EKOS POLITICS

CONSERVATIVES MAINTAIN MODEST BUT CLEAR LEAD AS VOTERS COAST THROUGH SUMMER

WIDENED GAP ON UNIVERSITY EDUCATION MAY REFLECT CENSUS CONTROVERSY

[Ottawa – July 22, 2010] – The latest poll shows little change from our last poll. We suspect that BBQs are receiving more attention than the long form in voters' minds these days. There are, however, some signs that the long form controversy is altering the demographic bases of voter support (merely suggestive at this time).

Overall, the political world seems to be fading from public minds as we head into the summer. The undecided have risen significantly to an unusually high level which likely reflects picnic and beach preoccupation rather than real growing voter ambivalence. We therefore suggest that the polling cognoscenti take these summer reads with the caveat that they probably contain a greater level of noise and distraction than when Parliament was in session.

The Conservatives enjoy a modest but comfortable 32.4 to 25.5 lead over the last week of the poll, which widened somewhat from the previous week. But we are not convinced that there is any truly substantive changes occurring. There are, however, some snippets of demographic interest which bear watching to see if they continue.

Regionally, the Conservatives have opened up a small but significant lead in Ontario, which is a major plus for their future electoral prospects. BC continues to be a very tight multi-party logjam. The NDP looks stronger in the Prairies, but this is of scant statistical significance due to sample size. In fact, the higher proportion of undecided voters and the smaller sample size are strong indicators of a lack of voter attention and interest at this time.

Demographically, the most striking feature of this poll is the widening gap between Liberal and Conservative supporters among the university educated. The Liberals have a substantial advantage in university graduates versus college graduates. This may be a reflection of the

HIGHLIGHTS

- **National federal vote intention (July 14-20):**
  - ¤ **32.4% CPC**
  - ¤ **25.5% LPC**
  - ¤ **18.4% NDP**
  - ¤ **10.1% Green**
  - ¤ **10.0% BQ**
  - ¤ **3.6% other**

- **National federal vote intention (2-week roll-up):**
  - ¤ **32.2% CPC**
  - ¤ **26.4% LPC**
  - ¤ **16.4% NDP**
  - ¤ **11.9% Green**
  - ¤ **10.1% BQ**
  - ¤ **3.0% other**

- **Direction of country:**
  - ¤ **51.4% right direction**
  - ¤ **37.3% wrong direction**
  - ¤ **11.3% DK/NR**

- **Direction of government:**
  - ¤ **45.8% right direction**
  - ¤ **42.9% wrong direction**
  - ¤ **11.3% DK/NR**

Please note that the methodology is provided at the end of this document.

Census storm and a signal of a deeper structural divide between the educated elite and what Galbraith calls the "not so rich". Rather than a conflict between rich and poor, we see a split between the educated elites and the main street not so rich. This rift may be becoming more deeply entrenched in Canadian society and the latest conflict may be over the role of formal knowledge in societal decision making.

The Liberals are also doing better among seniors, which is worth following. Young voters are underwhelmed by all of the above, although the Green Party leads (insignificantly) among this group. This is the end of the good news for the Green Party, however, as it seems to have shed support from its recent high water mark of 13 points or so and is back in 10 point territory.

All in all, the poll has some interesting underlying features worth following, but ultimately suggests that the dominant mood in the country is more fixed on vacation than on Ottawa.

Top Line Results:

