

Tories widen lead in wake of attack ads

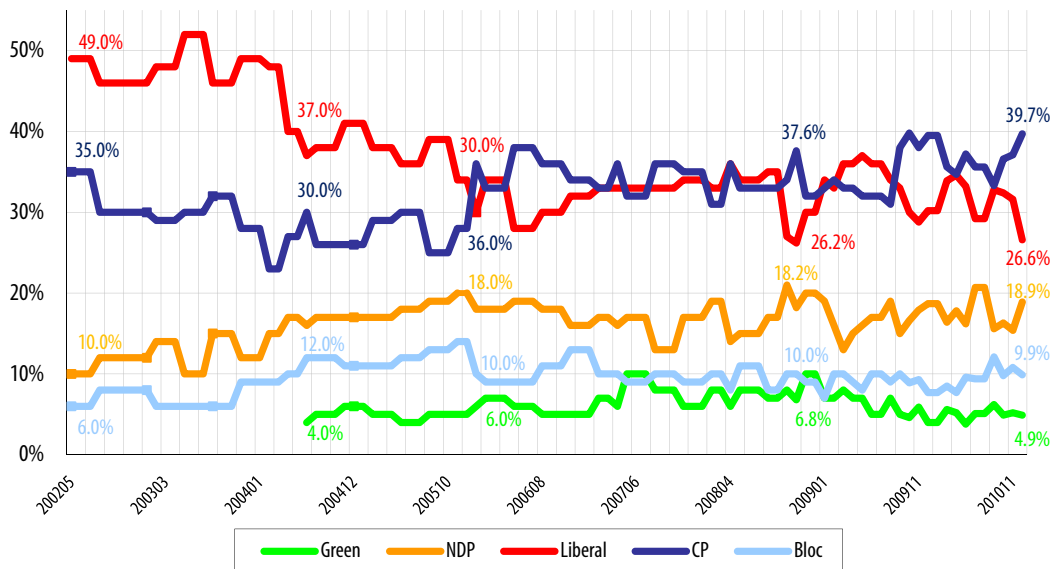
METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,016 Canadians 18 years of age and older. It was completed between February 11th and February 14th, 2011. The statistics of a random sample of 1,016 respondents are accurate to within 3.1 percentage points, plus or minus, 19 times out of 20. For 826 committed voters, it is accurate to within 3.4 percentage points, plus or minus, 19 times out of 20.

Results for 2010-12 are from a random telephone survey of 1,002 Canadians conducted between November 29th and December 2nd, 2010.

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	
	2011-02	2010-12	2011-02	2010-12	2011-02	2010-12	2011-02	2010-12	2011-02	2010-12	2011-02	2010-12
	(n=826)	(n=747)	(n=88)	(n=76)	(n=220)	(n=191)	(n=236)	(n=210)	(n=164)	(n=156)	(n=117)	(n=115)
	%	%	%	%	%	%	%	%	%	%	%	%
Conservative	39.7	38.1	37.1	43.5	20.2	18.3	39.0	42.3	64.6	45.7	44.6	49.4
Liberal	26.6	31.2	32.0	36.0	24.4	26.7	32.8	35.4	18.0	33.6	26.2	25.0
NDP	18.9	17.2	20.4	17.5	16.8	12.7	23.4	19.3	12.7	16.0	21.3	22.3
BQ	9.9	10.2	-	-	37.3	40.1	-	-	-	-	-	-
Green	4.9	3.2	10.4	3.0	1.3	2.3	4.8	3.0	4.7	4.7	7.9	3.3
Accuracy	±3.4	±3.6	±10.6	±11.4	±6.7	±7.2	±6.5	±6.9	±7.8	±8.0	±9.2	±9.3
Undecided	18.8	25.4	15.3	23.0	13.0	22.9	22.7	29.9	19.1	25.3	22.5	22.1

* Note: Small sample size

**Note: Percentages may not add up to 100 due to rounding

Media inquiries should be directed to: Nik Nanos at nnanos@nanosresearch.com or (613) 234-4666 x237. Visit the Nanos website to sign up for instant email updates at www.nanosresearch.com.

