



Federal Conservative Advantage Evaporates

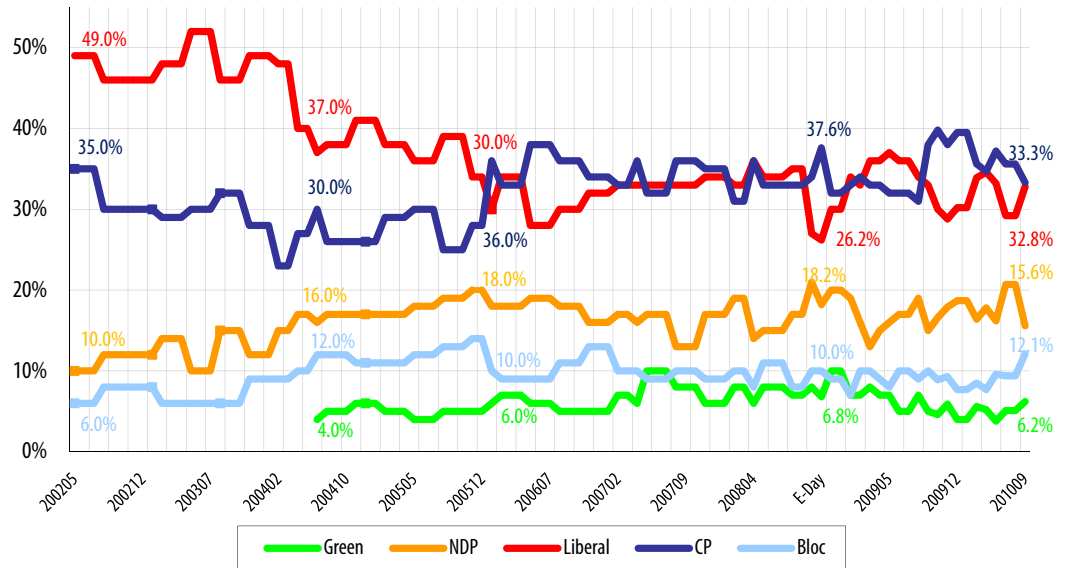
METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,014 Canadians 18 years of age and older. It was completed between August 28th and September 3rd, 2010. The statistics of a random sample of 1,014 respondents are accurate to within 3.1 percentage points, plus or minus, 19 times out of 20. For 823 committed voters, it is accurate to within 3.4 percentage points, plus or minus, 19 times out of 20.

Results for 2010-06 are from a random telephone survey of 1,008 Canadians conducted between May 29th and June 3rd, 2010.

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

QUESTION: For those parties you would consider voting for federally, could you please rank your top two current local preferences? (Committed voters only - First Preference)



REGIONAL BALLOT

Committed Voters (%)**	Canada		Atlantic Canada*		Quebec		Ontario		Prairies		British Columbia	
	2010-09	2010-06	2010-09	2010-06	2010-09	2010-06	2010-09	2010-06	2010-09	2010-06	2010-09	2010-06
	(n=823)	(n=756)	(n=68)	(n=78)	(n=243)	(n=185)	(n=250)	(n=226)	(n=156)	(n=159)	(n=105)	(n=108)
	%	%	%	%	%	%	%	%	%	%	%	%
Conservative	33.3	35.6	45.3	34.4	15.6	19.3	36.2	43.2	52.8	41.7	29.4	39.3
Liberal	32.8	29.2	38.7	39.7	27.3	24.6	43.2	32.4	23.9	30.1	29.4	21.3
NDP	15.6	20.7	13.6	25.9	10.8	13.8	13.2	19.1	22.0	23.9	25.6	27.6
BQ	12.1	9.4	1.2	-	40.7	38.6	-	-	-	-	-	-
Green	6.2	5.1	1.2	-	5.5	3.7	7.4	5.2	1.4	4.3	15.5	11.8
Accuracy	±3.4	±3.6	±12.1	±11.3	±6.4	±7.3	±6.3	±6.6	±8.0	±7.9	±9.7	±9.6
Undecided	18.6	24.2	29.9	19.3	11.5	23.6	17.2	24.6	23.2	25.8	21.8	25.4

