



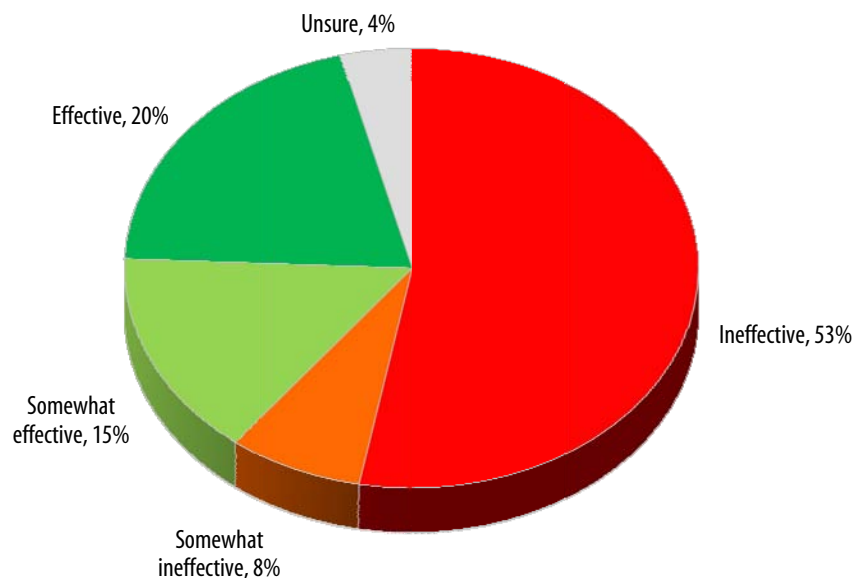
## Majority say Conservative ads ineffective

### METHODOLOGY

Between May 26<sup>th</sup> and June 1<sup>st</sup>, 2009, Nanos Research conducted a random telephone survey of 1,001 Canadians 18 years and older. A random telephone survey of 1,001 Canadians is accurate plus or minus 3.1 percentage points, 19 times out of 20. For 626 respondents aware of the ad, the margin of accuracy is plus or minus 3.9 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 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:** Would you say the ads were effective, somewhat effective, somewhat ineffective or ineffective? [Recall only]



### REGIONAL NUMBERS

Responses (%) **	Canada	Atlantic Canada*	Quebec	Ontario	Western Canada
	(n=626)	(n= 61)	(n=131)	(n=207)	(n=227)
	%	%	%	%	%
Effective	20	16	11	27	21
Somewhat effective	15	18	8	16	19
Somewhat ineffective	8	1	12	7	7
Ineffective	53	60	66	45	51
Unsure	4	5	4	5	3
Net Score	-26	-27	-59	-9	-18
Accuracy	±3.9	±12.8	±8.7	±6.9	±6.6

\*Note: Small sample – readers should exercise caution.

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

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



## STAT SHEET – 200906 NANOS POLL

		Would you say the ads were effective, somewhat effective, somewhat ineffective or ineffective? [Recall Only]					
		Total	Effective	Somewhat effective	Somewhat ineffective	Ineffective	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 200906	626	20.3	15.2	7.5	52.9	4.0
	Atlantic	61	15.8	17.6	1.2	59.9	5.4
	Quebec	131	11.2	7.9	11.6	65.6	3.7
	Ontario	207	26.5	15.5	7.3	45.4	5.3
	West	227	21.1	18.6	7.1	50.5	2.7
Gender	Male	312	18.4	16.3	9.2	53.6	2.5
	Female	314	22.1	14.2	5.9	52.2	5.6
Age	18 to 29	114	19.4	16.7	2.8	59.7	1.4
	30 to 39	109	20.9	15.4	11.0	49.5	3.3
	40 to 49	139	22.1	19.7	9.0	44.3	4.9
	50 to 59	111	22.7	12.1	7.8	53.9	3.5
	60 plus	152	17.1	12.3	7.1	57.3	6.2
Vote Profile	Liberal	226	13.7	13.2	7.6	61.2	4.3
	Conservative Party	177	28.4	20.5	8.4	41.3	1.5
	NDP	101	18.4	16.1	6.3	57.1	2.0
	Bloc Québécois	34	9.1	8.9	9.1	70.5	2.3
	Green Party	41	37.5	10.3	7.6	38.0	6.6
	Undecided	46	18.5	12.2	5.7	47.4	16.1



