



Canadians still divided on Harper majority

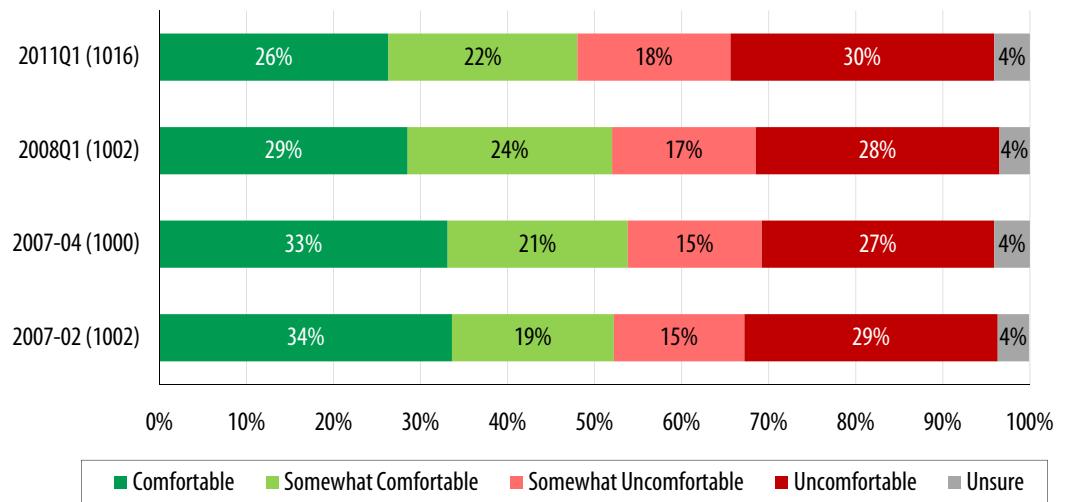
METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,016 Canadians 18 years of age and older. It was completed between February 11th and February 14th, 2011. The margin of error for a random sample of 1,016 respondents is 3.1 percentage points, plus or minus, 19 times out of 20. Margins of error are wider for subgroup samples.

Results for 2008Q1 are from a random telephone survey of 1,002 Canadians conducted between February 2nd and February 4th, 2008.

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

QUESTION: As you may know the Conservative Party led by Stephen Harper is a minority government. Based on what you know and have seen about Stephen Harper and the Conservative government's record so far, would you be comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable with the Stephen Harper-led Conservatives winning the next election and forming a majority government?



COMFORT WITH HARPER MAJORITY

Response (%)**	Canada		Atlantic*		Quebec		Ontario		Prairies		British Columbia	
	2011Q1	2008Q1	2011Q1	2008Q1	2011Q1	2008Q1	2011Q1	2008Q1	2011Q1	2008Q1	2011Q1	2008Q1
	(n=1,016)	(n=1,002)	(n=104)	(n=102)	(n=253)	(n=256)	(n=305)	(n=297)	(n=203)	(n=202)	(n=151)	(n=144)
	%	%	%	%	%	%	%	%	%	%	%	%
Comfortable	26.3	28.5	27.4	23.6	16.7	20.7	24.3	30.2	39.3	41.3	28.0	24.7
Somewhat comfortable	21.7	23.5	26.1	14.7	18.5	23.0	25.3	21.6	19.8	29.0	19.6	26.6
Somewhat uncomfortable	17.6	16.5	8.0	19.7	28.0	27.5	14.5	12.7	16.1	10.0	15.0	11.7
Uncomfortable	30.3	28.0	36.2	38.3	35.1	24.8	30.5	31.6	20.9	18.1	30.6	33.0
Unsure	4.1	3.5	2.3	3.7	1.7	3.9	5.3	3.9	3.9	1.6	6.9	4.0
Accuracy	±3.1	±3.1	±9.8	±9.9	±6.2	±6.2	±5.7	±5.8	±7.0	±7.0	±8.1	±8.3

*Note: Small sample – readers should exercise caution.