Federal vote intention: July 7-20 (2-week roll-up)
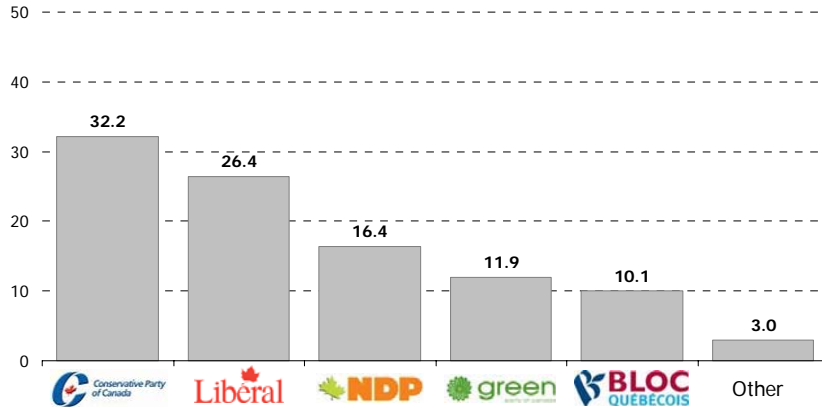
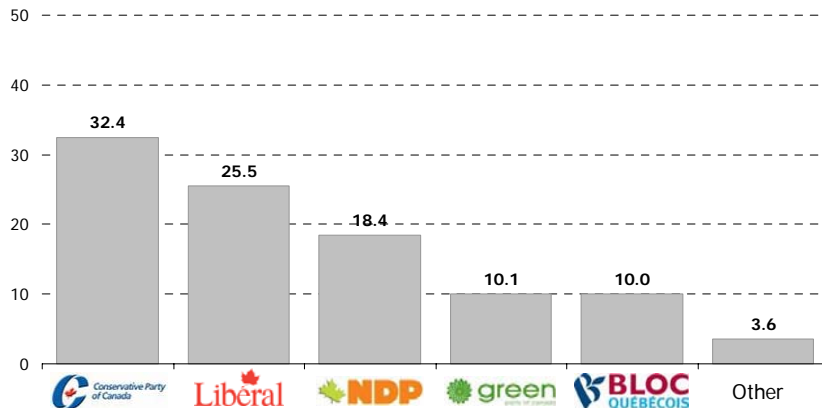*Q. If a federal election were held tomorrow, which party would you vote for?*

BASE: Decided Voters; July 7-20 (n=2,417)

Federal vote Intention: July 14-20

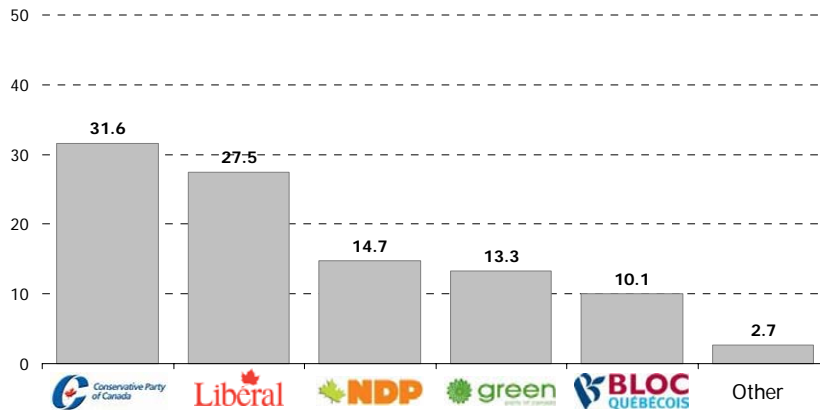*Q. If a federal election were held tomorrow, which party would you vote for?*

BASE: Decided Voters; July 14-20 (n=977)