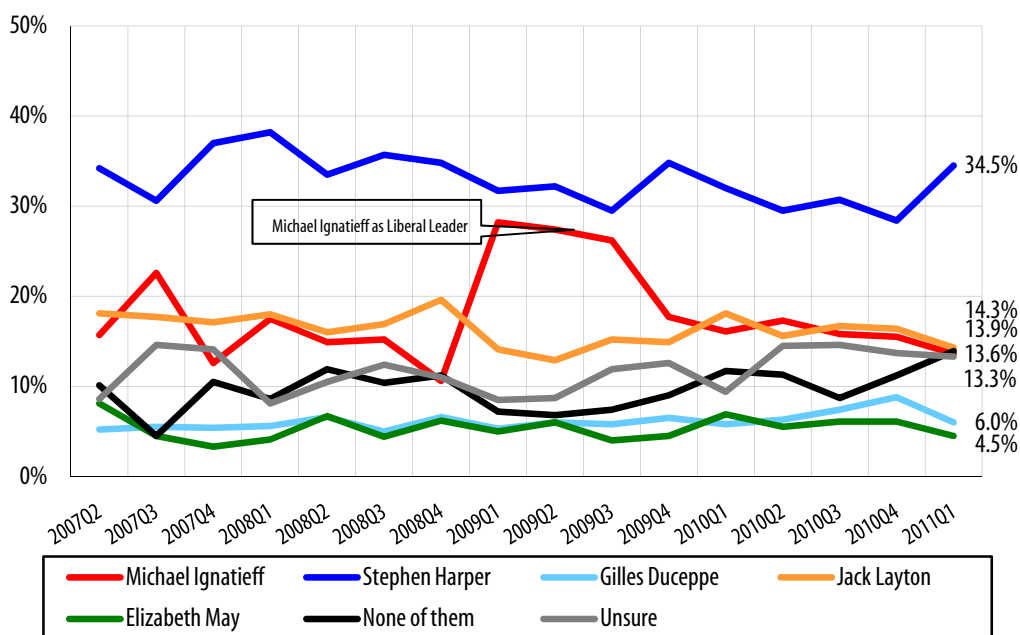
Harper and “none of the above” trend up

METHODOLOGY

Between February 11th and February 14th, 2011, Nanos Research conducted a random telephone survey of 1,016 Canadians 18 years of age and older. A random telephone survey of 1,016 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 should be considered representative of the Canadian population. Results may not add up to 100% due to rounding.

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QUESTION: Of the following individuals, who do you think would make the best Prime Minister? [Rotate]



BEST PM

Responses (%) **	Canada		Atlantic*		Quebec		Ontario		Prairies		British Columbia	
	2011-Q1	2010-Q4	2011-Q1	2010-Q4	2011-Q1	2010-Q4	2011-Q1	2010-Q4	2011-Q1	2010-Q4	2011-Q1	2010-Q4
	(n=1,016)	(n=1,017)	(n=104)	(n=98)	(n=253)	(n=255)	(n=305)	(n=306)	(n=203)	(n=211)	(n=151)	(n=147)
	%		%		%		%		%		%	
Stephen Harper	34.5	28.4	31.8	25.1	23.8	14.1	31.1	28.8	50.6	45.9	39.2	29.2
Michael Ignatieff	13.6	15.5	19.1	18.7	15.4	15.7	14.5	17.2	8.3	12.6	12.1	13.6
Jack Layton	14.3	16.4	16.3	16.5	21.6	24.2	11.4	15.6	10.8	11.6	11.2	11.1
Gilles Duceppe	6.0	8.8	1.8	6.7	22.8	24.9	0.5	3.5	-	2.9	-	1.5
Elizabeth May	4.5	6.1	3.6	10.5	4.5	3.7	4.6	7.6	3.8	4.5	5.8	6.2
None of them	13.9	11.2	17.3	12.3	7.8	11.1	18.8	10.2	12.2	8.6	14.0	16.4
Unsure	13.3	13.7	10.1	10.2	4.1	6.4	19.1	17.0	14.3	13.9	17.7	21.8
Accuracy	±3.1	±3.1	±9.8	±10.1	±6.2	±6.2	±5.7	±5.7	±7.0	±6.8	±8.1	±8.2

*Note: Small sample – readers should exercise caution.

