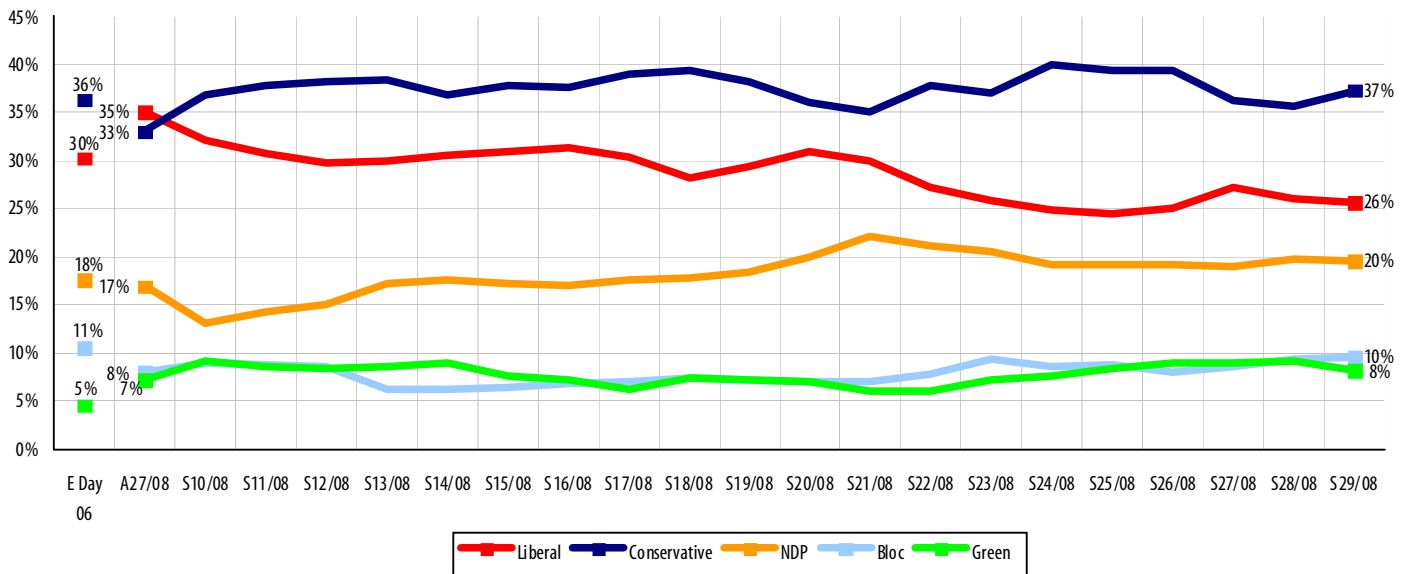




Tories lead Grits by 11 points nationally



FIRST RANKED BALLOT (N=1,201 Canadians, 1,055 decided voters)



REGIONAL BALLOTS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Sept 28	Sept 29	Sept 28	Sept 29	Sept 28	Sept 29	Sept 28	Sept 29	Sept 28	Sept 29
	%	%	%	%	%	%	%	%	%	%
Conservative	36	37	38	33	22	26	37	39	42	45
Liberal	26	26	32	30	20	18	36	34	22	23
NDP	20	20	22	31	11	12	22	19	23	22
BQ	9	10	-	-	39	39	-	-	-	-
Green	9	8	9	7	8	5	6	8	13	11
Accuracy	+3.1%	+3.0%	+10.3%	+10.1%	+6.4%	+6.3%	+5.8%	+5.6%	+5.1%	+5.0%
Undecided	16	12	23	19	21	15	16	13	11	8

