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**DATA AVAILABLE ON NANOS PORTALS**

# **NANOS** > **NANOS DATA PORTALS**

**As a subscriber, you have unlimited access including national, regional, and demographic trend lines to National data in following dashboards:**

- Federal Political and Issue Weekly Tracking (2014 to present)
- Federal Nightly Election Tracking 2019 (August 2019 to present)
- Economic Weekly Tracking Canada (2008 to present)
- Canada-US Relations Annual Tracking (2005 to present)
- The Nanos Annual Policy Map (2015 to present)
- The Mood of Canada Annual Survey (2007 to present)
- Emotion Tracking Canada (2018 to present)
- AmCham Index (2017 to present)

**To follow are samples and the questions asked in each of the Nanos data portals:**

Questions or concerns? Please [email us](#) or call 613-234-4666 ext. 237.

**To become a paid subscriber and to gain access to national, regional, and demographic trend lines in the Nanos data portals, click [here](#) to subscribe now. (\$5 a month, \$60 a year).**

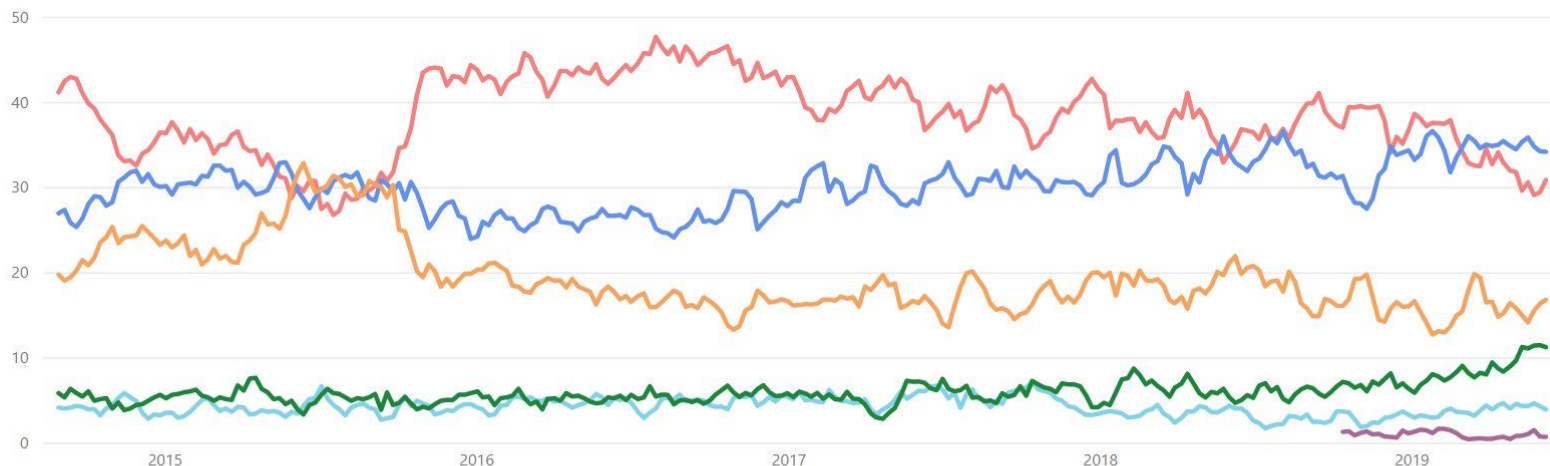


Updated every Tuesday

## **NANOS** Weekly National Ballot Tracking

Suivi hebdomadaire du scrutin national

● LPC/PLC ● CPC/PCC ● NDP/NPD ● BQ ● GPC/PVC ● PPC/PPC



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Date

29/08/2014

07/06/2019

**Change the date range to watch the data change over time. View the data for a specific age range, region or gender!**

Updated every Tuesday



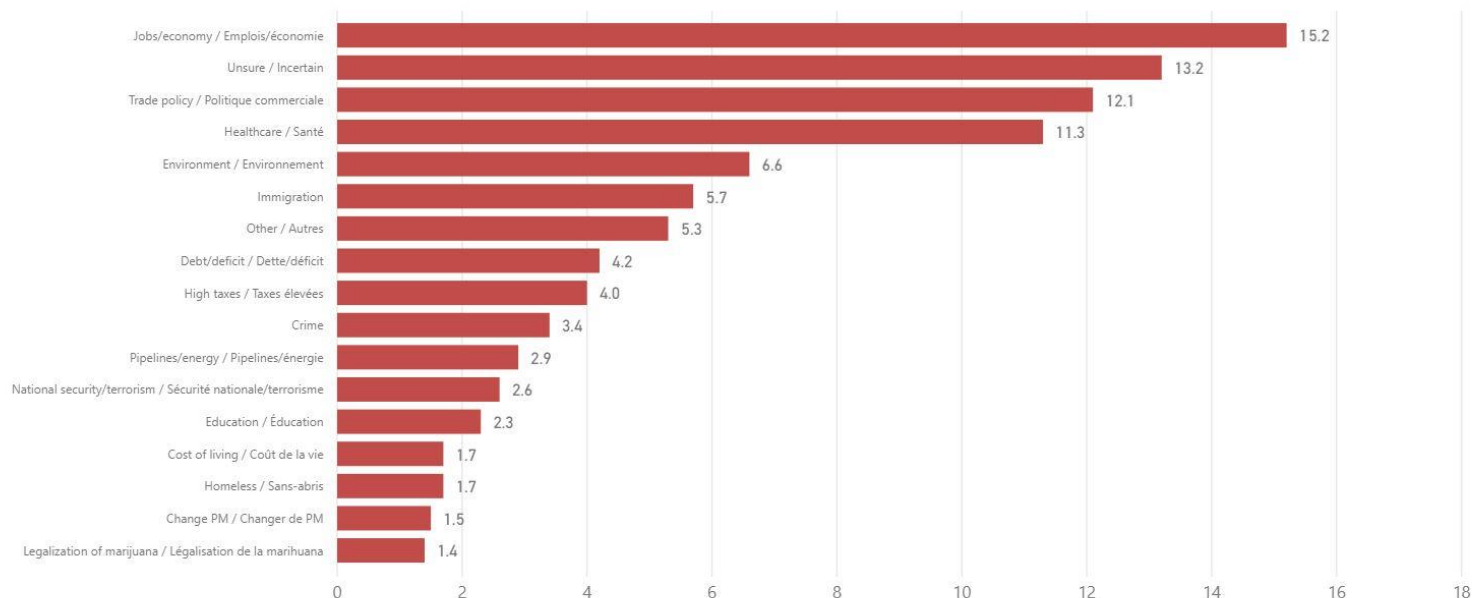
