

National Issue



March 22nd, 2011

Healthcare Top issue of Concern

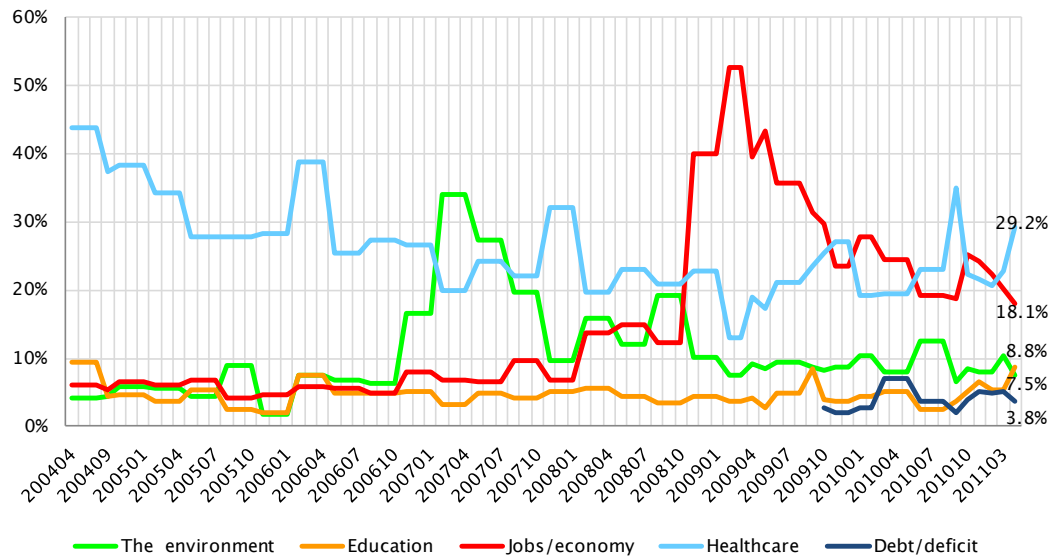
METHODOLOGY

Between March 12th and March 15th, 2011, Nanos Research conducted a random telephone survey of 1,216 Canadians 18 years of age and older. A random telephone survey of 1,216 Canadians is accurate plus or minus 2.8 percentage points, 19 times out of 20.

Results for February 2011 are from a random telephone survey of 1,016 Canadians conducted between February 11th and February 14th. A random telephone survey of 1,016 Canadians is accurate plus or minus 3.1 percentage points, 19 times out of 20.

Any use of this research data should identify it as a "CTV/Globe/Nanos Poll".

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



TOP ISSUES

Responses (%) *	March 15, 2011	February 14, 2011	Change
	(n=1,216)	(n=1,016)	
	%	%	
Healthcare	29.2	22.9	+6.3
Jobs/economy	18.1	20.2	-2.1
Education	8.8	5.3	+3.5
The environment	7.5	10.3	-2.8
Debt/deficit	3.8	5.2	-1.4
Unsure	9.1	12.4	-3.3

*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 Research website to sign up for instant email updates at www.nanosresearch.com.

F35 Fighter Jets



THE GLOBE AND MAIL

March 22nd, 2011

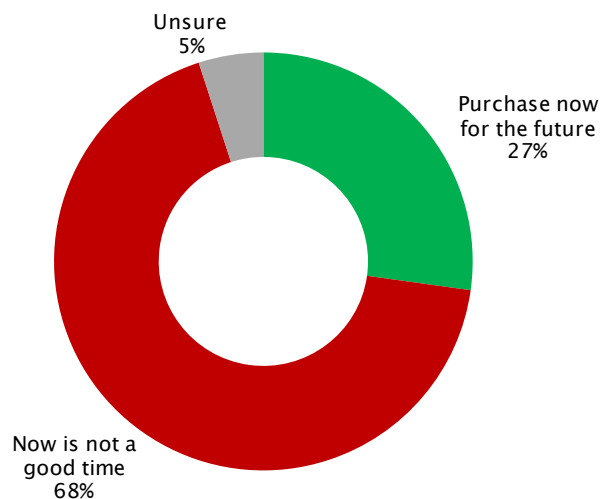
Majority Say Timing Poor for F35 Purchase

METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,216 Canadians 18 years of age and older. It was completed between March 12th and March 15th, 2011. The margin of error for a random sample of 1,216 respondents is plus or minus 2.8 percentage points, 19 times out of 20.

Any use of this research data should identify it as a "CTV/Globe/Nanos Poll".

QUESTION: As you may know, the Harper government is looking to purchase 65 new F35 fighter jets. There are some reports that the total cost could be as high as \$30 billion. [Rotate] Some people say that we need to make this purchase now to prepare the future. Others say that now is not a good time because Canada is running a deficit. Which of these two views best reflects your personal opinions?



F35 FIGHTER JETS

Regions/Supporters***	Groups	Purchase now (%)	Now not a good time (%)	Unsure (%)	Net scores*	Margin of error
Canada	n=1,216	27.2	67.8	5.0	-40.6	±2.8
Atlantic Canada**	n=121	36.7	60.8	2.5	-24.1	±9.0
Quebec	n=301	18.6	77.9	3.6	-59.3	±5.7
Ontario	n=369	26.7	67.1	6.2	-40.4	±5.2
Prairies	n=243	34.0	58.7	7.3	-24.7	±6.4
British Columbia	n=182	26.7	69.6	3.7	-42.9	±7.4
Liberal	n=262	27.2	68.2	4.7	-41.0	±6.1
Conservative	n=366	37.2	56.3	6.5	-19.1	±5.2
NDP	n=190	26.2	70.9	2.9	-44.7	±7.2
Bloc Quebecois**	n=96	9.0	89.2	1.8	-80.2	±10.2
Green**	n=36	32.7	62.8	4.5	-30.1	±16.6
Undecided	n=267	19.9	74.0	6.1	-54.1	±6.1

