RACE TIGHTENS AS WE APPROACH THE DOG DAYS OF SUMMER

CENSUS SENSELESS?

[Ottawa – August 5, 2010] – In a surprisingly active summer, there are some interesting developments in the political landscape. The relatively comfortable lead that Stephen Harper's Conservatives had secured in the aftermath of the Royal Visit, the G20 summit, and Canada Day appears to have evaporated in this unusually hot Canadian summer. Typically, little distracts Canadians from beer and barbeques in the all too short Canadian summer. Yet the Conservatives find their 11-point lead of mid-July virtually eliminated. Both the Liberals and the Conservatives fail to crack the pretty humble 30-point barrier in our last week of polling. In fact, we have not seen Harper's conservatives under 30 points since late 2006. Putting aside the historically remarkable nature of no party attracting the support of even 3 in 10 voters, we are left wondering why this turnaround. A few hypotheses are possible.

Firstly, the Census long form decision is not playing well with the public. A voluntary census seems, frankly, senseless to many Canadians. In particular, it seems to have struck a raw nerve with the more educated class who may see this as an assault on the role of experts, professionals, and knowledge. Another hypothesis is that the Liberal Express may be producing a modest uplift for the Liberals. While it would be a stretch to say the bus was really rolling, it is clear that it is no longer stuck by the side of the road.

While 29 points may seem an inauspicious reason for celebration for Mr. Ignatieff, it is much better than the leader death watch of 24 points he was seeing a short while ago. More importantly, the Liberals are now within the margin of error of the Conservatives in race that seemed over a short time ago. This leads to the final hypothesis that Stephen Harper's new normal is around the 32-point level has oscillated around since the beginning of this year. Much in

HIGHLIGHTS

- **National federal vote intention (July 28-August 3):**
  - ¤ **29.7% CPC**
  - ¤ **28.5% LPC**
  - ¤ **17.4% NDP**
  - ¤ **11.1% Green**
  - ¤ **10.4% BQ**
  - ¤ **2.9% other**

- **National federal vote intention (2-week roll-up):**
  - ¤ **31.6% CPC**
  - ¤ **26.8% LPC**
  - ¤ **17.3% NDP**
  - ¤ **11.0% Green**
  - ¤ **10.4% BQ**
  - ¤ **2.9% other**

- **Direction of country:**
  - ¤ **51.9% right direction**
  - ¤ **37.9% wrong direction**
  - ¤ **10.1% DK/NR**

- **Direction of government:**
  - ¤ **41.0% right direction**
  - ¤ **46.7% wrong direction**
  - ¤ **12.3% DK/NR**

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

the way that the erstwhile obscure prorogation stratagem pummelled Tory fortunes early this year, an equally obscure decision about government data collection may have caused his more recent tumble.

There is little of cheer for the vacationing Prime Minister in the second choice numbers either. Only 10 points pick the conservatives as second choice, well short of the other national parties.
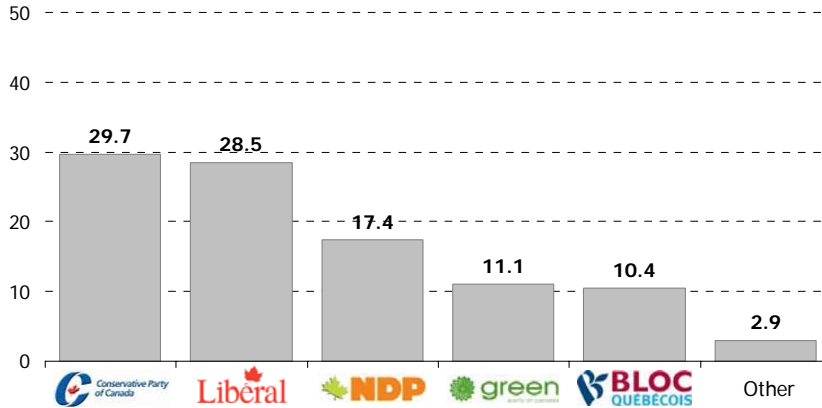
The demographic and regional analyses may also shed light on what is going on in the minds of voters. First of all, there is some evidence to support the view that the backlash is being led by a threatened class of the highly educated. Whereas the Liberals have always done relatively better here, they have now opened up a very large lead among university graduates (whereas they trailed the Conservatives in this category a month ago). Neither Mr. Harper nor Mr. Ignatieff is striking a chord with women voters. Notably, the GP does nearly twice as well with women and also fares much better with young voters.