Federal vote intention: July 7-13

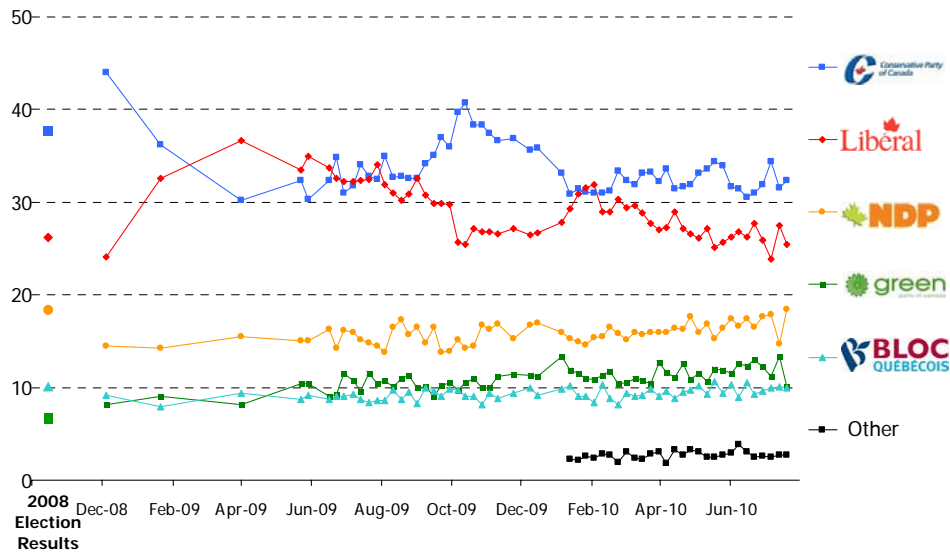*Q. If a federal election were held tomorrow, which party would you vote for?*

BASE: Decided Voters; July 7-13 (n=1,440)

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 16.9% of Canadians are undecided/ineligible to vote.

BASE: Decided voters; most recent data point July 14-20, 2010 (n=977)

Second choice

Q. Which party would be your second choice?

SECOND CHOICE	Second Choice (overall)	FIRST CHOICE					
		CPC	LPC	NDP	GP	BQ	Other
Conservative Party of Canada	**9.5**	--	18.4	14.3	10.1	10.9	14.6
Liberal	**15.1**	23.2	--	32.1	18.9	11.0	10.1
NDP	**19.4**	14.6	37.4	--	26.6	27.2	18.7
green party of canada	**11.1**	8.8	12.9	20.3	--	17.6	13.6
BLOC QUÉBÉCOIS	**3.1**	2.4	3.1	5.6	5.8	--	8.2
Other	**2.6**	3.2	1.1	2.0	4.4	0.6	--
No second choice	**39.2**	47.8	27.2	25.7	34.3	32.6	34.8

BASE: Eligible voters; July 7-20 (n=2,804)

Direction of country

Q. *All things considered, would you say the country is moving in the right direction or the wrong direction?*
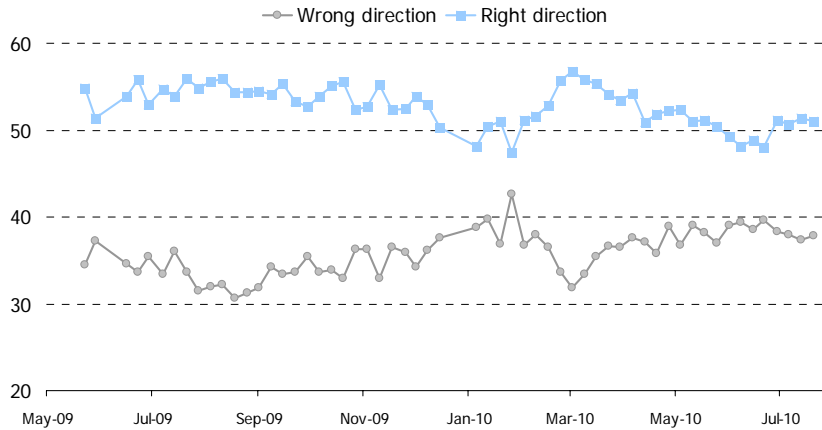
BASE: Canadians; most recent data point July 14-20 (n=half sample)