**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.



Duceppe, Harper, Layton a draw, Ignatieff a drag on local party candidate

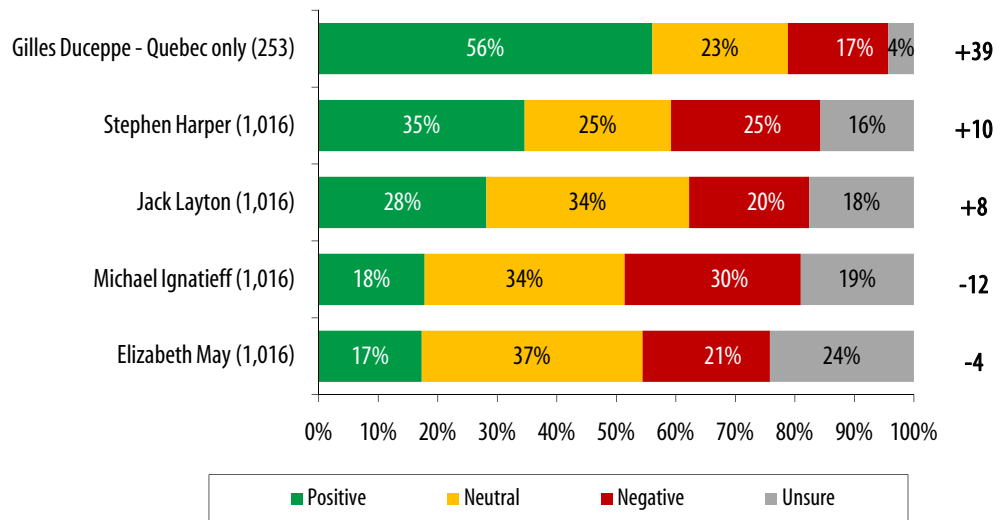
METHODOLOGY

Between February 11th and February 14th, 2011, Nanos Research conducted a random telephone survey of 1,016 Canadians 18 years and older. A margin of error for a random telephone survey of 1,016 Canadians is plus or minus 3.1%, 19 times out of 20. Margins of error 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.

Results for 2009-Q1 are from a random telephone survey of 1,000 Canadians conducted between January 30th and February 3rd, 2009.

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

QUESTION: For each of the following leaders please indicate whether you think they will have a positive, neutral or negative impact on the local party candidate in your riding?



NET LEADER IMPACT ON LOCAL CANDIDATES

Net Impact	Canada		Atlantic**		Quebec		Ontario		Prairies		British Columbia	
	2011-Q1	2009-Q1	2011-Q1	2009-Q1	2011-Q1	2009-Q1	2011-Q1	2009-Q1	2011-Q1	2009-Q1	2011-Q1	2009-Q1
	(n=1,016)	(n=1,000)	(n=104)	(n=98)	(n=253)	(n=263)	(n=305)	(n=298)	(n=203)	(n=198)	(n=151)	(n=143)
	%	%	%	%	%	%	%	%	%	%	%	%
Gilles Duceppe*	N/A*	N/A*	N/A*	N/A*	+39.2	+47.4	N/A*	N/A*	N/A*	N/A*	N/A*	N/A*
Michael Ignatieff	-11.8	+19.0	-9.2	+27.5	-7.8	+21.7	-5.0	+18.4	-21.3	+5.1	-21.5	+28.6
Stephen Harper	+9.5	+5.0	+5.9	-10.4	-26.7	-28.1	+16.1	+17.2	+35.4	+30.6	+23.7	+15.2
Jack Layton	+8.0	+4.6	+22.8	+7.2	+20.5	+25.2	+4.6	+3.3	-4.3	-15.3	+0.2	-4.8
Elizabeth May	-4.1	+3.1	-3.6	+14.2	-3.7	-1.7	-3.7	+3.9	-5.8	-10.0	-4.0	+20.8

*Note: Asked in Quebec only (n=253)

**Note: Small sample – readers should exercise caution.

Net Impact is calculated by subtracting those who thought a leader would have a negative impact on a local candidate from those who thought a leader would have a positive impact on a local candidate.

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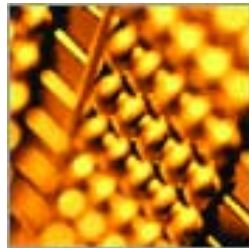
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At Nanos Research, we are experts at helping public-facing companies and organizations connect with the “hearts and minds” of customers or the general public. Our advantage comes from over 20 years experience in understanding the numbers and building 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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- Telephone Surveys
- Online Surveys
- eDeliberative Polling and Online Dialogue
- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Management Consulting



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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.



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