



STAT SHEET – 200906 NANOS POLL

Thinking of the Conservative government, what do you think its main strength is? [Open-ended]

Unprompted Responses	Percent (n= 1001)
Defined strength	36%
No strength	19%
Unsure of strength	45%

Thinking of the Conservative government, what do you think its main weakness is? [Open-ended]

Unprompted Responses	Percent (n= 1001)
Defined weakness	65%
No weakness	3%
Unsure of weakness	33%

Overall Definition

Defined strengths	36%
Defined weaknesses	65%
Net Image Impact	-29

Random Telephone Survey of 1,001 Canadians from May 26th to June 1st, 2009

The margin of accuracy for a sample of 1,001 is $\pm 3.1\%$, 19 times out of 20.

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Thinking of the Conservative government, what do you think its main strength is? [Open-ended]				
	Frequency	Percent	Valid Percent	Cumulative Percent
Unsure	451	45.1	45.1	45.1
No strengths	185	18.5	18.5	63.6
Their leader (Harper)	50	5.0	5.0	68.6
Performance in terms of the economy	35	3.5	3.5	72.2
Transparency/keep promises	32	3.2	3.2	75.3
They are organized and efficient	31	3.1	3.1	78.5
Consistent and stable	22	2.2	2.2	80.7
The fact that they are in power	22	2.2	2.2	82.9
Overall good job	17	1.7	1.7	84.6
Listen to and support Canadians	16	1.6	1.6	86.2
They have knowledge from experience	15	1.5	1.5	87.7
How they appear to the public/their support	12	1.2	1.2	88.9
Healthcare	10	1.0	1.0	89.9
Integrity	9	.9	.9	90.9
They are conservative	9	.9	.9	91.7
Handling the budget	9	.9	.9	92.6
Foreign relations	8	.8	.8	93.4
Their policies	7	.7	.7	94.1
Causing change	6	.6	.6	94.7
Cautious	6	.6	.6	95.3
Dealing with the recession	6	.6	.6	95.9
Support/help the country	5	.5	.5	96.4
Handling employment	5	.5	.5	96.9
Defence/pro military	5	.5	.5	97.3
Agriculture	5	.5	.5	97.8
Strong on crime	5	.5	.5	98.3
Keeping low taxes	4	.4	.4	98.7
Capitalists	4	.4	.4	99.0
Values	4	.4	.4	99.4
Environment	2	.2	.2	99.6
The fact that they are not Liberals	1	.1	.1	99.7
Gas	1	.1	.1	99.8
They have money	1	.1	.1	99.9
The fact they are anti-abortion	1	.1	.1	100.0
Total	1001	100.0	100.0	

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Thinking of the Conservative government, what do you think its main weakness is? [Open-ended]				
	Frequency	Percent	Valid Percent	Cumulative Percent
Unsure	326	32.5	32.5	32.5
Stephen Harper/leadership	116	11.6	11.6	44.1
Lack transparency/not trustworthy/they lie	77	7.7	7.7	51.8
Too right-leaning/Don't like their philosophies or vision for Canada	46	4.6	4.6	56.4
Management of the economy	43	4.3	4.3	60.7
Out of touch with public/don't listen	43	4.3	4.3	65.0
Everything	36	3.6	3.6	68.6
Arrogance/do whatever they want	32	3.2	3.2	71.7
No weakness	30	3.0	3.0	74.8
Not consistent/able to get things done	25	2.5	2.5	77.2
Lack of representation	24	2.4	2.4	79.6
Minority government	20	2.0	2.0	81.7
Environment	19	1.9	1.9	83.6
Focused on image and playing games; political expediency over concern for Canadians	16	1.6	1.6	85.2
Narrow-minded	14	1.4	1.4	86.6
Social programs	14	1.4	1.4	88.1
Overspending	12	1.2	1.2	89.3
They favour big business	12	1.2	1.2	90.4
Lacking emphasis on healthcare	11	1.1	1.1	91.6
Attack ads	11	1.1	1.1	92.6
Party unity	8	.8	.8	93.4
American approach	8	.8	.8	94.2
They are puppets for the USA	8	.8	.8	95.0
Employment	7	.7	.7	95.7
Don't know how to work with others	7	.7	.7	96.3
The media/image in media	6	.6	.6	96.9
Only care about rich	5	.5	.5	97.5
Defence/War in Afghanistan	5	.5	.5	98.0
Cultural programs	5	.5	.5	98.5
Not conservative enough	4	.4	.4	98.9
Foreign policy	4	.4	.4	99.3
Stupidity	3	.3	.3	99.6
Immigration	2	.2	.2	99.8
Education	1	.1	.1	99.9
Do not listen to Aboriginal peoples	1	.1	.1	100.0
Total	1001	100.0	100.0	

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

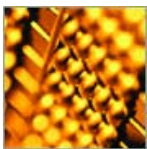


Established in 1987, Nanos Research is one of North America's premier market and public opinion research organizations. We put strategic intelligence into the hands of decision-makers. Whether you are charting a new corporate expansion, engaging employee input or navigating a complex public policy issue, 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.

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Nanos Research is regularly commissioned to conduct public policy research and is one of the most trusted brands in collecting, measuring and understanding public opinion.

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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

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