Regionally, there have been some evolving shifts of importance. The Conservative Party's 13-point lead in Ontario (a month ago) has effectively vanished. The Liberals have opened up a solid lead in the Atlantic and a slight uptick in Quebec. Meanwhile, the Conservatives have serious problems in Quebec. Last week's poll numbers would see the Tory Quebec caucus reduced to 4 seats. The Conservative fortress in Alberta, Saskatchewan, and Manitoba is intact but BC is now a pretty tight three-way race with the Conservatives leading and the NDP in second place.

Top Line Results:

Federal vote intention: July 28-August 3

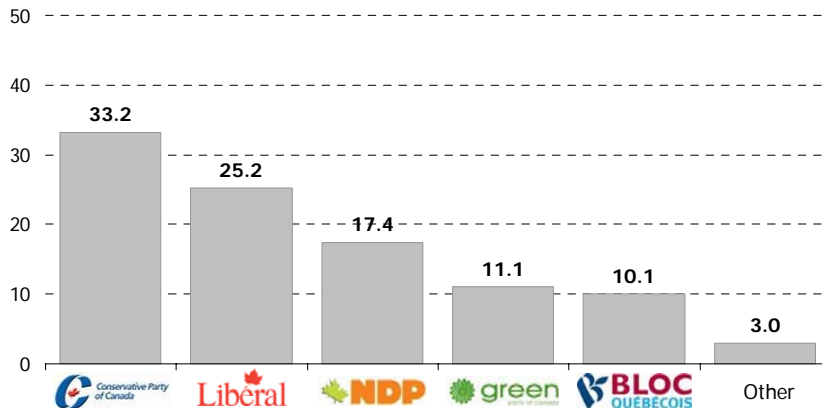*Q. If a federal election were held tomorrow, which party would you vote for?*

Conservative Party of Canada	29.7
Liberal	28.5
NDP	17.4
green	11.1
BLOC QUÉBÉCOIS	10.4
Other	2.9

BASE: Decided Voters; July 28-August 3 (n=1,516)

Federal vote Intention: July 21-27

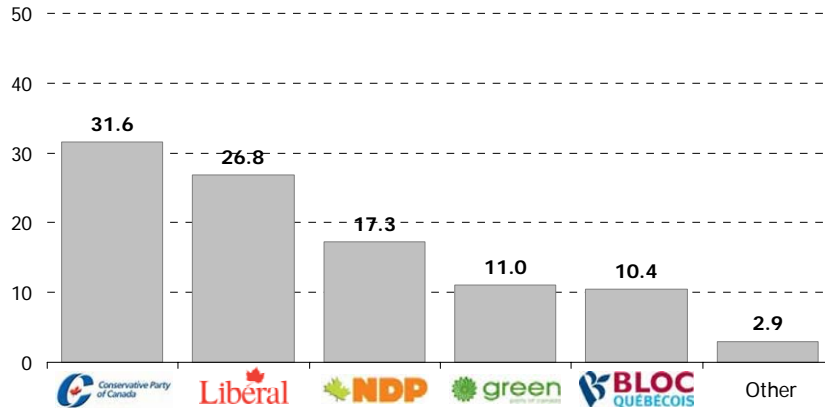*Q. If a federal election were held tomorrow, which party would you vote for?*

Conservative Party of Canada	33.2
Liberal	25.2
NDP	17.4
green	11.1
BLOC QUÉBÉCOIS	10.1
Other	3.0

BASE: Decided Voters; July 21-27, 2010 (n=1,436)

Federal vote intention: July 21-August 3 (2-week roll-up)