* Note: Small sample size

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

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



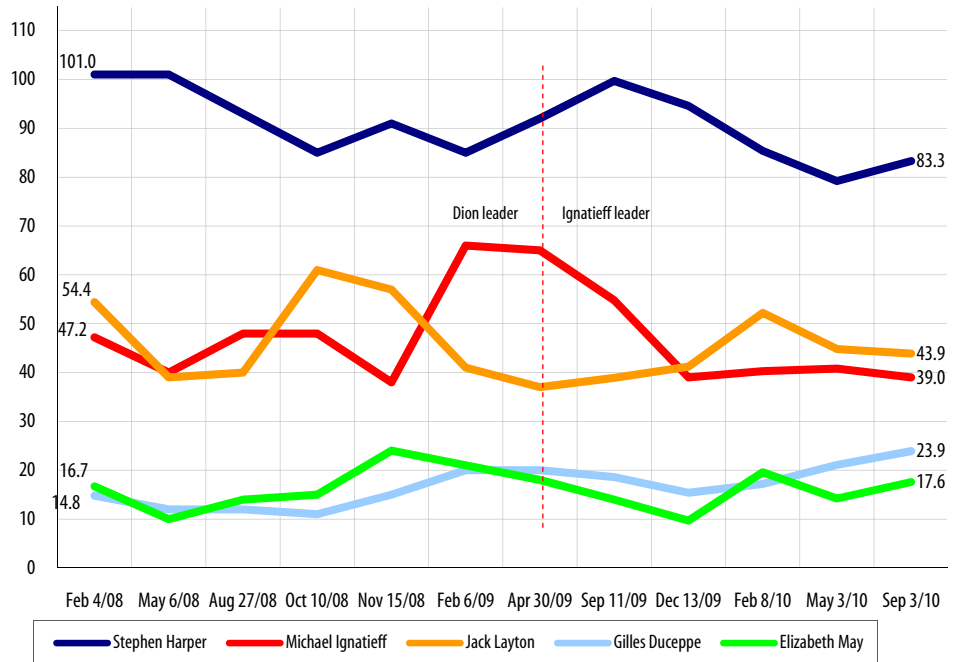
Harper ahead - no summer bump for Ignatieff

METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,014 Canadians 18 years of age and older. It was completed between August 28th and September 3rd, 2010. The statistics of a random sample of 1,014 respondents is accurate to within 3.1 percentage points, plus or minus, 19 times out of 20. 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.

Results for 201005 are from a random telephone survey of 1,003 Canadians conducted between April 30th and May 3rd, 2010.

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



LEADERSHIP INDICATORS

	Trust		Competence		Vision for Canada		Leadership Index Score	
	201009	201005	201009	201005	201009	201005	201009	201005
	(n=1,014)	(n=1,003)	(n=1,014)	(n=1,003)	(n=1,014)	(n=1,003)		
	%	%	%	%	%	%		
Stephen Harper	25.5	23.9	30.3	30.2	27.5	25.1	83.3	79.2
Jack Layton	16.5	16.8	12.3	11.7	15.1	16.3	43.9	44.8
Michael Ignatieff	10.3	11.0	14.6	15.1	14.1	14.7	39.0	40.8
Elizabeth May	7.8	6.8	3.7	2.2	6.1	5.2	17.6	14.2
Gilles Duceppe	10.0	9.0	8.7	8.2	5.2	3.9	23.9	21.1
None of them/Undecided	29.9	32.6	30.5	32.6	32.2	34.6	-	-
Accuracy	±3.1	±3.1	±3.1	±3.1	±3.1	±3.1	±3.1	±3.1

* Note: Small sample size

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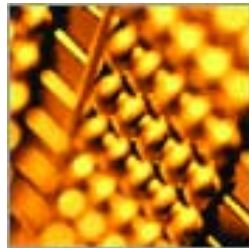
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The Nanos Approach

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.



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.

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