*Note: Net scores were obtained by subtracting "Now not a good time" from "Purchase Now"

**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.

www.nanosresearch.com

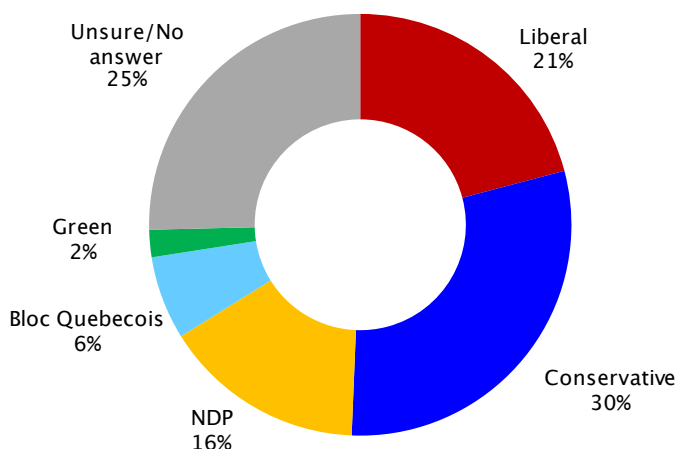
Tories ahead of Grits on Economic Trust

METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,216 Canadians 18 years of age and older. It was completed between March 12th and March 15th, 2011. The margin of error for a random sample of 1,216 respondents is plus or minus 2.8 percentage points, 19 times out of 20.

Any use of this research data should identify it as a "CTV/Globe/Nanos Poll".

QUESTION: Which of the federal parties do you trust the most in terms of economic policy?



TRUST IN TERMS OF ECONOMIC POLICY

Federal parties (%)**	Canada	Atlantic Canada*	Quebec	Ontario	Prairies	British Columbia
	(n=1,216)	(n=121)	(n=301)	(n=369)	(n=243)	(n=182)
	%	%	%	%	%	%
Liberal	20.9	35.2	19.3	21.6	17.2	17.3
Conservative Party	29.8	23.9	23.0	30.7	39.8	29.8
NDP	15.5	14.3	13.1	16.8	14.3	19.2
Bloc Quebecois	6.4	1.7	22.6	1.0	0.3	1.6
Green	2.1	1.9	2.7	1.3	1.7	3.2
Unsure/no answer	25.4	23.1	19.3	28.7	26.7	29.0
Margin of error	±2.8	±9.0	±5.7	±5.2	±6.4	±7.4

* Note: Small sample size

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

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



NANOS

trusted insight and strategy

NANOS RESEARCH GROUP

Ottawa • Toronto • Montreal • Calgary • Vancouver • Halifax • Buffalo



Your Trusted Advisor



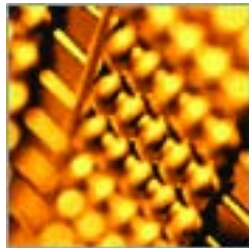
As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. Whether you are charting a new corporate expansion, engaging the public or navigating a complex public policy issue, executives like you have turned to Nanos as their trusted research partner since 1987.

Nanos offers a full suite of services ranging from small market research engagements through to strategic assessments and mission planning.



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
- eConsultation Polling and Online Dialogue
- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Management Consulting



Our Record of Success

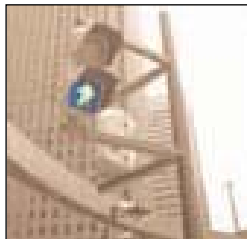
As a full-service firm, Nanos Research brings the right tools to every challenge to ensure success. The sample assignments listed below demonstrate the broad range of Nanos Research capabilities that clients have called upon.

For a national advocacy campaign, Nanos provided advice and counsel on key campaign activities as part of a monthly **strategy retainer**.



In the lead-up to a major **labour negotiation**, a multi-billion dollar corporation turned to Nanos Research to conduct research and provide advice on its corporate reputation and positioning.

Nanos Research helped chart the course for the **market expansion** of one of North America's leading retailers. Nanos Research conducted market and customer research which helped the retailer grow market share to number one in its class while expanding from 40 to 220 stores.



A global advocacy organization chose Nanos Research to **reposition a major international campaign** as part of an effort to increase support for the cause and to influence decisionmakers.

As part of a policy renewal process, a federal government department retained Nanos Research to conduct an **environmental scan** of policy initiatives around the world.

A leading industry association relied on Nanos Research to conduct research, **test creative materials** and provide advice related to its image and government initiatives which impact association members.



Nanos Research has conducted major brand research and provided expert analysis for numerous **trademark litigations**.

For a federal government department, Nanos Research developed an overarching service delivery **performance measurement** framework.

Faced with negative press, a leading advocacy organization turned to Nanos Research to conduct research among donors, members and the general populace to manage its reputation and craft a **communications campaign**.

Nanos Research is regularly commissioned to conduct public policy research and is one of the most trusted brands in collecting, measuring and understanding public opinion.



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.

NATIONAL POST

THE WALL STREET JOURNAL

OTTAWA CITIZEN

USA TODAY

The Economist

REUTERS



CTV

theguardian

SUN MEDIA
A Quebec Media Company

AP Associated Press

Canwest

THE GLOBE AND MAIL

cpac

Bloomberg

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.



www.jenkinsresearch.ca



www.thinkwellresearch.ca



www.justasonmi.com



www.zincresearch.com

Contact us today for your next research or strategy project.

John Nanos, Senior Vice President
North America Toll-free 1(888) 737-5505 ext.223
(416) 493-1965 ext. 223
jnanos@nanosresearch.com