



## Harper Image a Mixed Bag

### METHODOLOGY

Between January 3<sup>rd</sup> and January 7<sup>th</sup>, 2009, Nanos Research conducted a random telephone survey of 1,003 Canadians 18 years and older. A random telephone survey of 1,003 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.

Between November 6<sup>th</sup> and November 8<sup>th</sup>, 2007, Nanos Research conducted a random telephone survey of 1,004 Canadians 18 years and older. A random telephone survey of 1,004 Canadians is accurate plus or minus 3.1% 19 times out of 20.

The research was registered with the Marketing Research and Intelligence Association of which Nanos is a Gold Seal Corporate member.

### 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.

**QUESTION:** Regardless of how you vote, what do you like, if anything, about Stephen Harper? [Unprompted]

| Likes                           | November 2007 | January 2009 |
|---------------------------------|---------------|--------------|
|                                 | %             | %            |
| Nothing                         | 32            | 30           |
| He is a strong leader/confident | 3             | 8            |
| Honest                          | 5             | 5            |
| His policies/agenda             | 4             | 4            |
| Gets things done/keeps promises | 10            | 4            |
| He is ok/tries hard             | 2             | 3            |
| Understands business            | 1             | 3            |
| Friendly/down to earth          | 2             | 3            |
| Other (Less than 3% in 2009)    | 26            | 17           |
| Unsure                          | 17            | 24           |

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

**QUESTION:** Regardless of how you vote, what do you dislike, if anything, about Stephen Harper? [Unprompted]

| Dislikes                     | November 2007 | January 2009 |
|------------------------------|---------------|--------------|
|                              | %             | %            |
| Nothing                      | 22            | 15           |
| Broke his promises/liar      | 5             | 11           |
| Arrogant                     | 2             | 8            |
| Everything                   | 4             | 6            |
| His policies                 | 8             | 6            |
| Too controlling/power hungry | 2             | 6            |
| His attitude                 | 1             | 5            |
| No presence                  | 1             | 3            |
| Other (Less than 3% in 2009) | 34            | 17           |
| Unsure                       | 21            | 24           |

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

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