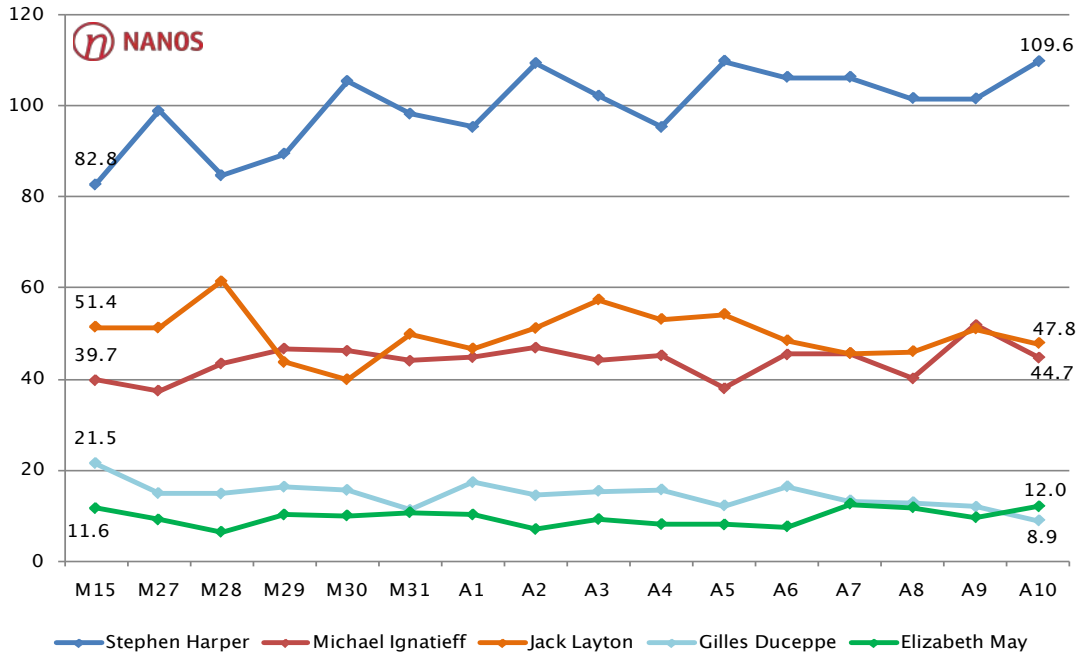
Harper advantage continues

Daily Nanos Leadership Index



DAILY LEADERSHIP INDICATORS

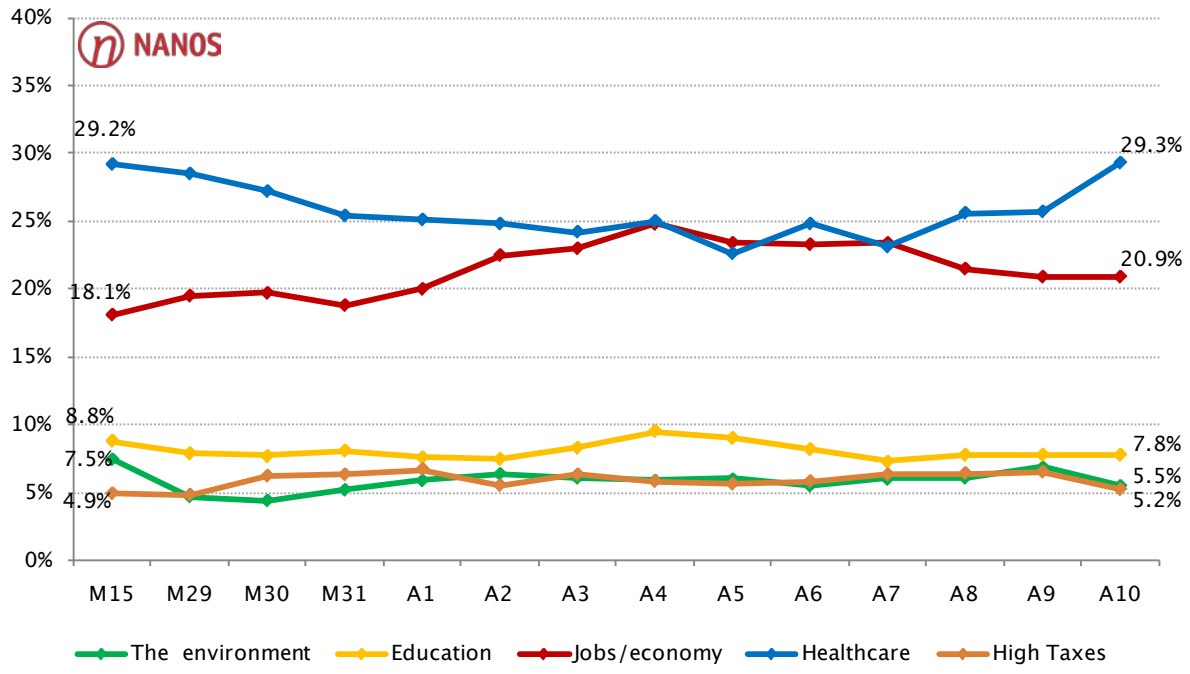
Leaders*	Trust		Competence		Vision for Canada		Nanos Leadership Index Score	
	April 9	April 10	April 9	April 10	April 9	April 10		
	(n=400)	(n=400)	(n=400)	(n=400)	(n=400)	(n=400)	April 9	April 10
	%	%	%	%	%	%		
Stephen Harper	28.3	32.2	40.1	42.5	33.1	34.9	101.5	109.6
Jack Layton	22.1	16.5	12.8	14.5	16.1	16.8	51.0	47.8
Michael Ignatieff	16.3	13.5	18.3	12.7	17.3	18.5	51.9	44.7
Elizabeth May	5.0	4.9	1.6	4.2	3.0	2.9	9.6	12.0
Gilles Duceppe	3.7	3.5	3.9	3.9	4.3	1.5	11.9	8.9
None of them	12.0	20.7	8.0	8.9	8.8	10.7		
Undecided	12.6	8.8	15.3	13.5	17.3	14.7		
Margin of error	±5.0	±5.0	±5.0	±5.0	±5.0	±5.0		

