



200909 NATIONAL OMNIBUS – MACLEANS

On a scale of 1 to 10, where 1 is very weak and 10 is very strong, how would you rate the state of democracy in Canada?

(Source: Nanos Research, September 2009)

Responses	Mean out of 10	1 to 3	4 to 7	8 to 10	Unsure
Canada (1,002)	6.53	9.8%	50.6%	36.9%	2.6%

On a scale of 1 to 10, where 1 a very serious problem and 10 is not at all a problem, please tell me whether you think the following are problems in our federal political system. [ROTATE]

(Source: Nanos Research, September 2009)

Question	Mean out of 10	1 to 3	4 to 7	8 to 10	Unsure
The appeal of party leaders	4.68	30.8%	45.8%	13.1%	10.5%
The policies of the political parties	4.67	29.7%	50.5%	11.0%	8.9%
The influence of interest groups and lobbyists	4.07	42.3%	40.4%	9.2%	8.2%
The focus on partisan political gain	3.79	43.2%	37.0%	7.2%	12.6%
The low voter turnout	3.23	61.6%	25.3%	8.6%	4.5%

Please rank the following party leaders based on the job they are doing to try to make Parliament function well. (First ranked response)

(Source: Nanos Research, September 2009)

	Canada (n=1,002)	Atlantic (n=102)	Quebec (n=263)	Ontario (n=292)	Prairies (n=203)	British Columbia (n=142)
Stephen Harper	43.8%	37.2%	22.8%	51.3%	56.1%	54.9%
Michael Ignatieff	15.9%	15.1%	23.0%	17.8%	8.6%	9.6%
Jack Layton	15.0%	27.6%	20.5%	13.4%	6.9%	10.9%
Gilles Duceppe	7.7%	0.7%	24.7%	1.7%	1.5%	2.6%
Unsure	17.5%	19.4%	9.0%	15.9%	27.0%	22.1%

Random Telephone Survey of 1,002 Canadians from September 3rd to September 11th, 2009

The margin of accuracy for a sample of 1,002 is $\pm 3.1\%$, 19 times out of 20.



NANOS

trusted insight and strategy

NANOS RESEARCH GROUP

Ottawa • Toronto • Montreal • Calgary • Vancouver • Halifax



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.

 NATIONAL POST

 THE WALL STREET JOURNAL

 OTTAWA CITIZEN

 USA TODAY

 The Economist

 REUTERS

 CBC NEWS

 CTV

 theguardian

 SUN MEDIA
A Quebecor Media Company

 AP Associated Press

 Canwest

 THE GLOBE AND MAIL

 e p a c

 Bloomberg

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.

John Nanos, Senior Vice President
North America Toll-free 1(888) 737-5505 ext.223
(416) 493-1965 ext. 223
jnanos@nanosresearch.com