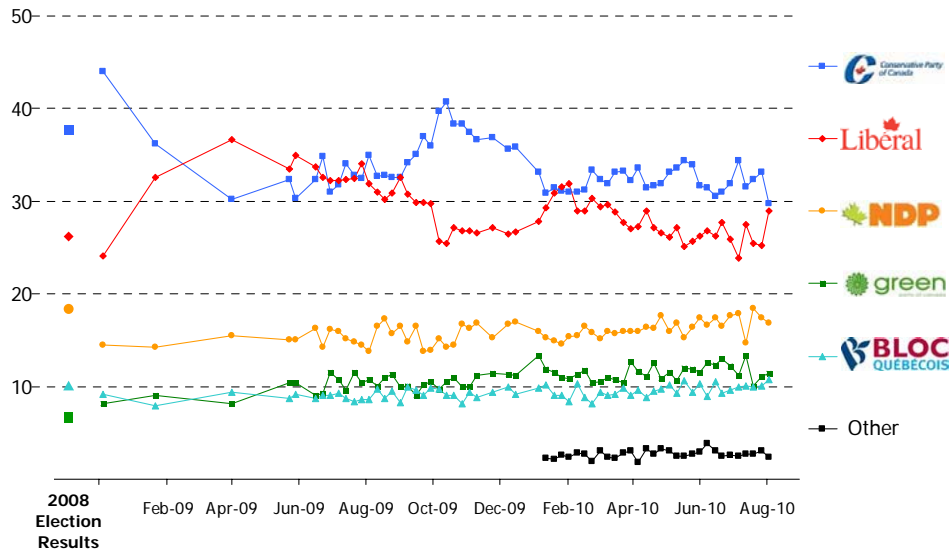*Q. If a federal election were held tomorrow, which party would you vote for?*

BASE: Decided Voters; July 21-August 3, 2010 (n=2,952)

Weekly tracking of federal vote intention

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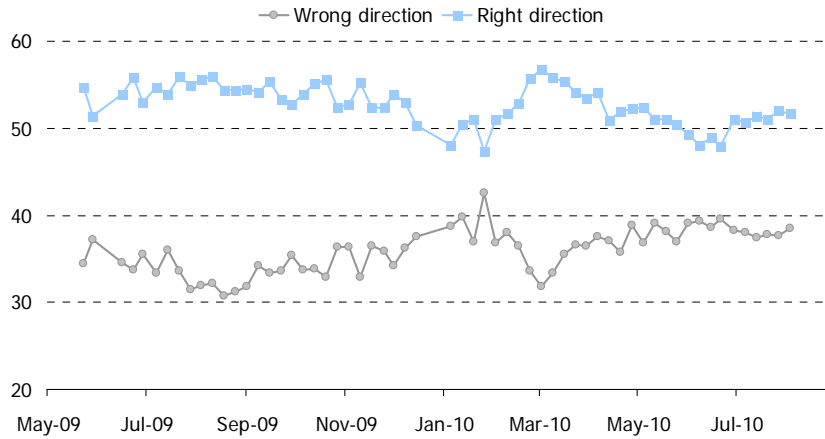

Note: The data on federal vote intention are based on decided voters only.
Our survey also finds that 13.6% of Canadians are undecided/ineligible to vote.

BASE: Decided voters; most recent data point July 28-August 3, 2010 (n=1,516)

Direction of country

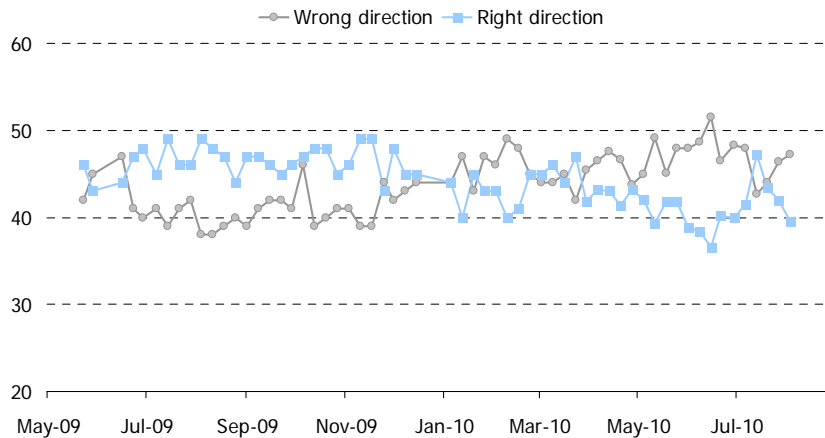*Q. All things considered, would you say the country is moving in the right direction or the wrong direction?*

BASE: Canadians; most recent data point July 28-August 3, 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?