*Note: Percentages may not add up to 100 due to rounding
**Note: M# denotes the day the poll was completed – for example M29 is the 3-day rolling average for the poll completed on March 29

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.

Healthcare pulling away from jobs as top national issue of concern

QUESTION: What is your most important NATIONAL issue of concern? [unprompted] – Three Day Rolling Average



TOP FIVE ISSUES

Responses (%) *	April 7-April 9 (n=1,200) %	April 8-April 10 (n=1,200) %	Change
Healthcare	25.7	29.3	+3.6
Jobs/economy	20.9	20.9	-
Education	7.8	7.8	-
The environment	6.9	5.5	-1.4
High taxes	6.5	5.2	-1.3
Unsure	9.2	8.5	-0.7

*Note: Percentages may not add up to 100 due to rounding
** Note: M# denotes the day the poll was completed – for example M29 is the 3-day rolling average for the poll completed on March 29

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.

Nanos Methodology

CTV News/Globe/Nanos Poll Questions

AM Release – Ballot and Vote Driver

1. If a FEDERAL election were held today, could you please rank your top two current local voting preferences? (committed voters only – first preference)
2. Which of the following factors are most important to you today in influencing your vote? [ROTATE]

PM Release – Top Issue and Leadership Index

3. What is your most important NATIONAL issue of concern? [Unprompted]

As you may know, [ROTATE all five federal leaders with name and party]. Which of the federal leaders would you best describe as:

4. The most trustworthy
5. The most competent
6. Has the best vision for Canada's future

Methodology

A national random telephone survey is conducted nightly by Nanos Research throughout the campaign. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error for a survey of 1,200 respondents is ±2.8%, 19 times out of 20.

The respondent sample is stratified geographically and by gender. The data may be weighted by age according to data from the 2006 Canadian Census administered by Statistics Canada. Percentages reported may not add up to 100 due to rounding. The research has been registered with the Marketing Research and Intelligence Association of which Nanos is a member.

Leadership Index Score Methodology

Every day, Nanos will report on a daily leadership index score. The leadership index score is a summation of the three leadership indicators (trust, competence, vision). For example, on March 15th (M15), Elizabeth May received a Leadership Index Score of 11.6 because 4.3% of Canadians identified Elizabeth May as the most trustworthy leader, 3.4% said she was the most competent and 3.9% said she had the best vision for Canada.

The Leadership Index score will be tracked daily with updated results from the previous night of polling. Unlike the other measures tracked by Nanos, the leadership index score will not be based on a three-day rolling sample. It will be reported from results from the evening before. This will allow Nanos to measure the performance of the federal party leaders and the key factors driving performance on a daily basis.

About Nanos

Established in 1987, Nanos Research is a full service public opinion research and management consulting firm. For more information on our full range of services please visit our website www.nanosresearch.com.

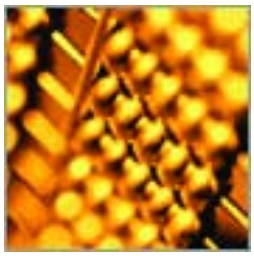
Media inquiries should be directed to:
Nik Nanos, FMRIA CMRP
President and CEO
Nanos Research
nnanos@nanosresearch.com
(613) 234-4666 ext. 237

trusted insight and strategy

NANOS RESEARCH GROUP Ottawa • Toronto • Montreal • Calgary • Vancouver • Halifax • Buffalo

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

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.

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