

A TRACK RECORD YOU CAN TRUST

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.

Take a moment to learn about our outstanding track record.

**POLLSTER OF RECORD**

**THE GLOBE AND MAIL** 

**Bloomberg**



# **NANOS** > A RECOGNIZED TRACK RECORD



La firme Nanos est celle qui avait prédit avec le plus de précision les résultats des élections fédérales de 2004, 2006, 2008, 2011 et 2015.

**Joël-Denis Bellavance, La Presse**

Nanos Research called the final result almost perfectly, given that their final (Oct. 18) telephone poll was off a miniscule 1.8 percentage points combined for the three leading parties.

**Alex Roberts, The Chronicle Herald**

One pollster who was not talking about lessons learned was Nik Nanos of Nanos Research. He came the closest of all the top pollsters in assessing party support, including the Conservatives, whom he pegged at almost 39 percent, based on Sunday polling.

**Janice Tibbetts, ipolitics.ca**

Politicians always say that the only poll they count is the one on Election Day but the reality is that they are huddled in their back rooms poring over the Nanos numbers.

**John Honderich at the GTR Economic Summit**

Nanos's numbers have become the 'gold standard' in Canadian political polling in recent years as he keenly intuited the nuance of voters' mood and intentions.

**Robin V. Sears, Policy Options Magazine**

Historically one of the most accurate polling firms in Canada.  
**Reuters Canada**

Nanos Research, which did nightly tracking for The Globe and Mail and CTV News, was remarkably on target throughout the campaign, recording the nuanced shifts as the Liberals moved from third to pull ahead of the NDP and Conservatives.

**Mark Hume, The Globe and Mail**

An exclusive Brunswick News and Nanos Research poll entering the final weekend of the New Brunswick election campaign ended up mirroring the actual popular vote.

**Telegraph Journal**

Finally, in fairness to a couple of pollsters, Nik Nanos, whose nightly polling was done for CTV [...] was very close to the actual results for the three major parties.

**Lorrie Goldstein, Toronto Sun**

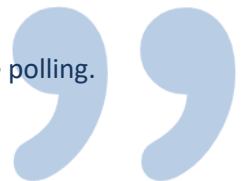
Nanos Research posted final polling numbers that closely mirrored final results in terms of popular vote on its last day of polling Sunday.

**Steve Ladurantaye, Globe and Mail**

For my money, I like Nanos Research.