**Percentages may not add up to 100 due to rounding

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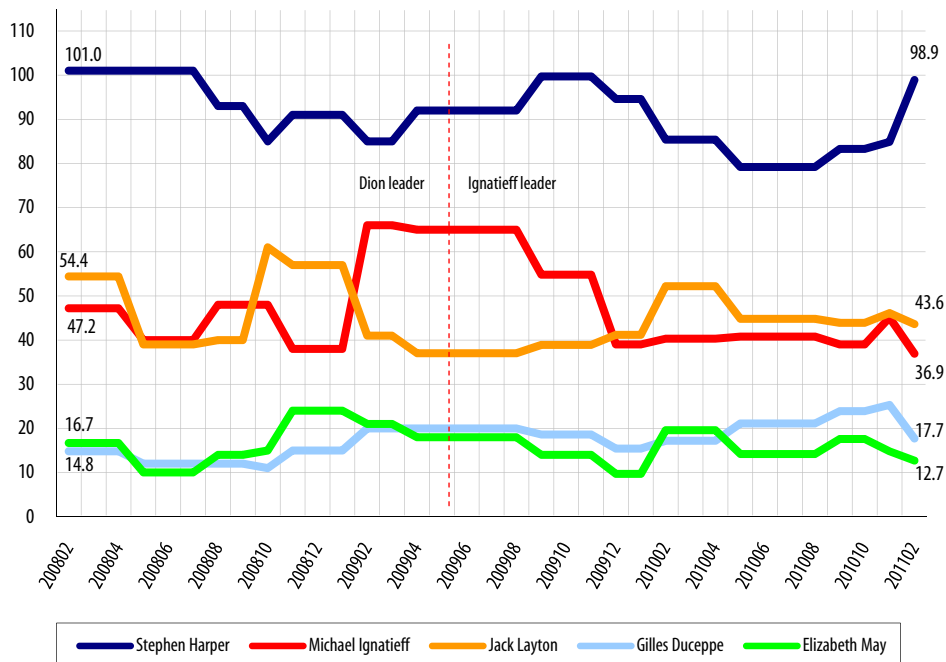
Harper up – Ignatieff down

METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,016 Canadians 18 years of age and older. It was completed between February 11th and February 14th, 2011. The statistics of a random sample of 1,016 respondents is accurate to within 3.1 percentage points, plus or minus, 19 times out of 20. Readers should note that the data was weighted for gender and age to match the Canadian census results. Results should be considered representative of the Canadian population. Results may not add up to 100% due to rounding.

Results for 201011 are from a random telephone survey of 1,017 Canadians conducted between November 1st and November 5th, 2010.

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LEADERSHIP INDICATORS

	Trust		Competence		Vision for Canada		Leadership Index Score	
	201102	201011	201102	201011	201102	201011	201102	201011
	(n=1,016)	(n= 1,017)	(n=1,016)	(n= 1,017)	(n=1,016)	(n= 1,017)		
	%	%	%	%	%	%		
Stephen Harper	29.1	24.3	36.9	32.7	32.9	27.9	98.9	84.9
Jack Layton	16.7	16.9	12.1	13.8	14.8	15.4	43.6	46.1
Michael Ignatieff	10.9	14.3	12.7	14.7	13.3	16.1	36.9	45.1
Gilles Duceppe	7.7	9.7	6.9	8.3	3.1	7.3	17.7	25.3
Elizabeth May	5.8	6.6	2.6	3.5	4.3	4.7	12.7	14.8
None of them/Undecided	29.8	28.1	28.9	27.1	31.8	28.5	-	-
Accuracy	±3.1	±3.1	±3.1	±3.1	±3.1	±3.1	±3.1	±3.1

* Note: Small sample size

**Note: Percentages may not add up to 100 due to rounding

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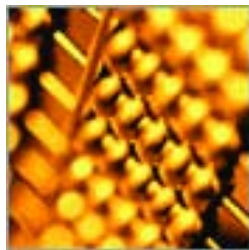
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The Nanos Approach

At Nanos Research, we are experts at helping public-facing companies and organizations connect with the “hearts and minds” of customers or the general public. Our advantage comes from over 20 years experience in understanding the numbers and building upon them to provide strategic insight and intelligence in support of our clients’ business, marketing, public affairs and communications needs.



Getting Started

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.

The Right Solution for the Right Job

- Strategy Retainer
- Strategic Assessment
- Telephone Surveys
- Online Surveys
- eConsultation Polling and Online Dialogue
- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Management Consulting



A Trusted Source

Our team is headed by Nik Nanos, a leader in the market and public opinion research industry recognized for the quality of his work, the insightfulness of his counsel and his professional integrity. Media organizations regularly call upon Nik Nanos and Nanos Research to capture the public pulse and analyze complex issues.

NATIONAL POST

THE WALL STREET JOURNAL

OTTAWA CITIZEN

USA TODAY

The Economist

REUTERS

CBCnews

CTV

theguardian

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THE GLOBE AND MAIL

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