BASE: Canadians; most recent data point July 28-August 3, 2010 (n=half sample)

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	**10.3**	--	21.0	14.0	8.0	10.2	15.8
Liberal	**16.6**	24.2	--	33.3	28.1	13.1	12.2
NDP	**17.7**	11.7	35.9	--	22.9	27.7	11.8
green party of canada	**12.9**	11.9	14.9	20.9	--	18.5	15.2
BLOC QUÉBÉCOIS	**2.8**	1.7	3.1	3.7	6.8	--	1.5
Other	**2.8**	4.4	1.2	1.7	4.9	0.4	--
No second choice	**36.9**	46.1	24.0	26.5	29.3	30.1	43.6

BASE: Eligible voters; July 21-August 3, 2010 (n=3,369)

EKOS POLITICS

Detailed Tables:

National Federal Vote Intention: July 28-August 3

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	**29.7%**	**28.5%**	**17.4%**	**11.1%**	**10.4%**	**2.9%**	**1516**	**2.5**
REGION								
British Columbia	31.4%	23.9%	31.1%	10.6%	0.0%	3.0%	148	8.1
Alberta	47.9%	22.6%	14.0%	11.1%	0.0%	4.4%	162	7.7
Saskatchewan/Manitoba	51.3%	20.7%	18.7%	6.0%	0.0%	3.3%	119	9.0
Ontario	31.9%	31.1%	19.3%	14.3%	0.0%	3.5%	554	4.2
Quebec	13.5%	28.2%	7.4%	8.2%	41.0%	1.7%	416	4.8
Atlantic Canada	26.3%	40.0%	21.2%	10.4%	0.0%	2.1%	117	9.1
GENDER								
Male	32.2%	30.8%	15.3%	8.4%	9.9%	3.3%	716	3.7
Female	27.1%	26.2%	19.4%	13.8%	10.9%	2.6%	800	3.5
AGE								
<25	20.5%	29.6%	14.0%	21.4%	11.6%	3.0%	111	9.3
25-44	25.2%	27.4%	20.9%	10.8%	12.2%	3.5%	446	4.6
45-64	32.8%	26.1%	17.3%	11.1%	10.1%	2.5%	590	4.0
65+	37.8%	34.6%	12.6%	5.7%	6.8%	2.6%	369	5.1
EDUCATION								
High school or less	30.7%	26.0%	16.7%	10.5%	13.3%	2.8%	410	4.8
College or CEGEP	30.2%	23.0%	21.4%	11.2%	11.2%	2.9%	505	4.4
University or higher	28.6%	34.3%	14.7%	11.4%	8.0%	3.1%	601	4.0
METROPOLITAN CANADA								
Vancouver	36.9%	24.2%	26.4%	7.8%	0.0%	4.6%	39	15.7
Calgary	63.4%	22.0%	7.4%	5.1%	0.0%	2.1%	46	14.5
Toronto	26.2%	39.9%	20.5%	10.7%	0.0%	2.7%	122	8.9
Ottawa	40.0%	37.6%	7.0%	15.5%	0.0%	0.0%	55	13.2
Montreal	12.0%	31.7%	3.0%	10.7%	40.1%	2.5%	127	8.7