Direction of government

Q. *All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?*
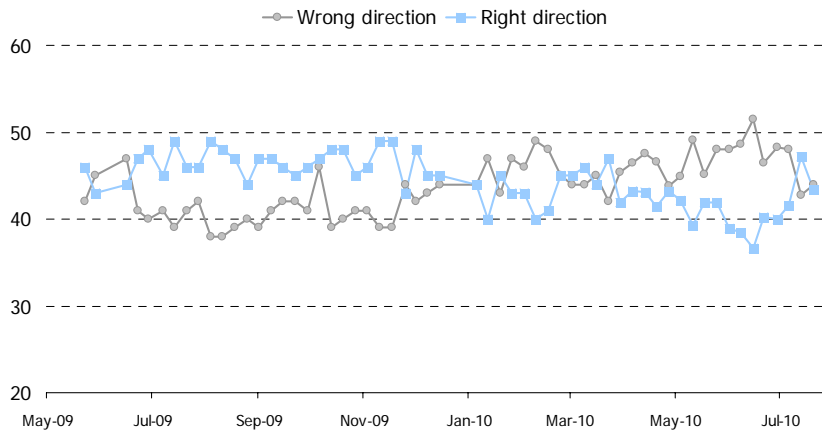
BASE: Canadians; most recent data point July 14-20 (n=half sample)

Detailed Tables:

National Federal Vote Intention: July 7-20 (2-week roll-up)

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

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	**32.2%**	**26.4%**	**16.4%**	**11.9%**	**10.1%**	**3.0%**	**2417**	**2.0**
REGION								
British Columbia	30.4%	23.5%	28.7%	13.3%	0.0%	4.1%	240	6.3
Alberta	55.9%	17.5%	9.0%	15.3%	0.0%	2.4%	220	6.6
Saskatchewan/Manitoba	49.3%	16.2%	22.1%	8.4%	0.0%	4.0%	156	7.9
Ontario	34.9%	32.6%	16.4%	13.1%	0.0%	3.0%	944	3.2
Quebec	15.9%	22.3%	11.4%	8.6%	39.5%	2.3%	668	3.8
Atlantic Canada	31.0%	36.9%	15.5%	14.0%	0.0%	2.5%	189	7.1
GENDER								
Male	36.8%	24.4%	14.5%	11.6%	9.4%	3.3%	1163	2.9
Female	27.7%	28.4%	18.3%	12.3%	10.7%	2.7%	1254	2.8
AGE								
<25	20.0%	24.3%	15.6%	23.4%	10.8%	5.9%	185	7.2
25-44	26.5%	27.6%	18.5%	12.3%	12.6%	2.5%	766	3.5
45-64	34.5%	25.0%	17.3%	11.2%	9.0%	3.0%	921	3.2
65+	46.5%	28.1%	11.0%	5.6%	6.6%	2.1%	545	4.2
EDUCATION								
High school or less	32.5%	21.5%	16.3%	14.9%	10.7%	4.0%	685	3.7
College or CEGEP	34.8%	23.7%	17.8%	10.4%	10.3%	2.9%	775	3.5
University or higher	29.9%	32.0%	15.3%	11.1%	9.4%	2.2%	957	3.2
METROPOLITAN CANADA								
Vancouver	39.4%	25.4%	24.6%	8.1%	0.0%	2.5%	78	11.1
Calgary	53.6%	27.0%	6.2%	5.7%	0.0%	7.5%	53	13.5
Toronto	31.1%	39.5%	14.8%	13.1%	0.0%	1.4%	269	6.0
Ottawa	37.6%	33.7%	11.4%	12.5%	0.0%	4.8%	130	8.6
Montreal	13.3%	21.8%	16.0%	6.3%	40.6%	1.9%	257	6.1

Federal Vote Intention – British Columbia

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**30.4%**	**23.5%**	**28.7%**	**13.3%**	**4.1%**	**240**	**6.3**
GENDER							
Male	34.4%	25.8%	25.5%	10.7%	3.6%	116	9.1
Female	26.5%	20.9%	31.7%	16.2%	4.7%	124	8.8
AGE							
<25	35.3%	19.0%	20.5%	20.5%	4.6%	20	21.9
25-44	27.8%	24.8%	30.9%	12.5%	4.0%	68	11.9
45-64	25.4%	23.9%	30.0%	15.3%	5.4%	96	10.0
65+	42.2%	22.3%	27.3%	6.6%	1.7%	56	13.1
EDUCATION							
High school or less	25.9%	16.3%	33.4%	18.7%	5.8%	70	11.7
College or CEGEP	37.0%	21.2%	31.3%	7.9%	2.5%	82	10.8
University or higher	28.0%	30.8%	22.3%	14.5%	4.4%	88	10.5