## Most Recent Weekly Issue Tracking Suivi hebdomadaire des enjeux

**Question** - What is your most important NATIONAL issue of concern?  
[Unprompted]

**Question** - Quel dossier NATIONAL revêt le plus d'importance pour vous? [Spontané]

Period ending  
Période se terminant le  
**2018-07-27**

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Click through the pages to view the top issues over time!

**The questions in the Nanos Political and Issue tracking survey are as follows:**

1. What is your most important NATIONAL issue of concern?

For each of the following federal political parties, please tell me if you would consider or not consider voting for it.  
[RANDOMIZE ORDER]

- 2. Liberal Party
- 3. Conservative Party
- 4. NDP
- 5. Bloc Québécois
- 6. People's Party of Canada
- 7. Green Party

8. For those parties you would consider voting for **federally**, could you please rank your top two current local preferences? [Unprompted] [ 1<sup>ST</sup> CHOICE, 2<sup>ND</sup> CHOICE RANK]

9. Are you currently leaning towards any particular **FEDERAL** party? If you are, which party would that be? [Unprompted]

As you may know, at the federal level, [ROTATE] Justin Trudeau is the leader of Liberal Party, Andrew Scheer is the leader of the Conservative Party, Mario Beaulieu is the leader of the Bloc Québécois, Jagmeet Singh is the leader of the NDP, Elizabeth May is leader of the Green Party, and Maxime Bernier is the leader of the People's Party of Canada.

10. Of the current federal political party leaders, could you please rank your top two current preferences for Prime Minister? [ 1<sup>ST</sup> CHOICE, 2<sup>ND</sup> CHOICE RANK]