National Federal Vote Intention: July 21-28

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	**33.2%**	**25.2%**	**17.4%**	**11.1%**	**10.1%**	**3.0%**	**1436**	**2.6**
REGION								
British Columbia	41.4%	19.2%	24.9%	12.8%	0.0%	1.7%	153	7.9
Alberta	55.9%	18.9%	8.6%	15.3%	0.0%	1.3%	148	8.1
Saskatchewan/Manitoba	40.0%	19.7%	29.9%	6.7%	0.0%	3.8%	70	11.7
Ontario	33.7%	32.9%	18.3%	11.7%	0.0%	3.3%	604	4.0
Quebec	17.8%	17.9%	12.4%	9.2%	39.3%	3.4%	333	5.4
Atlantic Canada	33.5%	35.3%	18.3%	9.4%	0.0%	3.6%	128	8.7
GENDER								
Male	37.7%	25.6%	14.3%	9.5%	9.2%	3.6%	701	3.7
Female	28.6%	24.8%	20.4%	12.8%	11.0%	2.3%	735	3.6
AGE								
<25	22.2%	19.4%	16.8%	22.9%	17.0%	1.7%	101	9.8
25-44	32.4%	23.6%	16.1%	11.8%	11.6%	4.4%	401	4.9
45-64	32.8%	26.1%	20.1%	9.9%	9.5%	1.7%	599	4.0
65+	42.3%	30.4%	15.0%	4.9%	4.1%	3.3%	335	5.4
EDUCATION								
High school or less	35.3%	23.1%	16.9%	10.0%	12.1%	2.6%	371	5.1
College or CEGEP	36.0%	19.8%	17.7%	13.8%	9.9%	2.8%	448	4.6
University or higher	29.7%	30.9%	17.4%	9.7%	9.0%	3.3%	617	4.0
METROPOLITAN CANADA								
Vancouver	42.6%	23.5%	22.3%	7.0%	0.0%	4.5%	71	11.6
Calgary	61.7%	19.7%	8.7%	10.0%	0.0%	0.0%	42	15.1
Toronto	33.8%	39.3%	12.5%	10.8%	0.0%	3.5%	179	7.3
Ottawa	45.8%	27.0%	19.2%	7.3%	0.0%	0.7%	117	9.1
Montreal	13.9%	20.2%	16.4%	9.3%	38.7%	1.5%	136	8.4

National Federal Vote Intention: July 21-August 3 (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	**31.6%**	**26.8%**	**17.3%**	**11.0%**	**10.4%**	**2.9%**	**2952**	**1.8**
REGION								
British Columbia	36.3%	21.9%	28.1%	11.3%	0.0%	2.4%	301	5.7
Alberta	52.1%	21.4%	11.0%	12.9%	0.0%	2.6%	310	5.6
Saskatchewan/Manitoba	47.9%	20.0%	23.0%	5.8%	0.0%	3.4%	189	7.1
Ontario	33.0%	31.9%	18.6%	13.1%	0.0%	3.4%	1158	2.9
Quebec	15.4%	22.8%	9.9%	8.7%	40.7%	2.5%	749	3.6
Atlantic Canada	30.0%	37.1%	20.1%	10.0%	0.0%	3.0%	245	6.3
GENDER								
Male	35.1%	28.2%	14.5%	9.0%	9.6%	3.5%	1417	2.6
Female	28.2%	25.4%	20.0%	12.9%	11.1%	2.4%	1535	2.5
AGE								
<25	21.8%	25.3%	14.7%	21.3%	14.3%	2.5%	212	6.7
25-44	29.2%	25.2%	18.7%	11.3%	11.7%	3.8%	847	3.4
45-64	32.6%	26.1%	18.7%	10.3%	10.2%	2.1%	1189	2.8
65+	40.5%	32.3%	13.3%	5.4%	5.6%	2.9%	704	3.7
EDUCATION								
High school or less	33.5%	24.4%	16.6%	9.9%	13.0%	2.8%	781	3.5
College or CEGEP	33.1%	21.5%	19.7%	12.3%	10.6%	2.8%	953	3.2
University or higher	29.4%	32.4%	15.9%	10.6%	8.5%	3.1%	1218	2.8
METROPOLITAN CANADA								
Vancouver	40.6%	23.5%	23.9%	7.5%	0.0%	4.4%	110	9.3
Calgary	62.4%	20.9%	8.1%	7.6%	0.0%	1.0%	88	10.5
Toronto	30.4%	39.8%	15.9%	10.7%	0.0%	3.1%	301	5.7
Ottawa	43.8%	30.7%	15.0%	10.0%	0.0%	0.5%	172	7.5
Montreal	12.9%	25.6%	10.1%	10.0%	39.4%	2.0%	263	6.0

