



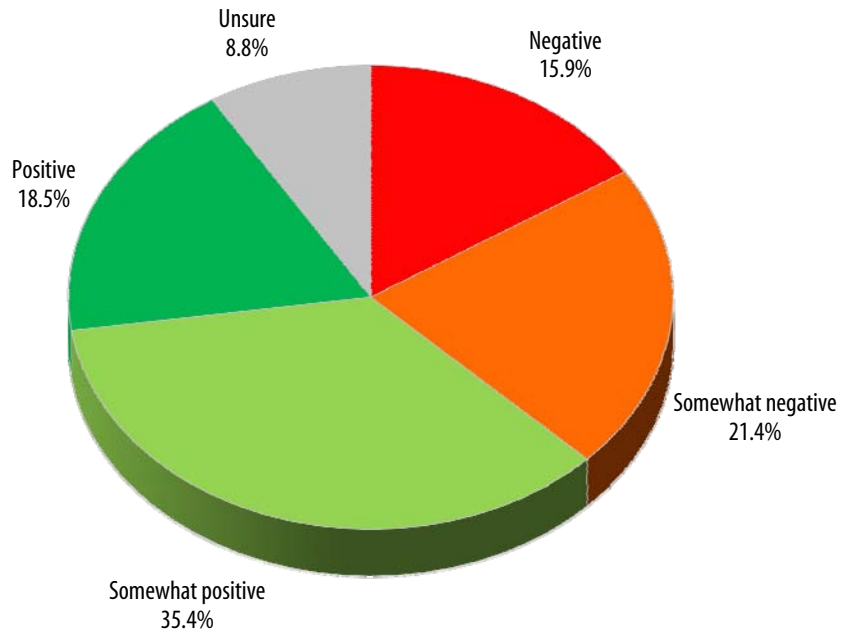
## Quebecers most positive on idea of minority government

### METHODOLOGY

Between July 30<sup>th</sup> and August 2<sup>nd</sup>, 2009, Nanos Research conducted a random telephone survey of 1,002 Canadians 18 years of age and older. A random telephone survey of 1,002 Canadians is accurate plus or minus 3.1 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:** Is your overall impression of a minority government situation positive, somewhat positive, somewhat negative or negative?



### REGIONAL NUMBERS

Responses (%) **	Canada	Atlantic Canada*	Quebec	Ontario	Prairies	British Columbia
	(n= 1,002)	(n=96)	(n=258)	(n=305)	(n=205)	(n=139)
	%	%	%	%	%	%
Positive	18.5	15.4	29.7	17.5	11.0	13.1
Somewhat positive	35.4	50.8	26.2	34.5	42.5	33.3
Somewhat negative	21.4	19.8	22.7	22.4	19.7	20.2
Negative	15.9	8.1	14.6	16.6	16.9	20.6
Unsure	8.8	5.9	6.9	9.0	9.8	12.7
Net Score	+16.6	+38.3	+18.6	+13.0	+16.9	+5.6
Accuracy	±3.1	±10.2	±6.2	±5.7	±6.9	±8.4

\*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).



## Canadians' views on minority government situations

### METHODOLOGY

Between July 30<sup>th</sup> and August 2<sup>nd</sup>, 2009, Nanos Research conducted a random telephone survey of 1,002 Canadians 18 years of age and older. A random telephone survey of 1,002 Canadians is accurate plus or minus 3.1 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.

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**QUESTION:** Why do you have that impression? [open-ended] *(Follow up question to: Is your overall impression of a minority government situation positive, somewhat positive, somewhat negative or negative?)*

Positive or somewhat positive impression drivers	200908* (n=538)
	%
It's good because it forces parties to co-operate	54.8
They are inefficient	5.0
No particular reason	2.2
It depends on the party in power	2.0
Other (less than 2% each)	4.2
Unsure	31.8

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

### ABOUT NANOS

Established in 1987, Nanos Research Inc. is a full service public opinion research and management consulting firm. Nanos is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

Negative or somewhat negative impression drivers	200908* (n=373)
	%
They are inefficient	59.8
The system is corrupt/they are just power-hungry	7.2
It's good because it forces parties to co-operate	3.5
Other (less than 2% each)	8.1
Unsure	21.4

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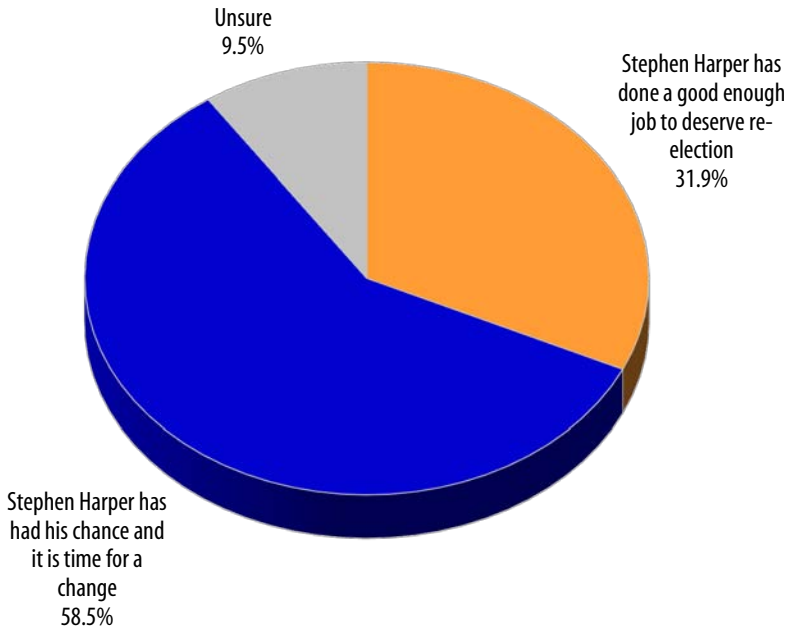
## Time for change appetite strong

### METHODOLOGY

Between July 30<sup>th</sup> and August 2<sup>nd</sup>, 2009, Nanos Research conducted a random telephone survey of 1,002 Canadians 18 years of age and older. A random telephone survey of 1,002 Canadians is accurate plus or minus 3.1 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 should be considered representative of the Canadian population. Results may not add up to 100% due to rounding.

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**QUESTION:** [Rotate] Some people think that Stephen Harper has done a good enough job to deserve re-election. Others think that he has had his chance and it is time for a change. Which of these two opinions best reflects your personal view?



### REGIONAL NUMBERS

	Canada	Atlantic Canada*	Quebec	Ontario	Prairies	British Columbia
<b>Response (%)**</b>	2009Q3	2009Q3	2009Q3	2009Q3	2009Q3	2009Q3
	(n= 1,002)	(n=96)	(n=258)	(n=305)	(n=205)	(n=139)
	%	%	%	%	%	%
<b>Deserves re-election</b>	31.9	26.5	24.5	32.6	41.2	34.4
<b>Time for a change</b>	58.5	62.3	68.7	58.5	44.9	57.0
<b>Unsure</b>	9.5	11.2	6.7	8.9	14.0	8.5
<b>Accuracy</b>	±3.1	±10.2	±6.2	±5.7	±6.9	±8.4

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

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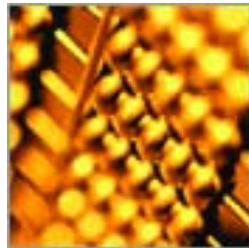
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# The Nanos Approach

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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