Nanos National Poll June 27<sup>th</sup>, 2009

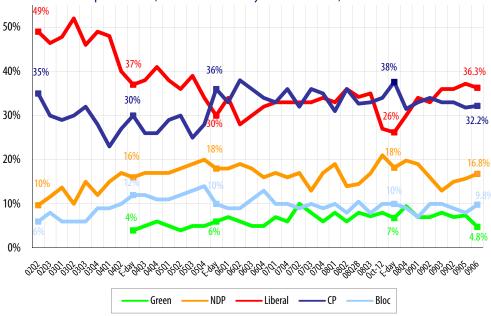
# Close federal race continues

#### **METHODOLOGY**

To follow is a review of the latest Nanos national random telephone survey of 1,004 Canadians 18 years of age and older. It was completed between June 17<sup>th</sup> and June 21<sup>st</sup>, 2009. The statistics of a random sample of 1,004 respondents are accurate to within 3.1%, for 781 committed voters, it is accurate to within 3.5%, plus or minus, 19 times out of 20.

Results for 200905 are from a random telephone survey of 1,001 Canadians conducted between May 26<sup>th</sup> and June 1<sup>st</sup>, 2009.

The research was registered with the Marketing Research and Intelligence Association of which Nanos is a Gold Seal Corporate member. **QUESTION:** For those parties you would consider voting for federally, could you please rank your top two current local preferences? (Committed voters only - First Preference)



#### **REGIONAL BALLOT**

Committed Voters (%)**	Canada		Atlantic Canada*		Quebec		Ontario		Prairies		British Columbia	
	200905	200906	200905	200906	200905	200906	200905	200906	200905	200906	200905	200906
	(n=879)	(n=781)	(n=94)	(n=79)	(n=201)	(n=202)	(n=266)	(n=233)	(n=181)	(n=158)	(n=137)	(n=108)
	%	%	%	%	%	%	%	%	%	%	%	%
Liberal	37.2	36.3	41.7	45.6	38.2	35.4	42.1	40.9	31.2	26.2	30.8	36.4
Conservative	31.8	32.2	33.1	19.1	11.6	14.0	33.8	42.4	49.3	48.2	33.1	30.4
NDP	15.7	16.8	17.5	31.8	13.3	10.8	14.4	11.5	13.3	19.8	23.6	24.0
BQ	8.0	9.8	-	-	35.0	38.0	-	-	-	-	-	-
Green	7.4	4.8	7.8	3.5	1.9	1.8	9.6	5.2	6.1	5.8	12.5	9.2
Accuracy	±3.3	±3.5	±10.3	±11.2	±7.0	±7.0	±6.1	±6.5	±7.4	±7.9	±8.5	±9.6
Undecided	12.1	22.2	10.6	20.3	17.6	20.3	11.0	22.5	12.6	21.0	5.8	27.7

<sup>\*</sup> small sample – readers should exercise caution.

Media inquiries should be directed to: Nik Nanos at <a href="mailto:nanos@nanosresearch.com">nanos@nanosresearch.com</a> or (613) 234-4666 x237. Visit the Nanos website to sign up for instant email updates at <a href="mailto:www.nanosrearch.com">www.nanosrearch.com</a>.

<sup>\*\*</sup> due to rounding percentages may not add up to 100



### STAT SHEET - 200906 NANOS POLL

Do you have a positive, somewhat positive, neutral, somewhat negative or negative impression of Stephen Harper?

Do you have a positive, somewhat positive, neutral, somewhat negative or negative impression of Michael Ignatieff?

Net Impression Score*	Stephen Harper	Michael Ignatieff		
Canada	-14.8	+5.2		
Atlantic Canada	-28.6	+18.0		
Quebec	-33.3	+12.9		
Ontario	-13.9	+5.6		
Prairies	+9.1	-11.1		
British Columbia	-8.4	+4.5		

<sup>\*</sup>Note: The net impression score is calculated by subtracting those who have a negative impression from those who have a positive impression.