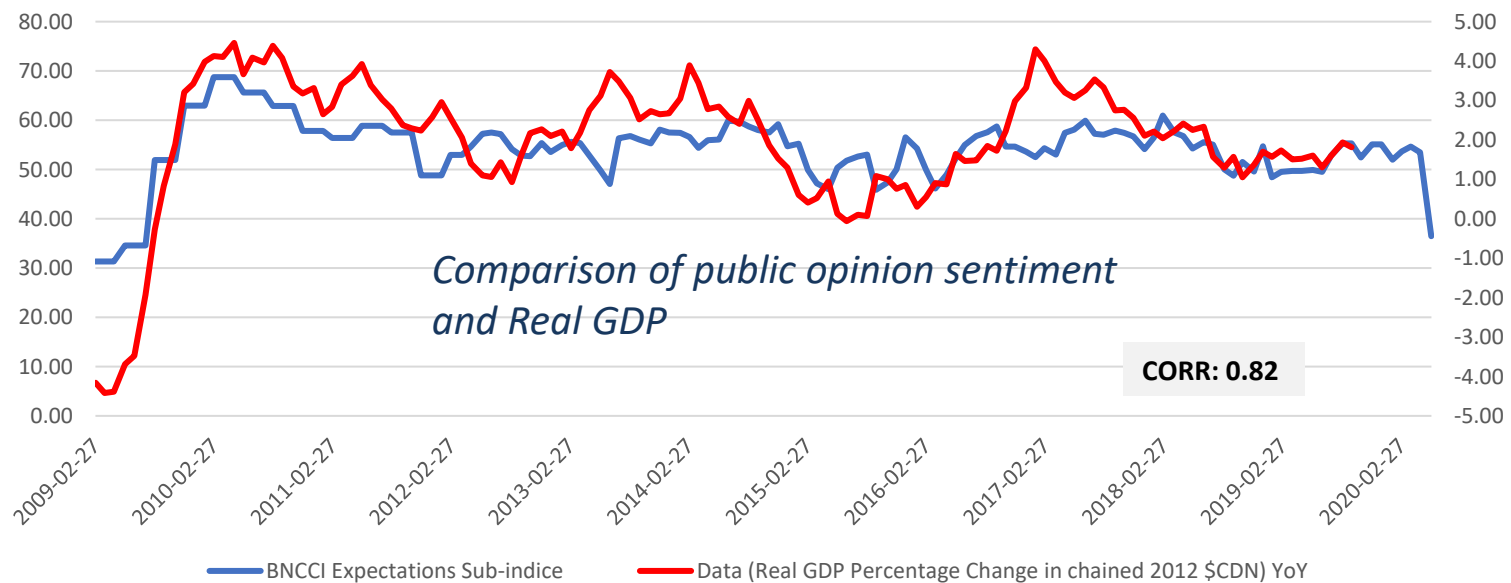
**Dan Lett, Winnipeg Free Press**

Nanos won the crown for most accurate polling.  
**Ira Basen, CBC News**



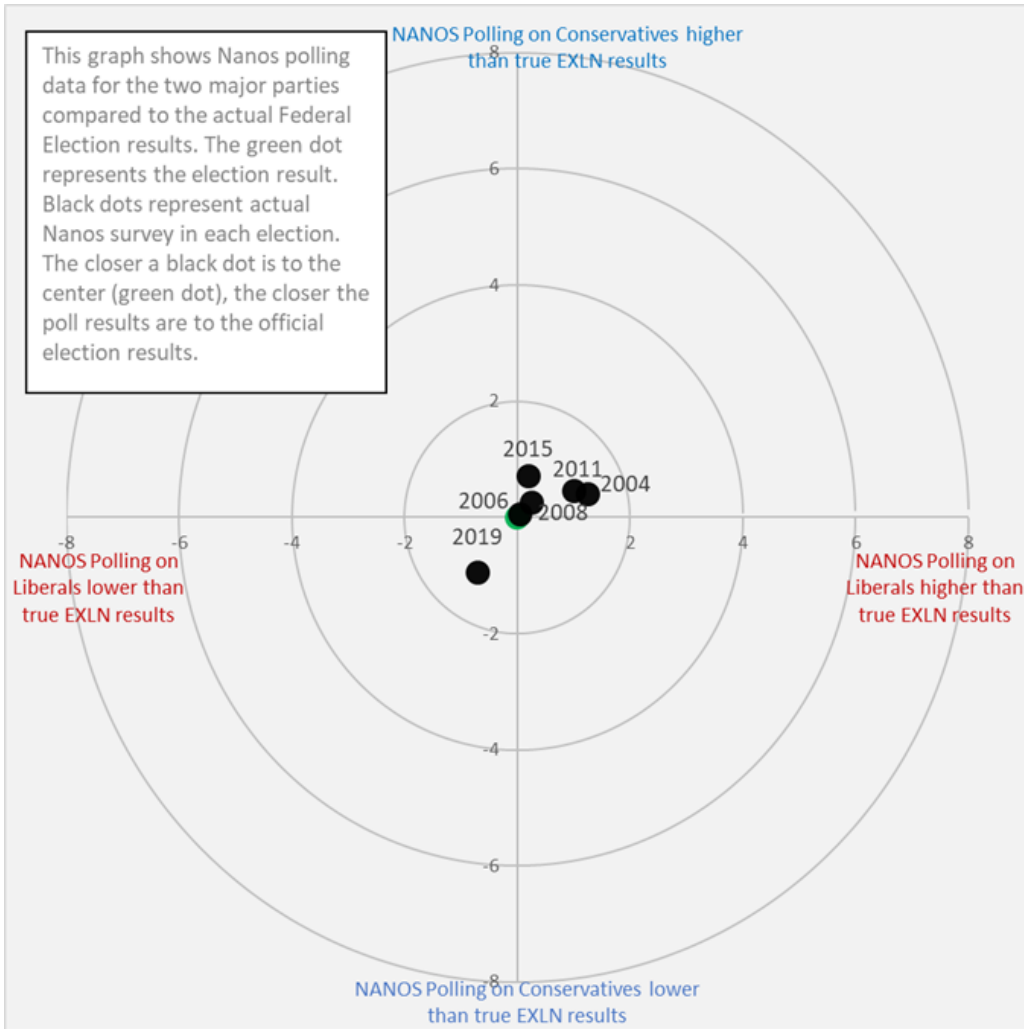
*Bloomberg-Nanos is a must have weekly pulse of consumer confidence in Canada. For over a decade of tracking, the Bloomberg-Nanos Expectations Sub-index has been a consistent leading indicator of GDP. The data has been cited in the Bank of Canada Monetary Policy Report.*