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	**36.3%**	**21.9%**	**28.1%**	**11.3%**	**2.4%**	**301**	**5.7**
GENDER							
Male	38.5%	25.3%	25.2%	8.4%	2.5%	136	8.4
Female	35.0%	19.1%	29.3%	14.2%	2.4%	165	7.6
AGE							
<25	20.4%	34.1%	12.1%	33.4%	0.0%	18	23.1
25-44	40.2%	18.2%	29.2%	9.5%	2.9%	67	12.0
45-64	35.8%	18.6%	34.7%	9.4%	1.5%	144	8.2
65+	41.4%	29.5%	18.1%	6.1%	4.9%	72	11.6
EDUCATION							
High school or less	42.6%	17.8%	30.0%	8.4%	1.3%	71	11.6
College or CEGEP	36.4%	14.4%	27.2%	15.9%	6.0%	106	9.5
University or higher	33.7%	31.0%	26.0%	9.3%	0.0%	124	8.8

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	**52.1%**	**21.4%**	**11.0%**	**12.9%**	**2.6%**	**310**	**5.6**
GENDER							
Male	53.8%	22.7%	7.1%	13.6%	2.8%	150	8.0
Female	50.0%	20.4%	15.2%	11.8%	2.7%	160	7.8
AGE							
<25	37.0%	27.7%	13.6%	21.7%	0.0%	22	20.9
25-44	48.9%	23.8%	11.6%	13.2%	2.6%	87	10.5
45-64	59.0%	16.3%	8.9%	13.7%	2.1%	137	8.4
65+	51.7%	24.5%	13.1%	4.6%	6.1%	64	12.3
EDUCATION							
High school or less	52.7%	16.5%	12.6%	13.3%	4.9%	77	11.2
College or CEGEP	63.0%	13.0%	10.5%	12.7%	0.7%	112	9.3
University or higher	41.9%	31.8%	10.6%	12.4%	3.2%	121	8.9

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	**47.9%**	**20.0%**	**23.0%**	**5.8%**	**3.4%**	**189**	**7.1**
GENDER							
Male	48.8%	18.6%	21.9%	7.2%	3.5%	81	10.9
Female	47.1%	19.6%	22.6%	6.1%	4.6%	108	9.4
AGE							
<25	42.9%	19.6%	25.1%	5.4%	7.0%	11	29.6
25-44	45.1%	15.4%	23.3%	9.4%	6.7%	39	15.7
45-64	51.3%	20.1%	20.6%	7.0%	1.1%	79	11.0
65+	50.2%	24.0%	21.7%	1.4%	2.7%	60	12.7
EDUCATION							
High school or less	44.8%	18.6%	28.0%	5.2%	3.5%	60	12.7
College or CEGEP	55.8%	10.3%	22.1%	9.3%	2.5%	57	13.0
University or higher	44.8%	25.5%	18.3%	5.9%	5.5%	72	11.6

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	**33.0%**	**31.9%**	**18.6%**	**13.1%**	**3.4%**	**1158**	**2.9**
GENDER							
Male	37.4%	32.7%	15.2%	10.7%	4.1%	585	4.1
Female	27.5%	31.0%	22.6%	16.3%	2.6%	573	4.1
AGE							
<25	26.1%	27.8%	18.4%	23.5%	4.2%	73	11.5
25-44	28.9%	31.2%	21.8%	13.7%	4.4%	341	5.3
45-64	31.8%	33.4%	19.3%	13.0%	2.5%	442	4.7
65+	44.4%	32.7%	12.8%	7.9%	2.2%	302	5.6
EDUCATION							
High school or less	34.5%	29.2%	20.0%	13.3%	3.1%	259	6.1
College or CEGEP	30.1%	28.5%	22.8%	16.0%	2.6%	376	5.1
University or higher	33.1%	35.5%	15.6%	11.7%	4.0%	523	4.3

