



## Conservatives ahead

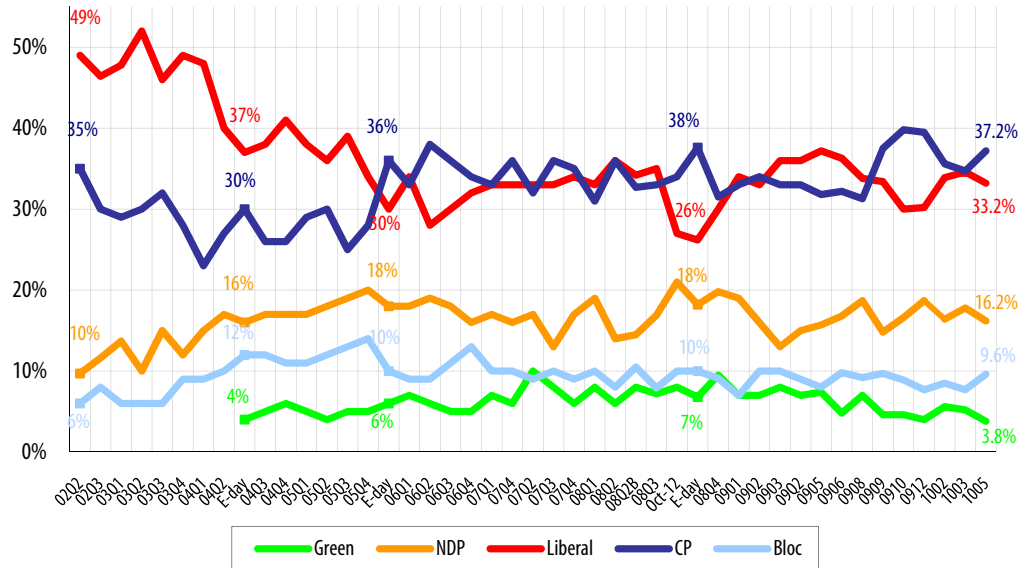
### METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,003 Canadians 18 years of age and older. It was completed between April 30<sup>th</sup> and May 3<sup>rd</sup>, 2010. The statistics of a random sample of 1,003 respondents are accurate to within 3.1 percentage points, plus or minus, 19 times out of 20. For 780 committed voters, it is accurate to within 3.5 percentage points,

Results for 2010-03 are from a random telephone survey of 1,000 Canadians conducted between March 6<sup>th</sup> and March 12<sup>th</sup>, 2010, 804 of which were decided voters.

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	
	2010-05	2010-03	2010-05	2010-03	2010-05	2010-03	2010-05	2010-03	2010-05	2010-03	2010-05	2010-03
	(n=780)	(n=804)	(n=73)	(n=88)	(n=198)	(n=197)	(n=240)	(n=240)	(n=159)	(n=162)	(n=110)	(n=117)
	%	%	%	%	%	%	%	%	%	%	%	%
Conservative	37.2	34.7	38.4	25.0	23.5	21.8	37.1	39.2	54.7	47.5	36.1	36.8
Liberal	33.2	34.6	43.7	42.0	26.7	31.0	41.6	41.7	24.6	29.0	32.2	28.2
NDP	16.2	17.8	17.9	29.5	11.6	11.7	16.7	14.6	13.8	19.8	25.6	23.1
BQ	9.6	7.7	-	-	37.9	31.5	-	-	-	-	-	-
Green	3.8	5.2	-	3.4	0.3	4.1	4.6	4.6	6.9	3.7	6.1	12.0
Accuracy	±3.5	±3.5	±11.7	±10.6	±7.1	±7.1	±6.4	±6.4	±7.9	±7.8	±9.5	±9.2
Undecided	22.2	19.6	21.5	12.0	25.2	20.9	20.4	20.3	22.2	19.0	21.0	22.0

\* Note: Small sample size

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

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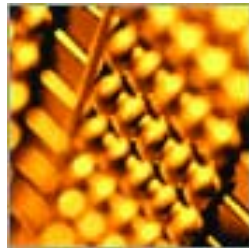
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# The Nanos Approach

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 [www.justasonmi.com](http://www.justasonmi.com) 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
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- 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.



## The Nanos Research Group

Our group of companies is a national team of like-minded research professionals and organizations bound by a common commitment to quality research, quality service and superior research outcomes.



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