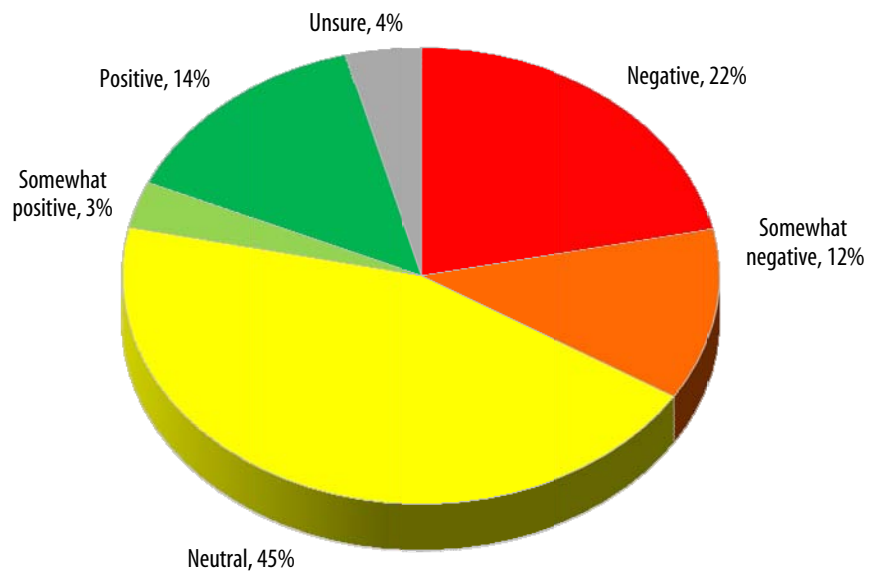
## Ads have marginal negative impact on Ignatieff

### METHODOLOGY

Between May 26<sup>th</sup> and June 1<sup>st</sup>, 2009, Nanos Research conducted a random telephone survey of 1,001 Canadians 18 years and older. A random telephone survey of 1,001 Canadians is accurate plus or minus 3.1 percentage points, 19 times out of 20. For 626 respondents aware of the ad, the margin of accuracy is plus or minus 3.9 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 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:** Did the advertisement leave you with a positive, somewhat positive, neutral, somewhat negative or negative impression of Michael Ignatieff? [Recall only]



### REGIONAL NUMBERS

Responses (%) **	Canada	Atlantic Canada*	Quebec	Ontario	Western Canada
	(n=626)	(n=61)	(n=131)	(n=207)	(n=227)
	%	%	%	%	%
Positive	14	17	17	13	13
Somewhat positive	3	6	4	2	3
Neutral	45	40	53	41	44
Somewhat negative	12	12	12	11	14
Negative	22	16	12	28	24
Unsure	4	11	2	5	2
Net Score	-17	-5	-3	-24	-22
Accuracy	±3.9	±12.8	±8.7	±6.9	±6.6

\*Note: Small sample – readers should exercise caution.

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

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## STAT SHEET – 200906 NANOS POLL

		Did the advertisement leave you with a positive, somewhat positive, neutral, somewhat negative or negative impression of Michael Ignatieff? [Recall Only]						
		Total	Positive	Somewhat positive	Neutral	Somewhat negative	Negative	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 200906	626	14.2	3.3	44.5	12.2	21.7	4.1
	Atlantic	61	16.6	5.7	39.6	11.9	15.7	10.6
	Quebec	131	16.6	4.1	53.1	12.4	11.5	2.2
	Ontario	207	13.3	2.2	41.1	10.8	27.5	5.2
	West	227	13.0	3.3	43.9	13.5	24.0	2.4
Gender	Male	312	12.6	4.3	44.6	13.1	22.0	3.3
	Female	314	15.8	2.4	44.3	11.3	21.4	4.8
Age	18 to 29	114	13.9	4.2	41.7	13.9	22.2	4.2
	30 to 39	109	15.4	2.2	52.7	11.0	17.6	1.1
	40 to 49	139	11.5	3.3	37.7	18.0	25.4	4.1
	50 to 59	111	14.2	4.3	48.2	10.6	20.6	2.1
	60 plus	152	16.1	2.8	44.1	7.6	21.8	7.6
Vote Profile	Liberal	226	21.7	2.4	47.2	8.3	15.9	4.5
	Conservative Party	177	7.2	4.9	38.5	18.5	27.7	3.1
	NDP	101	12.2	3.9	46.7	12.3	22.7	2.2
	Bloc Québécois	34	15.1	.0	57.0	10.3	17.6	.0
	Green Party	41	12.7	4.5	45.7	15.2	18.2	3.7
	Undecided	46	9.1	1.7	38.8	5.7	31.5	13.1