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	**15.4%**	**22.8%**	**9.9%**	**8.7%**	**40.7%**	**2.5%**	**749**	**3.6**
GENDER								
Male	19.3%	24.1%	9.3%	5.2%	39.3%	2.9%	345	5.3
Female	13.0%	23.4%	10.3%	10.4%	41.0%	1.9%	404	4.9
AGE								
<25	9.6%	16.5%	9.2%	19.9%	43.7%	1.2%	71	11.6
25-44	15.4%	19.9%	11.3%	8.3%	41.1%	4.1%	253	6.2
45-64	14.7%	23.2%	9.1%	6.7%	44.2%	2.0%	280	5.9
65+	24.8%	36.7%	8.4%	1.5%	28.2%	0.5%	145	8.1
EDUCATION								
High school or less	21.2%	21.2%	5.2%	6.8%	43.1%	2.5%	233	6.4
College or CEGEP	16.1%	18.3%	13.6%	7.7%	41.6%	2.6%	238	6.4
University or higher	12.2%	30.3%	10.2%	8.7%	36.5%	2.2%	278	5.9

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	**30.0%**	**37.1%**	**20.1%**	**10.0%**	**3.0%**	**245**	**6.3**
GENDER							
Male	32.5%	39.3%	13.4%	9.7%	5.1%	120	9.0
Female	27.1%	34.7%	27.3%	10.3%	0.6%	125	8.8
AGE							
<25	18.1%	38.5%	25.1%	14.0%	4.4%	17	23.8
25-44	32.0%	30.3%	24.9%	11.4%	1.4%	60	12.7
45-64	29.9%	38.3%	20.5%	8.4%	2.7%	107	9.5
65+	33.5%	45.4%	8.2%	8.1%	4.9%	61	12.6
EDUCATION							
High school or less	29.5%	38.5%	18.9%	11.6%	1.5%	81	10.9
College or CEGEP	37.6%	38.6%	16.4%	5.4%	2.0%	64	12.3
University or higher	25.0%	34.7%	24.0%	11.8%	4.6%	100	9.8

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 QUEBECOIS	Other	No 2nd choice	Sample Size	Margin of Error (+/-)
NATIONALLY	**10.3%**	**16.6%**	**17.7%**	**12.9%**	**2.8%**	**2.8%**	**36.9%**	**3369**	**1.7**
REGION									
British Columbia	7.5%	16.2%	18.6%	17.6%	0.0%	5.6%	34.6%	334	5.4
Alberta	9.6%	16.5%	13.5%	8.8%	0.0%	5.0%	46.7%	345	5.3
Saskatchewan/Manitoba	9.5%	24.8%	15.9%	5.7%	0.0%	4.3%	39.7%	221	6.6
Ontario	9.2%	18.5%	17.2%	14.3%	0.0%	2.5%	38.3%	1352	2.7
Quebec	12.9%	12.3%	19.1%	13.0%	11.3%	0.6%	30.9%	830	3.4
Atlantic Canada	13.3%	14.8%	22.2%	9.2%	0.0%	2.3%	38.3%	287	5.8
GENDER									
Male	10.6%	18.2%	18.8%	13.2%	2.4%	2.8%	34.0%	1562	2.5
Female	10.0%	15.2%	16.7%	12.7%	3.1%	2.8%	39.6%	1807	2.3
AGE									
<25	8.9%	15.3%	18.8%	15.3%	2.9%	2.9%	35.8%	238	6.4
25-44	10.0%	17.1%	16.1%	15.1%	3.8%	3.2%	34.7%	963	3.2
45-64	10.3%	16.8%	18.7%	12.2%	2.6%	2.3%	37.1%	1382	2.6
65+	11.3%	16.0%	18.5%	8.5%	1.1%	3.0%	41.6%	786	3.5
EDUCATION									
High school or less	13.3%	13.0%	14.3%	11.8%	2.5%	3.3%	41.8%	926	3.2
College or CEGEP	10.3%	15.5%	16.4%	11.9%	2.8%	3.1%	40.0%	1110	2.9
University or higher	8.2%	20.0%	21.1%	14.5%	2.9%	2.2%	31.1%	1333	2.7
CURRENT VOTE INTENTION									
Conservative Party of Canada	0.0%	24.2%	11.7%	11.9%	1.7%	4.4%	46.1%	975	3.1
Liberal Party of Canada	21.0%	0.0%	35.9%	14.9%	3.1%	1.2%	24.0%	803	3.5
NDP	14.0%	33.3%	0.0%	20.9%	3.7%	1.7%	26.5%	489	4.4
Green Party	8.0%	28.1%	22.9%	0.0%	6.8%	4.9%	29.3%	300	5.7
Bloc Quebecois	10.2%	13.1%	27.7%	18.5%	0.0%	0.4%	30.1%	301	5.7
Undecided	15.8%	12.2%	11.8%	15.2%	1.5%	0.0%	43.6%	83	10.8

