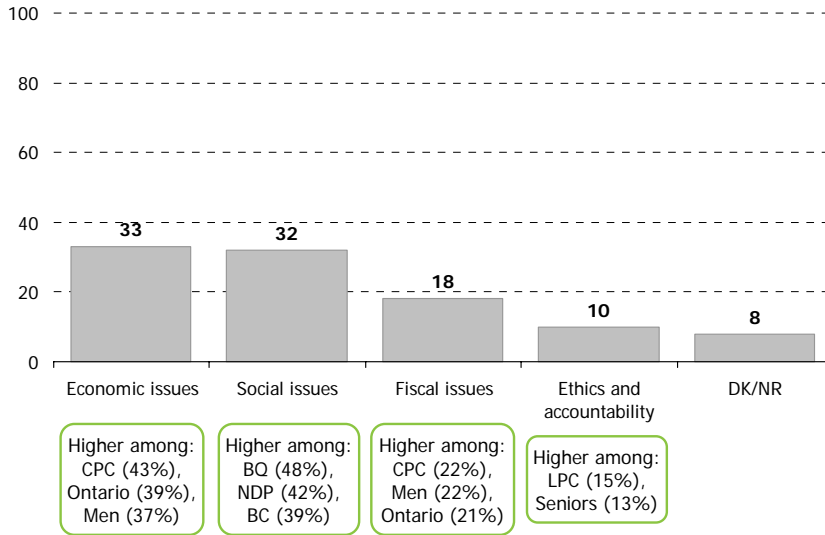
Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census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

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

Annex:

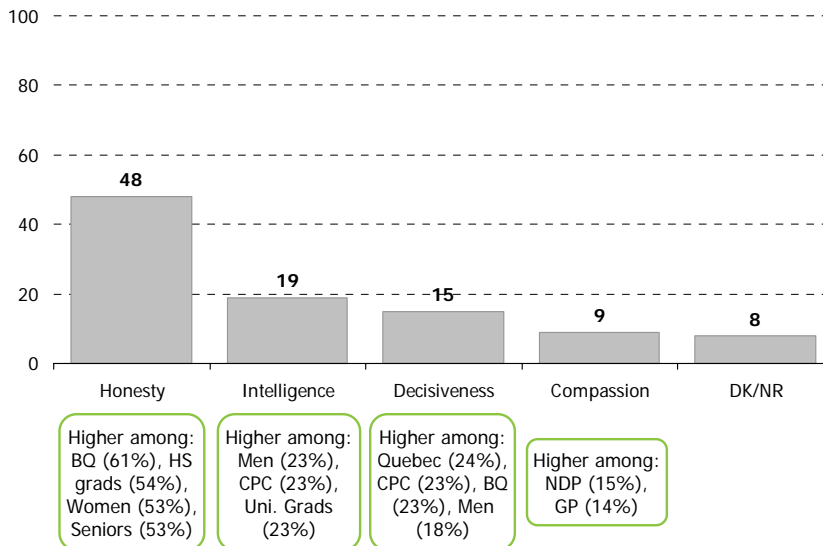
Most important election issue

Q. Of the following issues, which one do you think should be the most important issue for the next federal election: 1) issues like ethics and accountability; 2) the economy, jobs, and growth; 3) fiscal issues like taxes and debt; or 4) social issues like health and education?



Most important attribute in a leader

Q. Of the following attributes, what is the most important one you look for in the leader of the country?



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