



## Half of Canadians vote for party which reflects their views



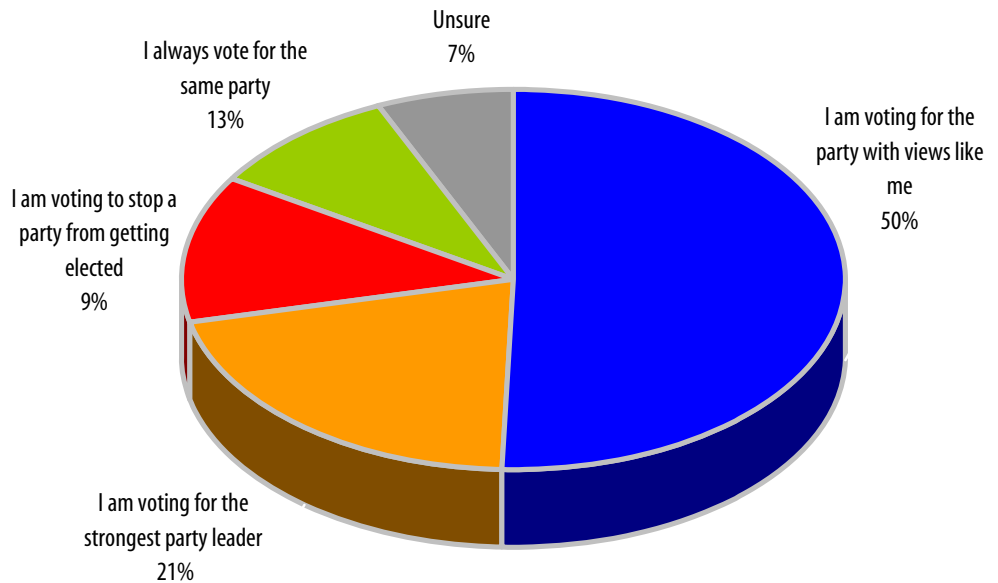
### METHODOLOGY

Between September 8<sup>th</sup> and September 10<sup>th</sup>, 2008, Nanos Research conducted a random telephone survey of 1,200 Canadians 18 years and older. A random telephone survey of 1,200 Canadians is accurate plus or minus 2.8%, 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:

Which statement best reflects how you vote in the next election? [Rotate]



Group (Margin of accuracy)	I am voting for the party with views like me	I am voting for the strongest party leader	I always vote for the same party	I am voting to stop a party from getting elected	Unsure
	%	%	%	%	%
<b>Canada</b> (±2.8%)	50	21	13	9	7
<b>Atlantic</b> (±9.1%)	51	20	14	7	9
<b>Quebec</b> (±5.7%)	54	11	14	12	8
<b>Ontario</b> (±5.2%)	48	24	11	10	7
<b>West</b> (±4.8%)	50	24	12	8	6
<b>Liberal</b> (±5.6%)	52	19	14	11	5
<b>Conservative</b> (±5.2%)	50	30	12	5	3
<b>NDP</b> (±8.8%)	52	15	13	15	5
<b>Bloc</b> (±10.6%)	49	5	23	12	12
<b>Green</b> (±10.5%)	63	11	8	14	4

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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.

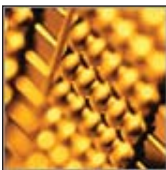
Whether you are charting a new corporate expansion, engaging employee input or navigating a complex public policy issue, executives like you turn to Nanos as their trusted research partner.



### 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.

For a federal government department, Nanos developed an over-arching service delivery **performance measurement** framework.

Faced with negative press, a leading advocacy organization turned to Nanos to conduct research among donors, members and the general populace to manage its reputation and craft a **communications campaign**.

In the 2004 and 2006 national federal elections in Canada, Nanos conducted a **nightly tracking** initiative in conjunction with CPAC, Canada's Political Channel. In both elections Nanos was recognized as the most accurate at predicting the outcome.



## 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 analyse 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.



MBA Research



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# insight

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