Federal Vote Intention – Alberta

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**55.9%**	**17.5%**	**9.0%**	**15.3%**	**2.4%**	**220**	**6.6**
GENDER							
Male	54.2%	19.2%	6.6%	17.0%	3.0%	105	9.6
Female	58.7%	15.1%	10.7%	13.9%	1.6%	115	9.1
AGE							
<25	47.0%	6.0%	7.0%	40.0%	0.0%	15	25.3
25-44	47.1%	23.7%	12.1%	14.2%	2.9%	75	11.3
45-64	54.4%	19.5%	9.4%	13.0%	3.7%	84	10.7
65+	82.7%	6.5%	2.1%	8.7%	0.0%	46	14.5
EDUCATION							
High school or less	64.9%	7.2%	8.9%	16.7%	2.3%	51	13.7
College or CEGEP	62.7%	12.6%	3.8%	18.5%	2.4%	75	11.3
University or higher	47.0%	26.1%	12.6%	12.1%	2.2%	94	10.1

Federal Vote Intention – Saskatchewan/Manitoba

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**49.3%**	**16.2%**	**22.1%**	**8.4%**	**4.0%**	**156**	**7.9**
GENDER							
Male	49.8%	17.3%	16.8%	8.6%	7.5%	76	11.2
Female	47.2%	13.6%	27.9%	11.3%	0.0%	80	11.0
AGE							
<25	16.8%	0.0%	33.3%	33.2%	16.7%	6	40.0
25-44	50.0%	13.2%	18.4%	15.8%	2.7%	38	15.9
45-64	47.1%	20.6%	26.4%	4.4%	1.5%	68	11.9
65+	61.3%	15.9%	18.2%	0.0%	4.6%	44	14.8
EDUCATION							
High school or less	48.1%	11.5%	17.3%	14.5%	8.6%	51	13.7
College or CEGEP	56.7%	7.5%	24.6%	11.3%	0.0%	42	15.1
University or higher	43.8%	23.0%	24.9%	6.0%	2.3%	63	12.4

Federal Vote Intention – Ontario

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**34.9%**	**32.6%**	**16.4%**	**13.1%**	**3.0%**	**944**	**3.2**
GENDER							
Male	42.8%	27.7%	13.0%	13.6%	2.9%	462	4.6
Female	26.6%	37.6%	20.1%	12.5%	3.2%	482	4.5
AGE							
<25	19.0%	27.8%	21.0%	25.8%	6.5%	73	11.5
25-44	28.4%	35.5%	19.3%	13.1%	3.7%	281	5.9
45-64	39.2%	31.1%	15.9%	12.5%	1.3%	374	5.1
65+	48.4%	32.9%	9.4%	6.2%	3.2%	216	6.7
EDUCATION							
High school or less	35.8%	26.8%	18.0%	17.8%	1.6%	231	6.5
College or CEGEP	38.3%	27.9%	18.7%	11.1%	4.0%	296	5.7
University or higher	31.6%	39.3%	14.2%	11.9%	3.1%	417	4.8

Federal Vote Intention – Quebec

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

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Other	Sample Size	Margin of Error (+/-)
OVERALL	**15.9%**	**22.3%**	**11.4%**	**8.6%**	**39.5%**	**2.3%**	**668**	**3.8**
GENDER								
Male	21.8%	19.5%	12.3%	7.5%	35.9%	2.9%	315	5.5
Female	11.2%	25.9%	9.5%	9.4%	42.3%	1.8%	353	5.2
AGE								
<25	8.4%	29.3%	9.8%	7.7%	38.1%	6.8%	55	13.2
25-44	13.2%	19.4%	14.1%	9.8%	42.6%	0.9%	246	6.3
45-64	18.5%	19.6%	10.6%	8.9%	39.8%	2.7%	233	6.4
65+	24.2%	30.7%	6.4%	5.7%	31.5%	1.4%	134	8.5
EDUCATION								
High school or less	18.6%	22.8%	8.8%	8.0%	37.0%	4.8%	221	6.6
College or CEGEP	12.6%	24.5%	12.3%	8.9%	39.8%	1.9%	212	6.7
University or higher	18.1%	21.0%	11.6%	8.6%	40.3%	0.4%	235	6.4

