



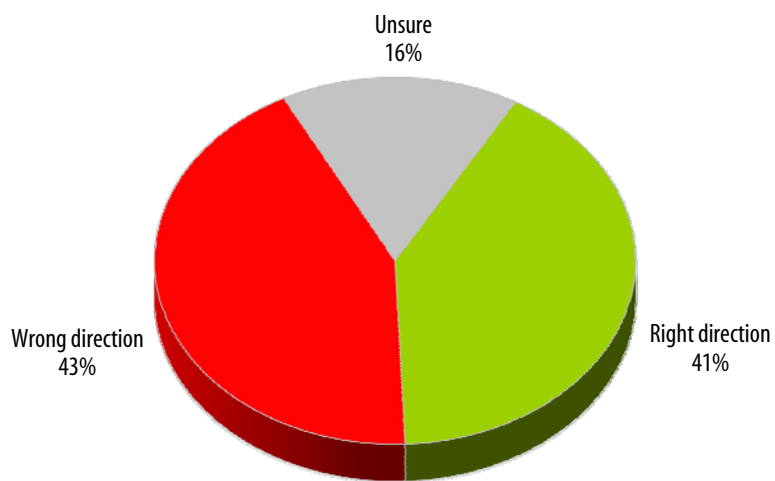
Ontarians divided on Provincial Government direction

METHODOLOGY

Between February 9th and February 10th, 2010, Nanos Research conducted a random telephone survey of 500 Ontarians 18 years and older. A random telephone survey of 500 Ontarians is accurate plus or minus 4.4 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 Ontarian census results. Results should be considered representative of the Ontarian 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: Generally speaking, would you say that McGuinty-led Provincial Liberal Government is heading in the right direction, or are they off in the wrong direction?



GOVERNMENT DIRECTION

Group(Margin of Accuracy) **	Right direction	Wrong direction	Unsure
	%	%	%
Ontario 200904 (± 4.4)	41	43	16
Ontario 200911 (± 4.4)	35	48	17
Male (± 6.5)	40	45	15
Female (± 6.1)	43	41	17
18 to 29 (± 10.1)*	41	37	22
30 to 39 (± 10.2)*	51	35	14
40 to 49 (± 9.6)*	43	37	20
50 to 59 (± 10.8)*	35	52	13
60 plus (± 9.4)*	36	53	11

*Note: Small sample – readers should exercise caution.

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

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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.



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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.



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