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

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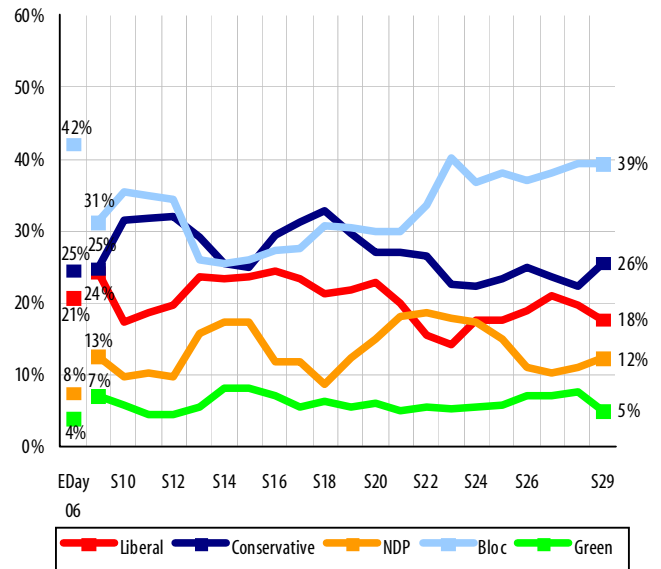
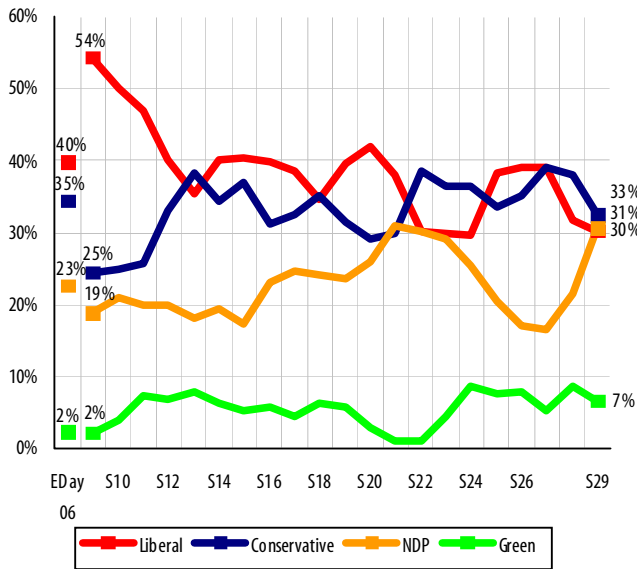


Bloc leads in Quebec, Conservatives lead in West



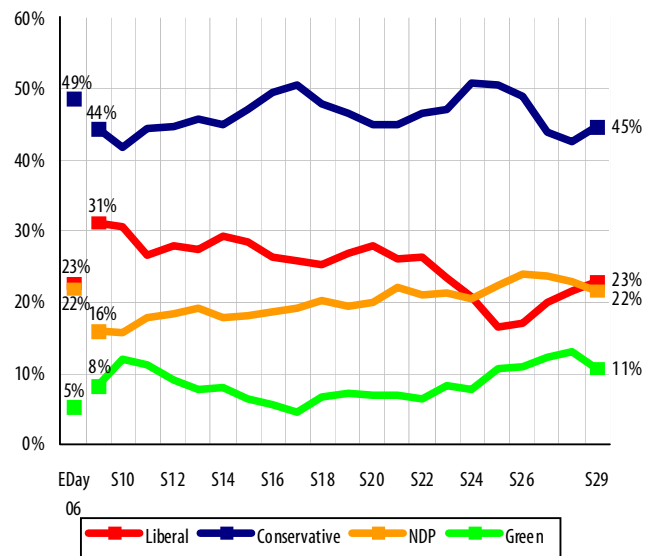
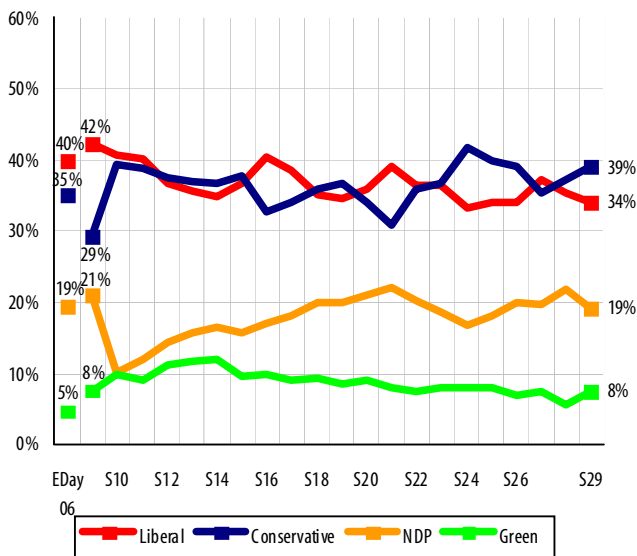
ATLANTIC CANADA (97 Decided Voters, Accuracy ±10.1)