Federal Vote Intention – Atlantic Canada

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**31.0%**	**36.9%**	**15.5%**	**14.0%**	**2.5%**	**189**	**7.1**
GENDER							
Male	30.7%	35.0%	17.0%	14.8%	2.5%	89	10.4
Female	31.6%	37.8%	16.0%	11.7%	3.0%	100	9.8
AGE							
<25	14.8%	28.9%	5.8%	50.5%	0.0%	16	24.5
25-44	24.4%	43.2%	18.6%	13.8%	0.0%	58	12.9
45-64	37.7%	25.5%	22.6%	6.6%	7.7%	66	12.1
65+	41.3%	49.0%	5.6%	4.1%	0.0%	49	14.0
EDUCATION							
High school or less	32.9%	28.6%	13.0%	22.3%	3.2%	61	12.6
College or CEGEP	32.2%	33.1%	22.3%	7.6%	4.8%	68	11.9
University or higher	28.0%	48.0%	13.6%	10.4%	0.0%	60	12.7

Second Choice

Q. Talking again in terms of a federal election, which party would be your second choice?

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Other	No 2nd choice	Sample Size	Margin of Error (+/-)
NATIONALLY	**9%**	**15%**	**19%**	**11%**	**3%**	**3%**	**39%**	**2804**	**1.9**
REGION									
British Columbia	10%	17%	21%	13%	0%	2%	37%	264	6.0
Alberta	8%	14%	14%	11%	0%	6%	47%	251	6.2
Saskatchewan/Manitoba	8%	25%	16%	8%	0%	2%	42%	179	7.3
Ontario	9%	15%	20%	12%	0%	3%	42%	1125	2.9
Quebec	10%	12%	21%	11%	13%	2%	32%	752	3.6
Atlantic Canada	13%	17%	20%	10%	0%	2%	38%	233	6.4
GENDER									
Male	9%	16%	20%	12%	3%	3%	38%	1304	2.7
Female	10%	15%	19%	11%	3%	2%	41%	1500	2.5
AGE									
<25	12%	15%	22%	10%	3%	4%	34%	216	6.7
25-44	8%	14%	20%	13%	4%	2%	39%	885	3.3
45-64	10%	17%	18%	11%	3%	3%	38%	1080	3.0
65+	8%	15%	20%	8%	2%	3%	45%	623	3.9
EDUCATION									
High school or less	9%	13%	18%	10%	4%	3%	43%	834	3.4
College or CEGEP	9%	16%	18%	10%	3%	3%	42%	908	3.3
University or higher	10%	16%	22%	13%	2%	2%	34%	1062	3.0
CURRENT VOTE INTENTION									
Conservative Party of Canada	0%	23%	15%	9%	2%	3%	48%	796	3.5
Liberal Party of Canada	18%	0%	37%	13%	3%	1%	27%	641	3.9
NDP	14%	32%	0%	20%	6%	2%	26%	381	5.0
Green Party	10%	19%	27%	0%	6%	4%	34%	266	6.0
Bloc Quebecois	11%	11%	27%	18%	0%	1%	33%	263	6.0
Undecided	15%	10%	19%	14%	8%	0%	35%	70	11.7

