

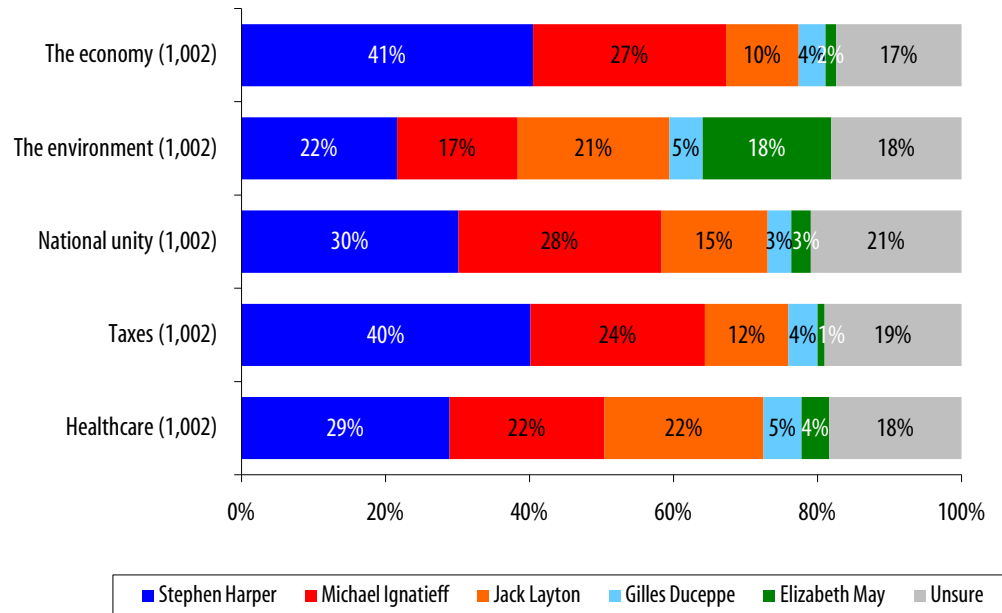
Harper trusted more than other leaders on management of issues

METHODOLOGY

Between September 3rd and September 11th, 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%, 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: Thinking of the federal party leaders, who would you trust to manage the following issues? [ROTATE]



TRUST INDEX ON ISSUES

Responses (%) **	The economy	The environment	National unity	Taxes	Healthcare
	%	%	%	%	%
Stephen Harper	40.5	21.6	30.1	40.1	28.9
Michael Ignatieff	26.8	16.8	28.1	24.2	21.5
Jack Layton	10.1	21.1	14.8	11.6	22.1
Gilles Duceppe	3.7	4.6	3.3	4.0	5.3
Elizabeth May	1.5	17.9	2.7	1.0	3.8
Unsure	17.4	18.1	20.9	19.0	18.4

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

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



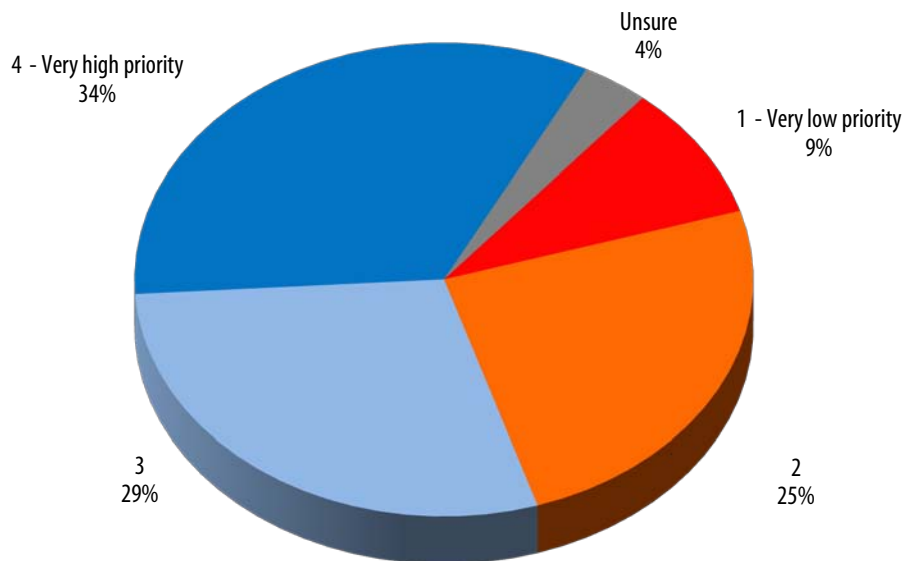
Six in ten Canadians feel deficit reduction a priority

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QUESTION: On a scale of 1 to 4 where 1 is a very low priority and 4 is a very high priority, how much of a priority is it that the federal government reduce its deficit?



PRIORITY OF DEBT REDUCTION

Responses (%) **	Canada	Atlantic Canada*	Quebec	Ontario	Prairies	British Columbia
	(n=1,002)	(n=102)	(n=263)	(n=292)	(n=203)	(n=142)
	%	%	%	%	%	%
1 - Very low priority	9.2	8.8	7.3	10.8	8.7	10.2
2	24.8	30.1	26.3	23.4	23.4	23.0
3	28.9	27.9	31.0	28.5	28.0	27.8
4 - Very high priority	33.6	31.0	32.7	31.9	36.8	36.0
Unsure	3.5	2.1	2.7	5.3	3.1	3.0
Mean score	2.90	2.83	2.92	2.86	2.96	2.92
Accuracy	±3.1	±9.9	±6.1	±5.8	±7.0	±8.3

*Note: Small sample – readers should exercise caution.

