



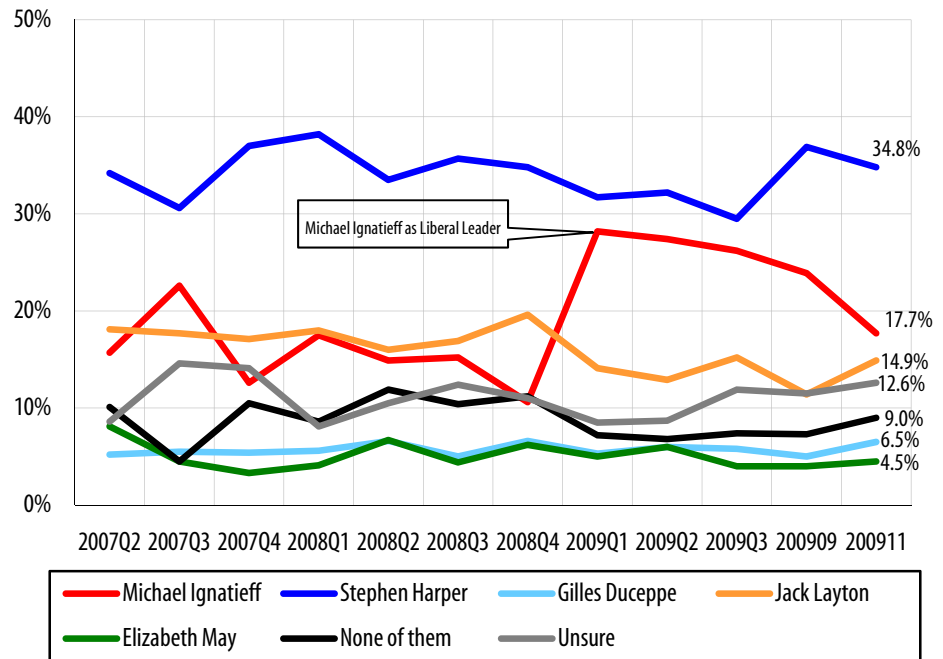
Harper widens best PM advantage

METHODOLOGY

Between November 7th and November 10th 2009, Nanos Research conducted a random telephone survey of 1,005 Canadians 18 years of age and older. A random telephone survey of 1,005 Canadians is accurate plus or minus 3.1%, 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.

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

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



Responses (%) **	Canada		Atlantic*		Quebec		Ontario		Prairies		British Columbia	
	200909	200911	200909	200911	200909	200911	200909	200911	200909	200911	200909	200911
	(n=1,002)	(n=1,005)	(n=96)	(n=100)	(n=258)	(n=254)	(n=305)	(n=302)	(n=205)	(n=201)	(n=139)	(n=149)
	%		%		%		%		%		%	
Stephen Harper	36.9	34.8	34.2	33.8	18.5	20.5	36.0	39.3	58.1	48.1	44.4	32.9
Michael Ignatieff	23.9	17.7	25.7	16.2	34.2	20.2	24.0	19.6	11.2	13.7	21.9	15.8
Jack Layton	11.4	14.9	18.5	22.6	18.8	16.1	8.5	12.4	4.1	13.9	8.8	13.8
Gilles Duceppe	5.0	6.5	0.0	2.6	15.5	23.2	1.7	0.8	0.9	0.8	1.5	0.0
Elizabeth May	4.0	4.5	3.6	4.9	3.6	1.9	5.5	4.3	2.8	3.4	3.6	10.7
None of them	7.3	9.0	6.2	8.3	4.7	8.3	11.0	11.3	6.4	5.3	6.4	11.1
Unsure	11.5	12.6	11.8	11.5	4.7	9.8	13.4	12.3	16.4	14.8	13.5	15.7
Accuracy	±3.1	±3.1	±9.9	±10.0	±6.1	±6.2	±5.8	±5.7	±7.0	±7.0	±8.3	±8.1

*Note: Small sample – readers should exercise caution.
 **Percentages may not add up to 100 due to rounding

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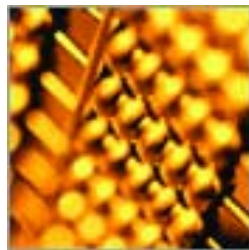
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The Nanos Approach

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
- eDeliberative 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.



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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