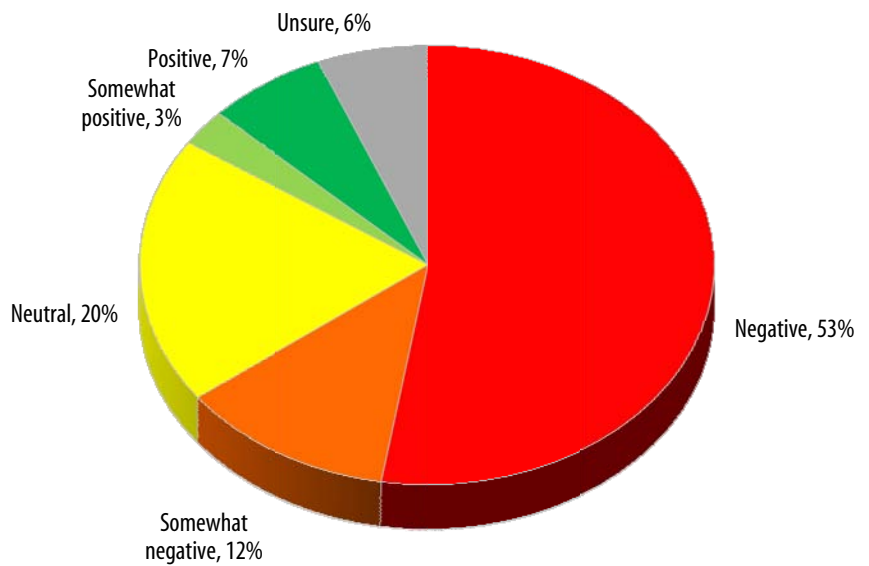
## Ads reflect poorly on Conservatives

### METHODOLOGY

Between May 26<sup>th</sup> and June 1<sup>st</sup>, 2009, Nanos Research conducted a random telephone survey of 1,001 Canadians 18 years and older. A random telephone survey of 1,001 Canadians is accurate plus or minus 3.1 percentage points, 19 times out of 20. For 625 respondents aware of the ad, the margin of accuracy is plus or minus 4.0 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 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:** Did the advertisement leave you with a positive, somewhat positive, neutral, somewhat negative or negative impression of the Conservatives who paid for the ad? [Recall only]



### REGIONAL NUMBERS

Responses (%) **	Canada	Atlantic Canada*	Quebec	Ontario	Western Canada
	(n=625)	(n=61)	(n=131)	(n=206)	(n=227)
	%	%	%	%	%
Positive	7	1	6	5	10
Somewhat positive	3	4	3	1	4
Neutral	20	18	18	22	19
Somewhat negative	12	13	15	10	12
Negative	53	55	56	56	48
Unsure	6	9	3	6	8
Net Score	-55	-63	-62	-60	-46
Accuracy	±4.0	±12.8	±8.7	±6.9	±6.6

\*Note: Small sample – readers should exercise caution.

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

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## STAT SHEET – 200906 NANOS POLL

		Did the advertisement leave you with a positive, somewhat positive, neutral, somewhat negative or negative impression of the Conservatives who paid for the ad? [Recall Only]						
		Total	Positive	Somewhat positive	Neutral	Somewhat negative	Negative	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 200906	625	6.7	2.7	19.7	12.1	52.6	6.2
	Atlantic	61	1.2	3.8	18.4	13.0	54.7	8.8
	Quebec	131	6.0	2.7	17.7	15.1	55.5	3.1
	Ontario	206	5.3	1.1	22.0	10.4	55.6	5.6
	West	227	9.9	3.8	19.1	11.8	47.7	7.8
Gender	Male	312	6.8	2.4	18.6	9.7	56.0	6.5
	Female	313	6.6	3.0	20.8	14.6	49.2	5.9
Age	18 to 29	114	5.6	2.8	20.8	9.7	58.3	2.8
	30 to 39	109	3.3	3.3	23.1	15.4	49.5	5.5
	40 to 49	138	7.4	5.0	24.8	12.4	42.1	8.3
	50 to 59	111	7.1	1.4	16.3	12.8	61.0	1.4
	60 plus	152	9.0	.9	14.2	10.9	54.0	10.9
Vote Profile	Liberal	226	3.8	1.4	17.6	10.5	60.6	6.0
	Conservative Party	177	13.3	5.0	25.7	15.1	35.5	5.4
	NDP	101	4.6	3.4	10.5	9.7	64.4	7.5
	Bloc Québécois	34	2.1	.0	14.4	16.0	67.4	.0
	Green Party	41	1.9	2.9	14.3	14.8	58.0	8.0
	Undecided	45	7.8	.0	35.9	8.4	37.5	10.5