QUEBEC (251 Decided Voters, Accuracy ±6.3)



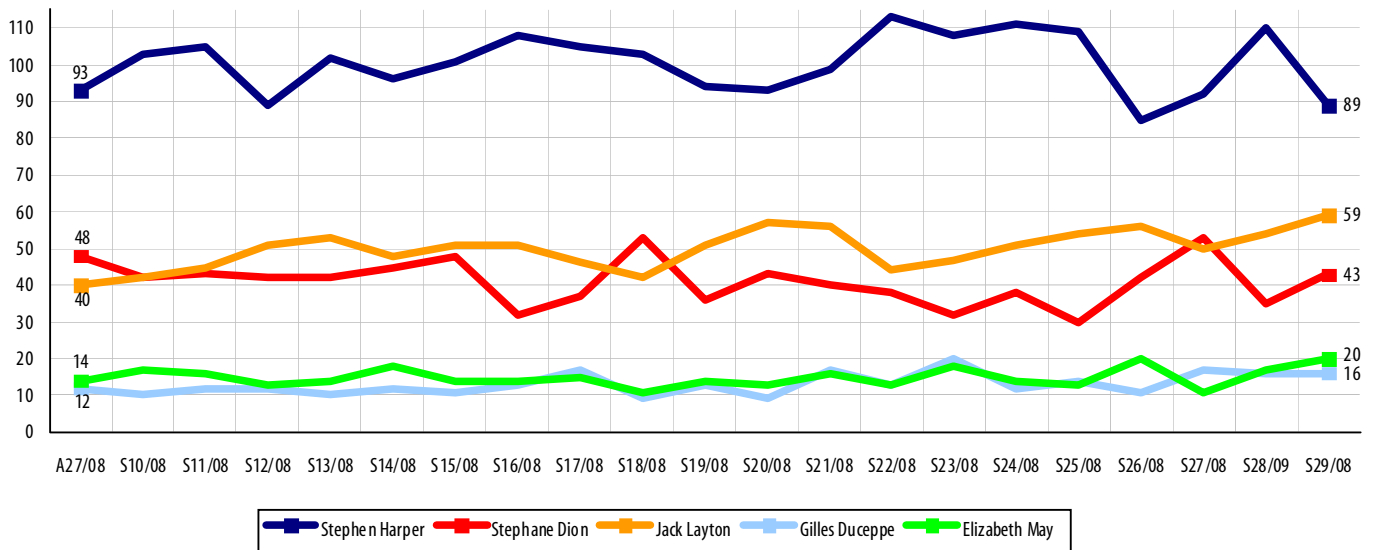
ONTARIO (311 Decided Voters, Accuracy ±5.6)

WESTERN CANADA (396 Decided Voters, Accuracy ±5.0)





Leadership Index: Harper ahead but drops overnight



LEADERSHIP INDICATORS

	Trust		Competence		Vision for Canada		Leadership Index Score	
	Sept 28	Sept 29	Sept 28	Sept 29	Sept 28	Sept 29	Sept 28	Sept 29
	%	%	%	%	%	%		
Stephen Harper	34	26	41	35	35	28	110	89
Jack Layton	21	22	17	18	16	19	54	59
Stephane Dion	11	16	9	11	15	16	35	43
Elizabeth May	8	10	3	4	6	6	17	20
Gilles Duceppe	7	5	4	5	5	6	16	16
None of them/Undecided	20	23	26	26	24	26		
Accuracy	± 5.0%	± 5.0%	± 5.0%	± 5.0%	± 5.0%	± 5.0%		