# NANOS > NIGHTLY ELECTION TRACKING 2019

Updated every day during the Election



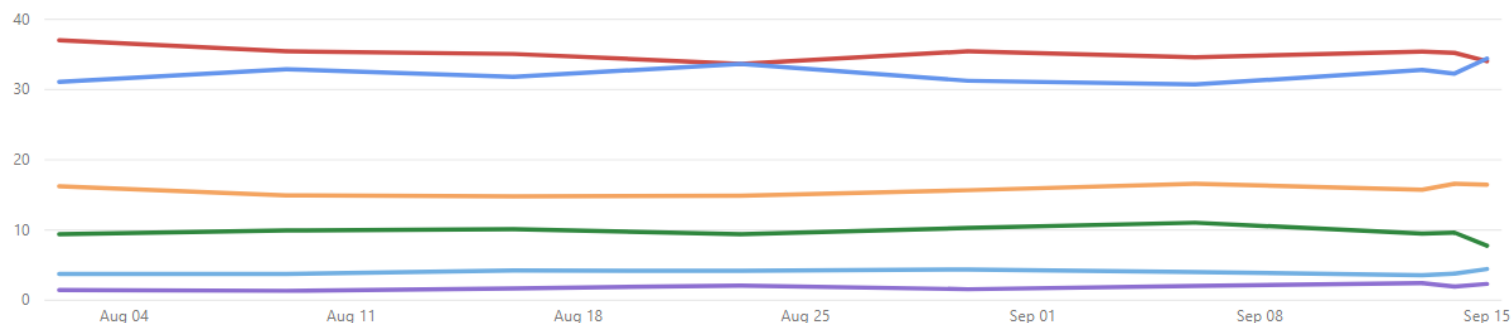
THE GLOBE AND MAIL



## 2019 Canadian Nightly Federal Election Tracking

Suivi quotidien de l'élection fédérale canadienne 2019

● LPC/PLC ● CPC/PCC ● NDP/NPD ● GPC/PVC ● BQ ● PPC/PPC



Date

02/08/2019

15/09/2019

\*Please note that data for the month of August is based on weekly tracking. Nightly tracking reporting will start on September 14th, 2019.

\*Veuillez noter que les données pour le moi d'août sont basées sur un suivi hebdomadaire, la publication du suivi quotidien débutera le 14 septembre 2019.

Change the date range to watch the data change over time. View the data for a specific age range, region or gender!



# **NANOS** > NIGHTLY ELECTION TRACKING 2019

The questions in the Nanos Nightly Election tracking survey are as follows:

1. What is your most important NATIONAL issue of concern?

For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE ORDER]

2. Liberal Party
3. Conservative Party
4. NDP
5. Bloc Québécois
6. People's Party of Canada
7. Green Party

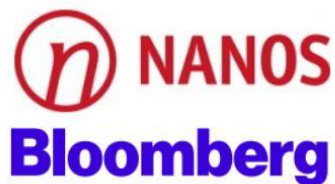
8. For those parties you would consider voting for **federally**, could you please rank your top two current local preferences? [Unprompted] [ 1<sup>ST</sup> CHOICE, 2<sup>ND</sup> CHOICE RANK]

9. Are you currently leaning towards any particular **FEDERAL** party? If you are, which party would that be? [Unprompted]

As you may know, at the federal level, [ROTATE] Justin Trudeau is the leader of Liberal Party, Andrew Scheer is the leader of the Conservative Party, Mario Beaulieu is the leader of the Bloc Québécois, Jagmeet Singh is the leader of the NDP, Elizabeth May is leader of the Green Party, and Maxime Bernier is the leader of the People's Party of Canada.

10. Of the current federal political party leaders, could you please rank your top two current preferences for Prime Minister? [ 1<sup>ST</sup> CHOICE, 2<sup>ND</sup> CHOICE RANK]