Nanos National Poll June 27<sup>th</sup>, 2009

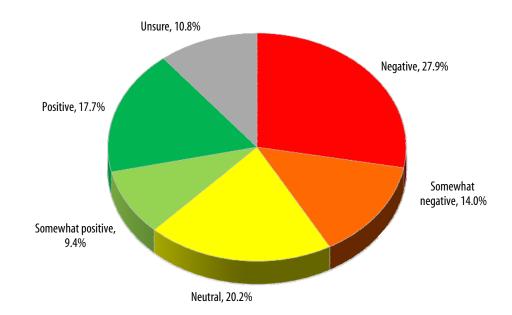
# Canadians more likely to have a negative impression of Harper

#### **METHODOLOGY**

Between June 17<sup>th</sup> and June 21<sup>st</sup>, 2009, Nanos Research conducted a random telephone survey of 1,004 Canadians 18 years and older. A random telephone survey of 1,004 Canadians is accurate plus or minus 3.1 percentage points, 19 times out of 20. Margins of accuracy are wider for subgroup samples. Readers should note that the data was weighted for gender and age to match the Canadian census results. Results may not add up to 100% due to rounding.

The research was registered with the Marketing Research and Intelligence Association of which Nanos is a Gold Seal Corporate Member.

**QUESTION:** Do you have a positive, somewhat positive, neutral, somewhat negative or negative impression of Stephen Harper?



#### **REGIONAL NUMBERS**

	Canada	Atlantic Canada*	Quebec	Ontario	Prairies	British Columbia	
Responses (%) **	(n= 1004)	(n=99)	(n=254)	(n=300)	(n=201)	(n=150)	
	%	%	%	%	%	%	
Positive	17.7	11.5	14.1	17.2	24.1	20.4	
Somewhat positive	9.4	5.3	6.2	8.8	17.2	8.2	
Neutral	20.2	16.3	23.1	22.6	15.2	19.5	
Somewhat negative	14.0	15.7	18.1	14.7	8.7	11.8	
Negative	27.9	29.7	35.5	25.2	23.5	25.2	
Unsure	10.8	21.5	3.1	11.4	11.4	15.0	
Net Score	-14.8	-28.6	-33.3	-13.9	+9.1	-8.4	
Accuracy	±3.1	±10.0	±6.2	±5.7	±7.0	±8.1	

<sup>\*</sup>Note: Small sample — readers should exercise caution.
\*\*Percentages may not add up to 100 due to rounding

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Nanos National Poll June 27th, 2009

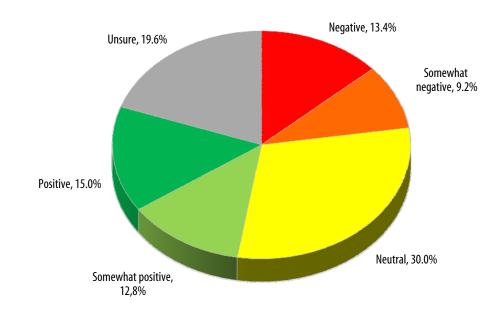
# Many Canadians either neutral or unsure of Ignatieff impression

#### **METHODOLOGY**

Between June 17<sup>th</sup> and June 21<sup>st</sup>, 2009, Nanos Research conducted a random telephone survey of 1,004 Canadians 18 years and older. A random telephone survey of 1,004 Canadians is accurate plus or minus 3.1 percentage points, 19 times out of 20. Margins of accuracy are wider for subgroup samples. Readers should note that the data was weighted for gender and age to match the Canadian census results. Results may not add up to 100% due to rounding.

The research was registered with the Marketing Research and Intelligence Association of which Nanos is a Gold Seal Corporate Member.

**QUESTION:** Do you have a positive, somewhat positive, neutral, somewhat negative or negative impression of Michael Ignatieff?