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

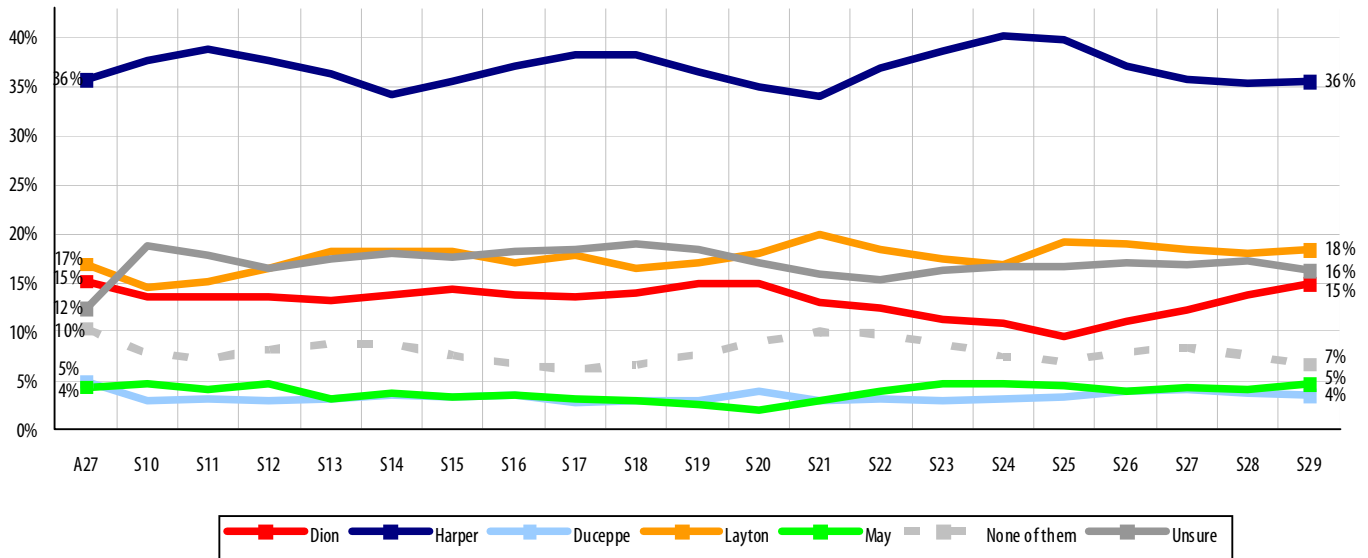
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Best PM: Harper ahead of Layton as best PM by 18 points



BEST PRIME MINISTER (N=1,201 Canadians)



REGIONAL NUMBERS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Sept 28	Sept 29	Sept 28	Sept 29	Sept 28	Sept 29	Sept 28	Sept 29	Sept 28	Sept 29
	%	%	%	%	%	%	%	%	%	%
Harper	35	36	30	29	26	27	36	34	43	44
Layton	18	18	23	30	18	19	17	17	18	16
Dion	14	15	17	15	13	14	15	16	13	15
May	4	5	9	6	2	2	5	6	4	5
Duceppe	4	4	0	0	14	14	0	0	1	0
None	8	7	7	7	9	7	10	8	5	5
Undecided	17	16	14	12	18	18	19	18	17	15
Accuracy	± 2.8%	± 2.8%	± 9.0%	± 9.1%	± 5.7%	± 5.8%	± 5.2%	± 5.3%	± 4.9%	± 4.8%

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

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METHODOLOGY



CPAC Questions

1. If a FEDERAL election were held today, could you please rank your top two current local voting preferences? (First ranked reported)
2. Are you currently leaning towards any particular FEDERAL party, and if you are, which party would that be?

