**NANOS**REPORT

#### Nanos National Poll

September 8, 2010

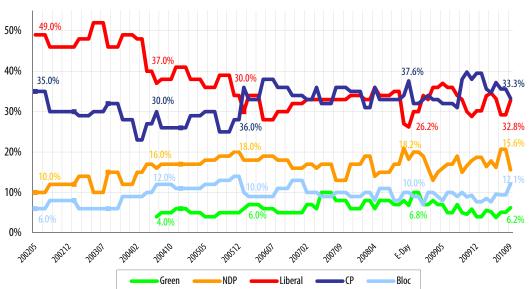
# Federal Conservative Advantage Evaporates

#### **METHODOLOGY**

To follow is a review of the latest Nanos national random telephone survey of 1,014 Canadians 18 years of age and older. It was completed between August 28<sup>th</sup> and September 3<sup>rd</sup>, 2010. The statistics of a random sample of 1,014 respondents are accurate to within 3.1 percentage points, plus or minus, 19 times out of 20. For 823 committed voters, it is accurate to within 3.4 percentage points, plus or minus, 19 times out of 20.

Results for 2010-06 are from a random telephone survey of 1,008 Canadians conducted between May  $29^{th}$  and June  $3^{rd}$ , 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
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6)** (n=	Cana 010-09 n=823) %	ada 2010-06 (n=756) %	Atlantic 2010-09 (n=68)	Canada* 2010-06 (n=78)	2010-09	<b>bec</b> 2010-06	<b>Ont</b> 2010-09	<b>ario</b> 2010-06	<b>Prai</b> 2010-09	<b>ries</b> 2010-06	British C 2010-09	<b>olumbia</b> 2010-06
6)** (n=	1=823)	(n=756)				2010-06	2010-09	2010-06	2010-09	2010-06	2010-09	2010-06
		(	(n=68)	(n=78)	(						2010 07	2010 00
	%	%			(n=243)	(n=185)	(n=250)	(n=226)	(n=156)	(n=159)	(n=105)	(n=108)
		70	%	%	%	%	%	%	%	%	%	%
onservative 3	33.3	35.6	45.3	34.4	15.6	19.3	36.2	43.2	52.8	41.7	29.4	39.3
beral 3	32.8	29.2	38.7	39.7	27.3	24.6	43.2	32.4	23.9	30.1	29.4	21.3
<b>DP</b> 1	15.6	20.7	13.6	25.9	10.8	13.8	13.2	19.1	22.0	23.9	25.6	27.6
<b>)</b> 1	12.1	9.4	1.2	-	40.7	38.6	-	-	-	-	-	-
reen (	6.2	5.1	1.2	-	5.5	3.7	7.4	5.2	1.4	4.3	15.5	11.8
curacy ±	±3.4	±3.6	±12.1	±11.3	±6.4	±7.3	±6.3	±6.6	±8.0	±7.9	±9.7	±9.6
ndecided 1	18.6	24.2	29.9	19.3	11.5	23.6	17.2	24.6	23.2	25.8	21.8	25.4

\* Note: Small sample size

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

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

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**NANOS**REPORT

Nanos Leadership Index Score

September 8, 2010

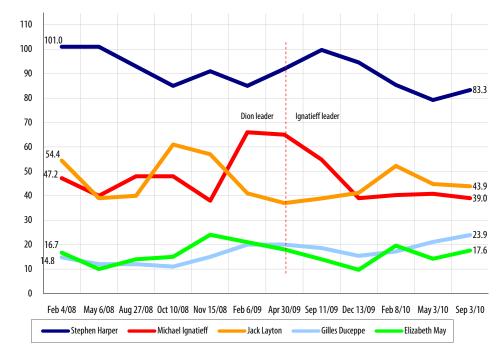
# Harper ahead - no summer bump for Ignatieff

#### **METHODOLOGY**

To follow is a review of the latest Nanos national random telephone survey of 1,014 Canadians 18 years of age and older. It was completed between August 28<sup>th</sup> and September 3<sup>rd</sup>, 2010. The statistics of a random sample of 1,014 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 201005 are from a random telephone survey of 1,003 Canadians conducted between April  $30^{th}$  and May  $3^{rd}$ , 2010.

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



## **LEADERSHIP INDICATORS**

	Trust		Comp	etence	Vision fo	r Canada	Leadership Index Score		
	201009	201005	201009	201005	201009	201005			
	(n=1,014)	(n=1,003)	(n=1,014)	(n=1,003)	(n=1,014)	(n=1,003)	201000	201005	
	%	%	%	%	%	%	201009		
Stephen Harper	25.5	23.9	30.3	30.2	27.5	25.1	83.3	79.2	
Jack Layton	16.5	16.8	12.3	11.7	15.1	16.3	43.9	44.8	
Michael Ignatieff	10.3	11.0	14.6	15.1	14.1	14.7	39.0	40.8	
Elizabeth May	7.8	6.8	3.7	2.2	6.1	5.2	17.6	14.2	
Gilles Duceppe	10.0	9.0	8.7	8.2	5.2	3.9	23.9	21.1	
None of them/Undecided	29.9	32.6	30.5	32.6	32.2	34.6	-	-	
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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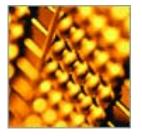
# The Nanos Approach

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

eDeliberative Polling and Online Dialogue

- Strategy Retainer
- Strategic Assessment
- Telephone Surveys
- Online Surveys

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





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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