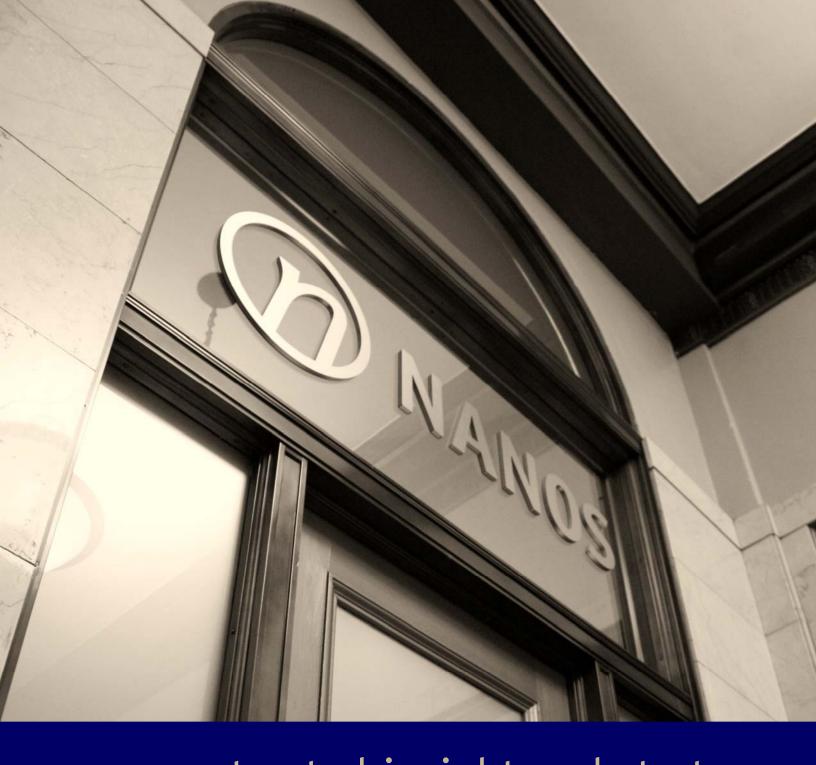
#### **REGIONAL NUMBERS**

	Canada Atlantic Canada*		Quebec	Ontario	Prairies	British Columbia	
Responses (%) **	(n= 1004)	(n=99)	(n=254)	(n=300)	(n=201)	(n=150)	
	%	%	%	%	%	%	
Positive	15.0	17.4	19.1	15.1	10.0	12.7	
Somewhat positive	12.8	13.5	13.1	13.5	10.6	13.5	
Neutral	30.0	24.1	34.4	29.7	27.3	30.3	
Somewhat negative	9.2	6.8	6.4	8.8	15.5	7.9	
Negative	13.4	6.1	12.9	14.2	16.2	13.8	
Unsure	19.6	32.1	14.1	18.6	20.2	21.8	
Net Score	+5.2	+18.0	+12.9	+5.6	-11.1	+4.5	
Accuracy	±3.1	±10.0	±6.2	±5.7	±7.0	±8.1	

<sup>\*</sup>Note: Small sample — readers should exercise caution.
\*\*Percentages may not add up to 100 due to rounding

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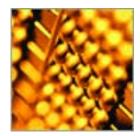
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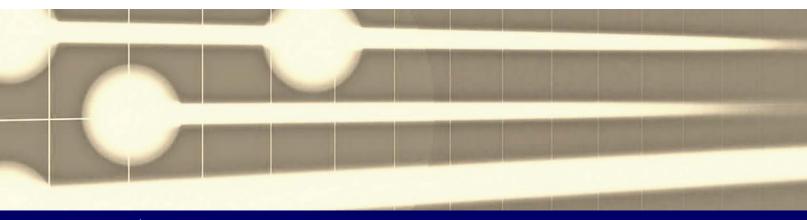
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At Nanos, we believe that small steps can lead to large insights. We are regularly in the field with a national omnibus surveys. We'll sit down with you to learn about your challenges and work on your challenge together. The results can be used to conduct a strategic assessment of your current challenge or can be the basis of a broader mission plan for you to achieve your market or mind share objectives.

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- Online Surveys
- eDeliberative Polling and Online Dialogue
- Focus Groups

- Elite in-depth interviews
- Mystery Shopping
- Management Consulting



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