As you may know, [ROTATE all five federal leaders with name and party]. Which of the federal leaders would you best describe as:

3. Most trustworthy
4. Most competent
5. Best vision for Canada's future
6. Of the following individuals, who do you think would make the best Prime Minister? [ROTATE names of all five party leaders]

Methodology

A national random telephone survey is conducted nightly by Nanos Research throughout the campaign. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of accuracy is $\pm 2.9\%$, 19 times out of 20.

The respondent sample is stratified geographically and by gender. The data may be weighted by age according to data from the 2006 Canadian Census administered by Statistics Canada. Percentages reported may not add up to 100 due to rounding. The research has been registered with the Marketing Research and Intelligence Association of which Nanos is a member.

Leadership Index Score Methodology

Every day, Nanos will report on a daily leadership index score. The leadership index score is a summation of the three leadership indicators (trustworthy, competence, vision). For example, on August 27th (A27), Elizabeth May received a Leadership Index Score of 14 because 6% of Canadians identified Elizabeth May as the most trustworthy leader, 3% said she was the most competent and 5% said she had the best vision for Canada

The Leadership Index Score will be tracked daily with updated results from the previous night of polling. Unlike the other measures tracked by Nanos, the leadership index score will not be based on a three-day rolling sample. It will be reported from results the evening before. This will allow Nanos to measure the performance of the federal party leaders and the key factors driving performance on a daily basis.

About Nanos

Established in 1987, Nanos Research is a full service public opinion research and management consulting firm. For more information on our full range of services please visit our website www.nanosresearch.com.

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When you think of Nanos - think quality, service and insight.



Established in 1987, Nanos Research is one of North America's premier market and public opinion research organizations. We put strategic intelligence into the hands of decision-makers.

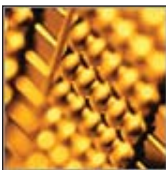
Whether you are charting a new corporate expansion, engaging employee input or navigating a complex public policy issue, executives like you turn to Nanos as their trusted research partner.



Capabilities

Nanos has the scope and capacity for every assignment. Our organization has offices in Ottawa, Toronto, Montreal, Vancouver, Halifax and Calgary.

- Telephone Surveys
- Online Surveys
- Mystery Shopping
- Qualitative Research (Focus groups/in-depth interviews)
- eDeliberative Polling and Online Dialogue
- Management Consulting and Strategic Advice



Our Record of Success

As a full-service research firm, Nanos brings the right tools to every research challenge to ensure success. The sample assignments listed below demonstrate the broad range of Nanos capabilities that clients have called upon.

In the lead-up to a major **labour negotiation**, a multi-billion dollar corporation turned to Nanos to conduct research and provide advice on its corporate reputation and positioning.

Nanos helped chart the course for the **market expansion** of one of North America's leading retailers. Nanos conducted market and customer research which helped the retailer grow market share to number one in its class while expanding from 40 to 220 stores.

A global advocacy organization chose Nanos to **reposition a major international campaign** as part of an effort to increase support for the cause and to influence decision-makers.

As part of a policy renewal process, a federal government department retained Nanos to conduct an **environmental scan** of policy initiatives around the world.

Nanos has conducted major brand research and provided expert analysis for numerous **trademark litigations**.

A leading industry association relied on Nanos to conduct research, **test creative materials** and provide advice related to its image and government initiatives which impact association members.

For a federal government department, Nanos developed an over-arching service delivery **performance measurement** framework.

Faced with negative press, a leading advocacy organization turned to Nanos to conduct research among donors, members and the general populace to manage its reputation and craft a **communications campaign**.

In the 2004 and 2006 national federal elections in Canada, Nanos conducted a **nightly tracking** initiative in conjunction with CPAC, Canada's Political Channel. In both elections Nanos was recognized as the most accurate at predicting the outcome.



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 analyse 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.



MBA Research



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insight

you can trust