Updated every Monday



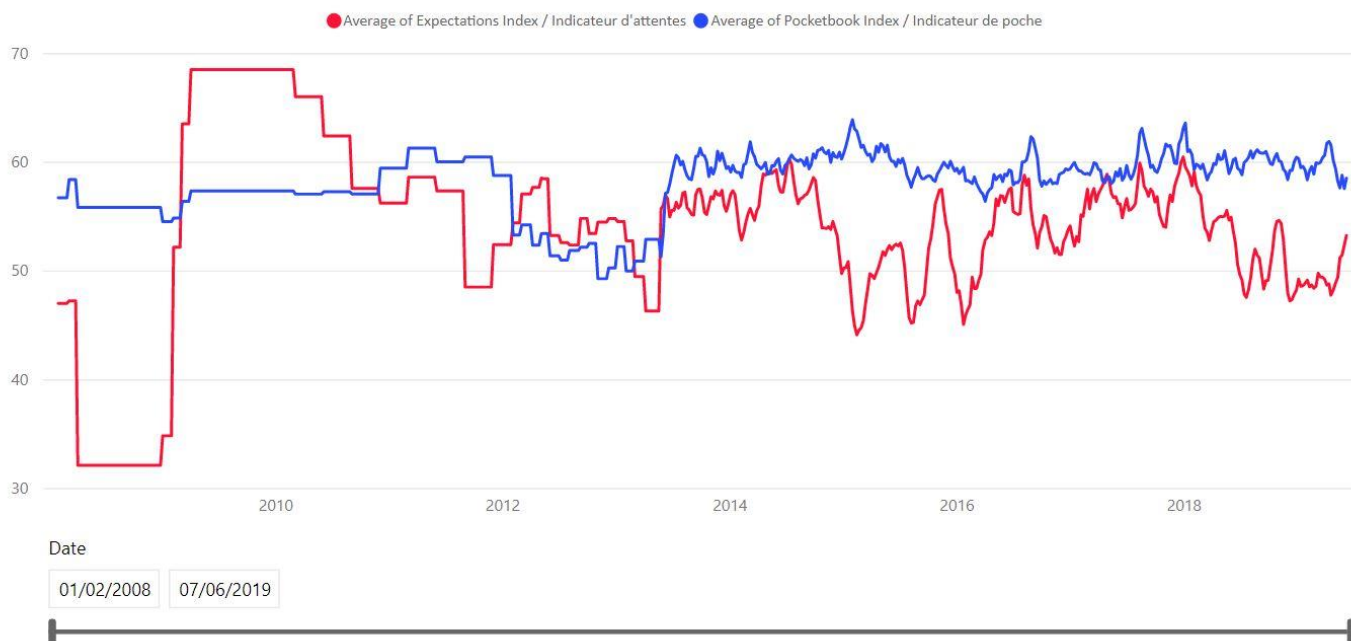
To access full data (i.e. region, age, gender, income) or subscribe to the Bloomberg terminal, contact:

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## Bloomberg Nanos Expectations and Pocketbook Sub-Indices Sous-indicateurs d'attentes et de poche Bloomberg Nanos



Change the date range to watch the data change over time.



**The questions in the Nanos Economic survey are as follows:**

1. Thinking of your personal finances, are you better off, worse off or has there been no change over the past year?
2. In the next six months, do you think the Canadian economy will become stronger, weaker or will there be no change?
3. Would you describe your job, at this time, as secure, somewhat secure, somewhat not secure or not at all secure?
4. In the next six months, do you believe that the value of real estate in your neighborhood will increase, stay the same or decrease?

Updated yearly with a new wave of data.



## NORTH AMERICAN MONITOR SUIVI NORD-AMÉRICAIN

### VIEWS OF CANADIANS

Question - Canada should follow its own interests, even if this leads to conflict with other nations. Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?

### OPINIONS DES CANADIENS

Question - Le Canada devrait poursuivre leurs intérêts, même si cela risque de donner lieu à des conflits avec d'autres nations. Êtes-vous fortement d'accord, d'accord, ni en accord ni en désaccord, en désaccord, ou fortement en désaccord?

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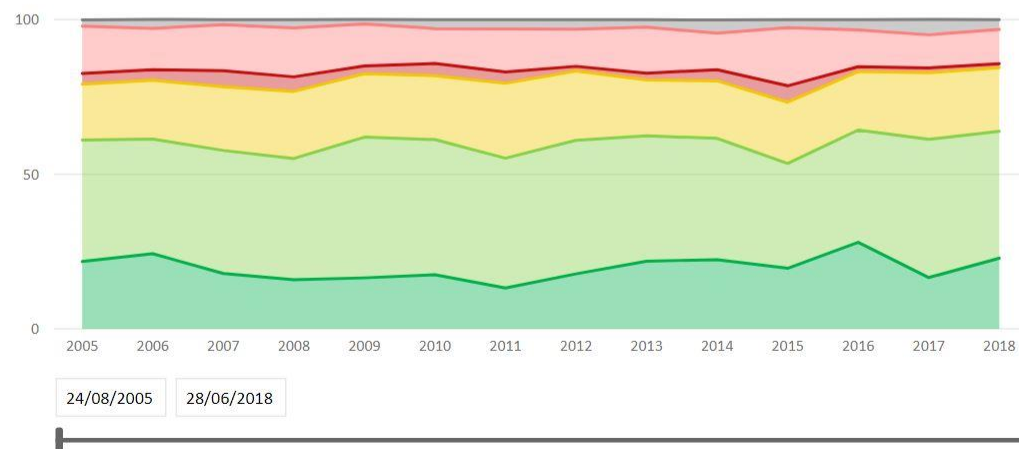
■ > Canada <

- ☐ Region/Région - ATL
- ☐ Region/Région - BC/CB
- ☐ Region/Région - ON
- ☐ Region/Région - PR
- ☐ Region/Région - QC



## CANADIANS ON OWN INTERESTS OPINIONS DES CANADIENS SUR LEURS INTÉRÊTS

● Strongly agree ● Agree ● Neither ● Strongly disagree ● Disagree ● Can't choose/Don't know



Change the date range to watch the data change over time or view the data for a region!