Direction of Country

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

	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**51.4%**	**37.3%**	**11.3%**	**1433**	**2.6**
REGION					
British Columbia	49.5%	37.3%	13.3%	123	8.8
Alberta	62.5%	27.7%	9.8%	135	8.4
Saskatchewan/Manitoba	51.9%	37.2%	10.9%	100	9.8
Ontario	54.0%	36.5%	9.5%	570	4.1
Quebec	41.8%	44.8%	13.4%	395	4.9
Atlantic Canada	58.3%	29.3%	12.3%	110	9.3
GENDER					
Male	55.1%	37.0%	7.9%	665	3.8
Female	48.0%	37.6%	14.4%	768	3.5
AGE					
<25	61.3%	28.3%	10.4%	123	8.8
25-44	46.7%	43.8%	9.5%	438	4.7
45-64	48.1%	40.9%	11.0%	549	4.2
65+	60.0%	24.4%	15.6%	323	5.5
EDUCATION					
High school or less	46.5%	40.4%	13.1%	413	4.8
College or CEGEP	54.5%	33.9%	11.7%	474	4.5
University or higher	52.4%	38.0%	9.5%	546	4.2
CURRENT VOTE INTENTION					
Conservative Party of Canada	78.0%	16.7%	5.3%	386	5.0
Liberal Party of Canada	49.9%	39.8%	10.3%	313	5.5
NDP	38.2%	49.3%	12.5%	188	7.2
Green Party	38.4%	52.1%	9.5%	134	8.5
Bloc Quebecois	36.1%	52.9%	10.9%	139	8.3
Undecided	24.6%	62.6%	12.8%	31	17.6

Direction of Government

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

	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**45.8%**	**42.9%**	**11.3%**	**1441**	**2.6**
REGION					
British Columbia	41.2%	46.5%	12.3%	146	8.1
Alberta	56.8%	34.9%	8.3%	122	8.9
Saskatchewan/Manitoba	61.6%	21.0%	17.4%	82	10.8
Ontario	46.0%	42.0%	11.9%	587	4.0
Quebec	37.2%	53.0%	9.9%	376	5.1
Atlantic Canada	54.2%	35.7%	10.1%	128	8.7
GENDER					
Male	50.1%	41.2%	8.7%	670	3.8
Female	41.7%	44.5%	13.8%	771	3.5
AGE					
<25	47.7%	35.1%	17.3%	114	9.2
25-44	44.7%	47.6%	7.7%	476	4.5
45-64	42.7%	45.6%	11.7%	544	4.2
65+	53.4%	32.1%	14.6%	307	5.6
EDUCATION					
High school or less	44.3%	42.5%	13.3%	449	4.6
College or CEGEP	48.5%	39.9%	11.6%	446	4.6
University or higher	44.9%	45.6%	9.5%	546	4.2
CURRENT VOTE INTENTION					
Conservative Party of Canada	81.5%	12.7%	5.8%	410	4.8
Liberal Party of Canada	37.8%	52.4%	9.8%	328	5.4
NDP	32.6%	57.8%	9.7%	193	7.1
Green Party	29.9%	55.5%	14.6%	132	8.5
Bloc Quebecois	22.7%	67.9%	9.4%	124	8.8
Undecided	31.7%	56.1%	12.2%	39	15.7