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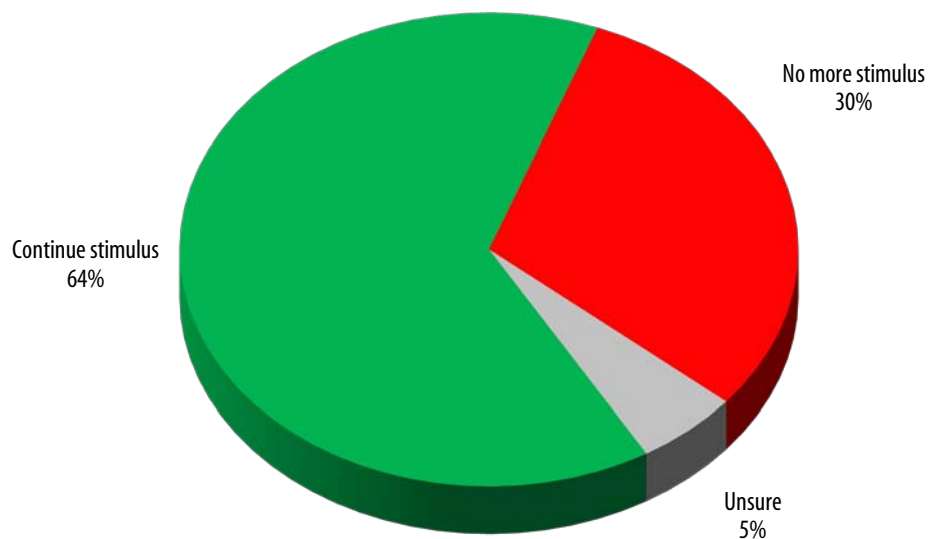
Canadians in favour of continued stimulus spending

METHODOLOGY

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QUESTION: Do you believe [Rotate] that the government of Canada should continue to spend money in order to stimulate the economy OR that there is no further need for government to spend money in order to stimulate the economy?



GOVERNMENT STIMULUS SPENDING

Responses (%) **	Canada	Atlantic Canada*	Quebec	Ontario	Prairies	British Columbia
	(n=1,002)	(n=102)	(n=263)	(n=292)	(n=203)	(n=142)
	%	%	%	%	%	%
Continue stimulus	64.2	62.2	75.6	61.0	56.0	62.6
No more stimulus	30.4	32.2	20.3	34.6	37.4	29.2
Unsure	5.4	5.6	4.1	4.5	6.6	8.2
Accuracy	±3.1	±9.9	±6.1	±5.8	±7.0	±8.3

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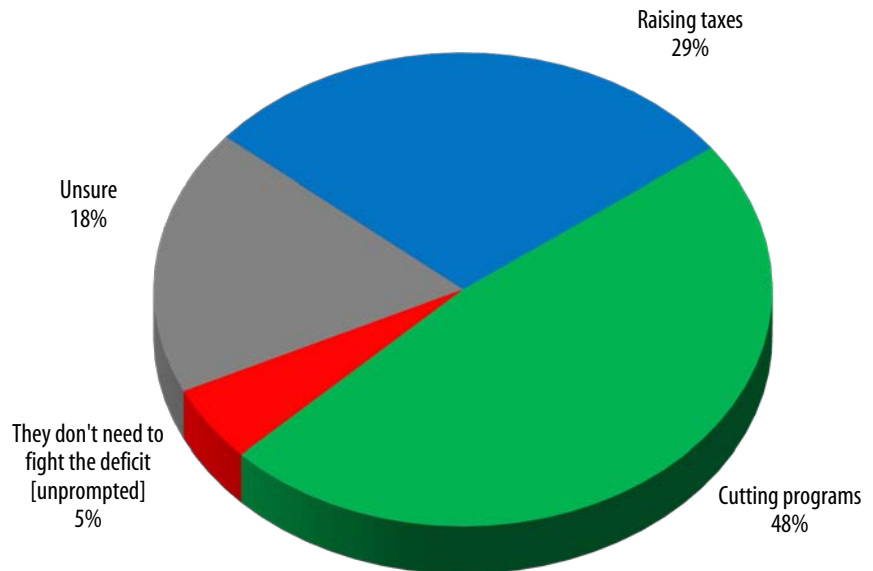
Deficit fight: Canadians prefer program cuts to raising taxes

METHODOLOGY

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QUESTION: What do you think the Government of Canada's primary focus should be to reduce to the deficit? [ROTATE]



GOVERNMENT DEBT REDUCTION

Responses (%) **	Canada	Atlantic Canada*	Quebec	Ontario	Prairies	British Columbia
	(n=1,002)	(n=102)	(n=263)	(n=292)	(n=203)	(n=142)
	%	%	%	%	%	%
Raising taxes	28.7	33.6	28.0	28.5	28.1	27.7
Cutting programs	47.9	42.8	54.8	47.1	45.8	43.3
They don't need to fight the deficit [unprompted]	5.2	8.1	3.0	7.0	4.4	4.9
Unsure	18.2	15.5	14.2	17.5	21.7	24.1
Accuracy	±3.1	±9.9	±6.1	±5.8	±7.0	±8.3

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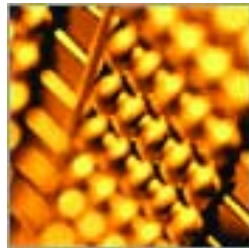
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The Nanos Approach

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.



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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.

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- 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.



Contact us today for your next research or strategy project.

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