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	**51.9%**	**37.9%**	**10.1%**	**1669**	**2.4**
REGION					
British Columbia	52.2%	35.4%	12.3%	158	7.8
Alberta	65.6%	25.6%	8.8%	159	7.8
Saskatchewan/Manitoba	62.4%	28.9%	8.7%	121	8.9
Ontario	50.2%	40.9%	8.9%	659	3.8
Quebec	44.8%	44.4%	10.8%	430	4.7
Atlantic Canada	57.2%	29.2%	13.5%	142	8.2
GENDER					
Male	54.0%	37.6%	8.4%	758	3.6
Female	50.1%	38.2%	11.7%	911	3.3
AGE					
<25	51.5%	41.8%	6.7%	126	8.7
25-44	51.1%	40.7%	8.2%	472	4.5
45-64	51.6%	39.7%	8.7%	675	3.8
65+	54.6%	26.5%	18.9%	396	4.9
EDUCATION					
High school or less	51.8%	35.5%	12.8%	462	4.6
College or CEGEP	53.0%	37.4%	9.6%	537	4.2
University or higher	51.2%	40.0%	8.8%	670	3.8
CURRENT VOTE INTENTION					
Conservative Party of Canada	76.7%	16.9%	6.4%	454	4.6
Liberal Party of Canada	46.9%	44.9%	8.2%	388	5.0
NDP	43.4%	47.1%	9.5%	236	6.4
Green Party	42.1%	46.4%	11.6%	165	7.6
Bloc Quebecois	32.7%	55.1%	12.3%	143	8.2
Undecided	30.9%	63.6%	5.6%	39	15.7

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	**41.0%**	**46.7%**	**12.3%**	**1775**	**2.3**
REGION					
British Columbia	39.7%	46.7%	13.6%	185	7.2
Alberta	55.8%	31.0%	13.3%	197	7.0
Saskatchewan/Manitoba	59.3%	23.1%	17.6%	102	9.7
Ontario	40.5%	48.1%	11.5%	713	3.7
Quebec	31.5%	58.8%	9.7%	427	4.7
Atlantic Canada	42.1%	40.5%	17.4%	151	8.0
GENDER					
Male	43.9%	46.1%	10.0%	839	3.4
Female	38.2%	47.2%	14.6%	936	3.2
AGE					
<25	39.3%	46.4%	14.3%	140	8.3
25-44	40.2%	50.6%	9.2%	512	4.3
45-64	40.3%	46.9%	12.8%	719	3.7
65+	45.6%	38.1%	16.2%	404	4.9
EDUCATION					
High school or less	39.9%	41.9%	18.2%	499	4.4
College or CEGEP	45.2%	44.0%	10.7%	590	4.0
University or higher	38.2%	52.3%	9.6%	686	3.7
CURRENT VOTE INTENTION					
Conservative Party of Canada	78.7%	14.5%	6.8%	521	4.3
Liberal Party of Canada	32.3%	54.0%	13.6%	415	4.8
NDP	22.4%	62.4%	15.2%	253	6.2
Green Party	22.3%	65.9%	11.8%	135	8.4
Bloc Quebecois	15.6%	78.6%	5.8%	159	7.8
Undecided	20.0%	67.1%	12.9%	44	14.8

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 21 – August 3, 2010.[1] In total, a random sample of 3,444 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,952 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 or holidays, as we do not survey on Saturday or Sunday, nor do we survey on August Civic Holiday.