National Federal Vote Intention: July 7-13

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

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	**31.6%**	**27.5%**	**14.7%**	**13.3%**	**10.1%**	**2.7%**	**1440**	**2.6**
REGION								
British Columbia	30.2%	23.1%	28.3%	13.8%	0.0%	4.5%	178	7.4
Alberta	56.8%	17.1%	10.2%	14.7%	0.0%	1.2%	154	7.9
Saskatchewan/Manitoba	49.5%	17.1%	18.9%	12.0%	0.0%	2.5%	107	9.5
Ontario	33.3%	34.4%	14.4%	15.0%	0.0%	2.8%	537	4.2
Quebec	16.4%	23.1%	8.7%	9.6%	40.1%	2.1%	342	5.3
Atlantic Canada	26.6%	40.6%	14.1%	15.6%	0.0%	3.1%	122	8.9
GENDER								
Male	36.3%	24.5%	14.5%	13.9%	8.1%	2.6%	696	3.7
Female	27.0%	30.6%	14.9%	12.6%	12.1%	2.8%	744	3.6
AGE								
<25	19.3%	26.6%	13.0%	23.6%	13.8%	3.7%	114	9.2
25-44	23.6%	29.9%	16.8%	14.3%	12.3%	3.0%	443	4.7
45-64	33.9%	26.5%	16.3%	12.4%	8.3%	2.7%	557	4.2
65+	50.6%	25.7%	8.6%	6.6%	7.1%	1.4%	326	5.4
EDUCATION								
High school or less	34.1%	20.2%	15.6%	16.1%	11.2%	2.9%	389	5.0
College or CEGEP	32.1%	27.3%	15.4%	11.2%	11.1%	3.0%	447	4.6
University or higher	29.8%	32.3%	13.7%	13.0%	8.8%	2.4%	604	4.0
METROPOLITAN CANADA								
Vancouver	45.8%	23.4%	20.0%	9.2%	0.0%	1.6%	59	12.8
Calgary	56.7%	24.4%	5.9%	8.0%	0.0%	5.0%	38	15.9
Toronto	32.1%	38.4%	12.7%	15.0%	0.0%	1.8%	164	7.7
Ottawa	34.8%	39.4%	7.3%	12.8%	0.0%	5.8%	92	10.2
Montreal	13.3%	23.7%	14.7%	6.6%	40.0%	1.7%	160	7.8

EKOS POLITICS

National Federal Vote Intention: July 14-20

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

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	**32.4%**	**25.5%**	**18.4%**	**10.1%**	**10.0%**	**3.6%**	**977**	**3.1**
REGION								
British Columbia	31.3%	28.0%	25.8%	12.1%	0.0%	2.8%	62	12.5
Alberta	51.7%	18.0%	7.1%	17.0%	0.0%	6.2%	66	12.1
Saskatchewan/Manitoba	42.4%	13.9%	32.8%	2.4%	0.0%	8.5%	49	14.0
Ontario	36.8%	29.9%	19.2%	10.6%	0.0%	3.5%	407	4.9
Quebec	15.7%	21.9%	13.8%	7.3%	38.7%	2.6%	326	5.4
Atlantic Canada	37.6%	31.4%	19.0%	10.8%	0.0%	1.2%	67	12.0
GENDER								
Male	37.8%	25.1%	13.5%	7.9%	11.2%	4.5%	467	4.5
Female	27.1%	25.9%	23.3%	12.3%	8.7%	2.7%	510	4.3
AGE								
<25	17.5%	18.4%	23.0%	23.6%	8.9%	8.6%	71	11.6
25-44	30.8%	25.7%	19.0%	9.6%	12.7%	2.2%	323	5.5
45-64	35.5%	23.2%	19.0%	9.4%	9.3%	3.6%	364	5.1
65+	38.1%	33.6%	13.5%	4.8%	6.3%	3.6%	219	6.6
EDUCATION								
High school or less	30.0%	23.1%	18.4%	12.5%	9.9%	6.1%	296	5.7
College or CEGEP	38.7%	19.7%	19.7%	10.1%	8.8%	3.0%	328	5.4
University or higher	28.3%	33.1%	17.2%	8.1%	11.1%	2.1%	353	5.2
METROPOLITAN CANADA								
Vancouver	20.2%	31.9%	37.8%	5.1%	0.0%	4.9%	19	22.5
Calgary	45.4%	34.1%	7.0%	0.0%	0.0%	13.6%	15	25.3
Toronto	29.5%	41.3%	18.2%	10.1%	0.0%	0.9%	105	9.6
Ottawa	44.3%	20.3%	21.0%	11.9%	0.0%	2.5%	38	15.9
Montreal	13.2%	18.9%	18.0%	5.9%	41.7%	2.3%	97	10.0

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 7 – July 20, 2010.[1] In total, a random sample of 2,874 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,417 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.

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