**Monthly Bloomberg/Nanos Canada Expectations Index and  
Canada's rGDP Growth YoY - Six month lag - Full period  
ending 27/03/2020**





# NANOS > NANOS VS 2019 ELECTION RESULT



Party	Sunday 20 <sup>th</sup> Only	Election Results 2019	Variance
Conservative	32.5%	34.4%	-1.9
Liberal	31.7%	33.1%	-1.4
NDP	20.8%	15.9%	+4.9
GPC	6.0%	6.5%	-0.5
BQ	7.2%	7.7%	-0.5
PPC	1.5%	1.6%	-0.1
Other	0.3%	0.5%	-0.2
Decided Voters	n=739		
Margin of Error > 19 times out of 20 > ±3.6			

Year	Federal Party	Final Election Polling	Election Results	Variance	Sample Size (Decided Voters)	Margin of Error
2015	Liberal	39.1%	39.5%	0.4	n=722	±3.7
	Conservative	30.5%	31.9%	1.4		
	NDP	19.7%	19.7%	0.0		
	Green	4.6%	3.4%	1.2		
	Bloc	5.5%	4.7%	0.8		
2011	Conservative	38.7%	39.6%	0.9	n=702	±3.7
	NDP	30.5%	30.6%	0.1		
	Liberal	20.9%	18.9%	2.0		
	Bloc	5.0%	6.1%	1.1		
	Green	4.0%	3.9%	0.1		
2008	Conservative	37.1%	37.6%	0.5	n=423	±4.8
	Liberal	26.7%	26.2%	0.5		
	NDP	20.3%	18.2%	2.1		
	Bloc	8.7%	10.0%	1.3		
	Green	7.1%	6.8%	0.3		
2006	Conservative	36.4%	36.3%	0.1	n=1,051	±3.0
	Liberal	30.1%	30.2%	0.1		
	NDP	17.4%	17.5%	0.1		
	Bloc	10.6%	10.5%	0.1		
	Green	5.6%	4.5%	1.1		
2004	Liberal	34.2%	36.7%	2.5	n=977	±3.1
	Conservative	30.4%	29.6%	0.8		
	NDP	19.5%	15.7%	3.8		
	Bloc	12.2%	12.4%	0.2		
	Green	3.7%	4.3%	0.6		

# **NANOS** > AN INDUSTRY LEADER ON YOUR TEAM

**Nik Nanos is the Chief Data Scientist and has led the team at Nanos Research for 30 years.**

**As one of Canada's most trusted researchers and strategic advisors, he has been called upon by Canada's senior executives to provide counsel on a wide range of issues including corporate mergers, public advocacy campaigns, and reputation management.**

**He is the Chair of the Board of Governors of Carleton University, a Research Associate Professor at the State University of New York at Buffalo, a Global Fellow at the Woodrow Wilson International Center in Washington DC.**

# **NANOS** > A TEAM OF NANOS COMPANIES



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[www.nanos.co](http://www.nanos.co)

**nanos dimap analytika**



This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion.

[www.nanosdimap.com](http://www.nanosdimap.com)

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