



Healthcare Surpasses Jobs

METHODOLOGY

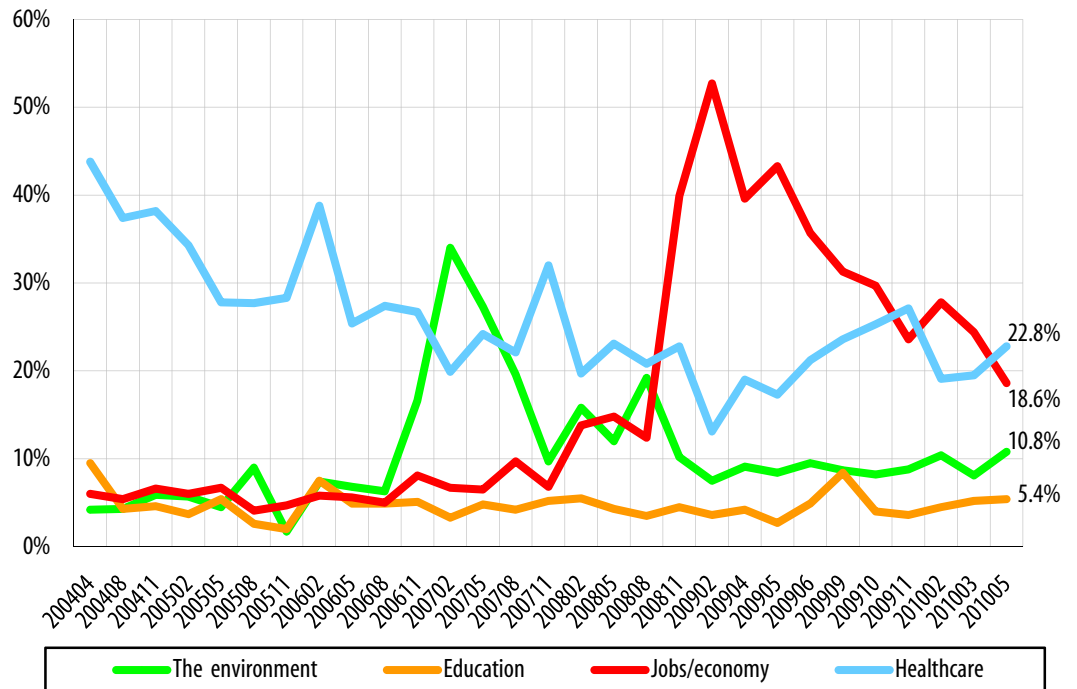
Between April 30th and May 3rd, 2010, Nanos Research conducted a random telephone survey of 1,003 Canadians 18 years of age and older. A random telephone survey of 1,003 Canadians is accurate plus or minus 3.1 percentage points, 19 times out of 20.

Results for March, 2010 are from a random telephone survey of 1,000 Canadians conducted between March 6th and March 12th, 2010. A random telephone survey of 1,000 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.

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

QUESTION: What is your most important NATIONAL issue of concern? [unprompted]



TOP ISSUES

Responses (%) *	May 3, 2010	March 12, 2010	Change
	(n=1,003)	(n=1,000)	
	%	%	
Healthcare	22.8	19.5	+3.3
Jobs/economy	18.6	24.4	-5.8
The environment	10.8	8.1	+2.7
Education	5.4	5.2	+0.2
Unsure	4.0	4.2	-0.2

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

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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.



Contact us today for your next research or strategy project.

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