# **NANOS** > CANADA-US RELATIONS TRACKING

## The questions in the Nanos CANAM Canada survey are as follows:

1. Canada should follow its own interests, even if this leads to conflict with other nations. Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree? [TRACKING]

2. Thinking about Canada in relation with the countries below, could you please identify the first and second ranked countries that are closest with Canada in terms of human rights? [TRACKING]

The US  
Britain  
Japan  
France  
Germany  
China  
Mexico

3. Thinking about Canada in relation with the countries below, could you please identify the first and second ranked countries that are closest with Canada in terms of family values? [TRACKING]

The US  
Britain  
Japan  
France  
Germany  
China  
Mexico

4. Thinking about Canada in relation with the countries below, could you please identify the first and second ranked countries that are closest with Canada in terms of business values? [TRACKING]

The US  
Britain  
Japan  
France  
Germany  
China  
Mexico

5. Thinking about when a package or a shipping container of goods enters Canada from one of the countries below, please rank the first and second country that Canadians customs officials should thoroughly inspect the shipment. [TRACKING]

The US  
Britain  
Japan  
France  
Germany  
China  
Mexico

6. Thinking about when a visitor from one of the countries below arrives at the Canadian border, please rank the first and second country whose visitors Canadian customs officials should question more thoroughly. [TRACKING]

The US  
Britain  
Japan  
France  
Germany  
China  
Mexico

7. In terms of national security (i.e., NATO, the United Nations), should the United States and Canada be moving towards greater and closer cooperation or should they be maintaining separate national security policies and priorities? [TRACKING]

8. In terms of border security, should the United States and Canada be moving towards greater and closer cooperation or should they be maintaining separate national security policies and priorities? [TRACKING]

9. In terms of anti-terrorism measures, should the United States and Canada be moving towards greater and closer cooperation or should they be maintaining separate national security policies and priorities? [TRACKING]

10. In your opinion, how important or unimportant is it for the United States and Canada to work together to develop an integrated energy policy to remove any dependence on Middle East oil? Is it very important, somewhat important, somewhat unimportant or very unimportant? [TRACKING]



# **NANOS** > CANADA-US RELATIONS TRACKING

## The questions in the Nanos CANAM US survey are as follows:

1. The US should follow its own interests, even if this leads to conflict with other nations. Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree? [TRACKING]

2. Thinking about the US in relation with the countries below, could you please identify the first and second ranked countries that are closest with the United States in terms of human rights? [TRACKING]

Canada  
Britain  
Japan  
France  
Germany  
China  
Mexico

3. Thinking about the US in relation with the countries below, could you please identify the first and second ranked countries that are closest with the United States in terms of family values? [TRACKING]

Canada  
Britain  
Japan  
France  
Germany  
China  
Mexico

4. Thinking about the US in relation with the countries below, could you please rank the top two countries that are closest with the United States in terms of business values? [TRACKING]

Canada  
Britain  
Japan  
France  
Germany  
China  
Mexico

5. Thinking about when a package or a shipping container of goods enters the United States from one of the countries below, please rank the first and second country that American customs officials should thoroughly inspect the shipment. [TRACKING]

Canada  
Britain  
Japan  
France  
Germany  
China  
Mexico

6. Thinking about when a visitor from one of the countries below arrives at the US border, please rank the first and second country whose visitors American customs officials should question most thoroughly. [TRACKING]

Canada  
Britain  
Japan  
France  
Germany  
China  
Mexico

7. In terms of national security (i.e., NATO, the United Nations), should the United States and Canada be moving towards greater and closer cooperation or should they be maintaining separate national security policies and priorities? [TRACKING]

8. In terms of border security, should the United States and Canada be moving towards greater and closer cooperation or should they be maintaining more separate policies and priorities? [TRACKING]

9. In terms of anti-terrorism measures, should the United States and Canada be moving towards greater and closer cooperation or should they be maintaining more separate policies and priorities? [TRACKING]

10. In your opinion, how important or unimportant is it for the United States and Canada to work together to develop an integrated energy policy to remove any dependence on Middle East oil? It is very important, somewhat important, somewhat unimportant or very unimportant? [TRACKING]

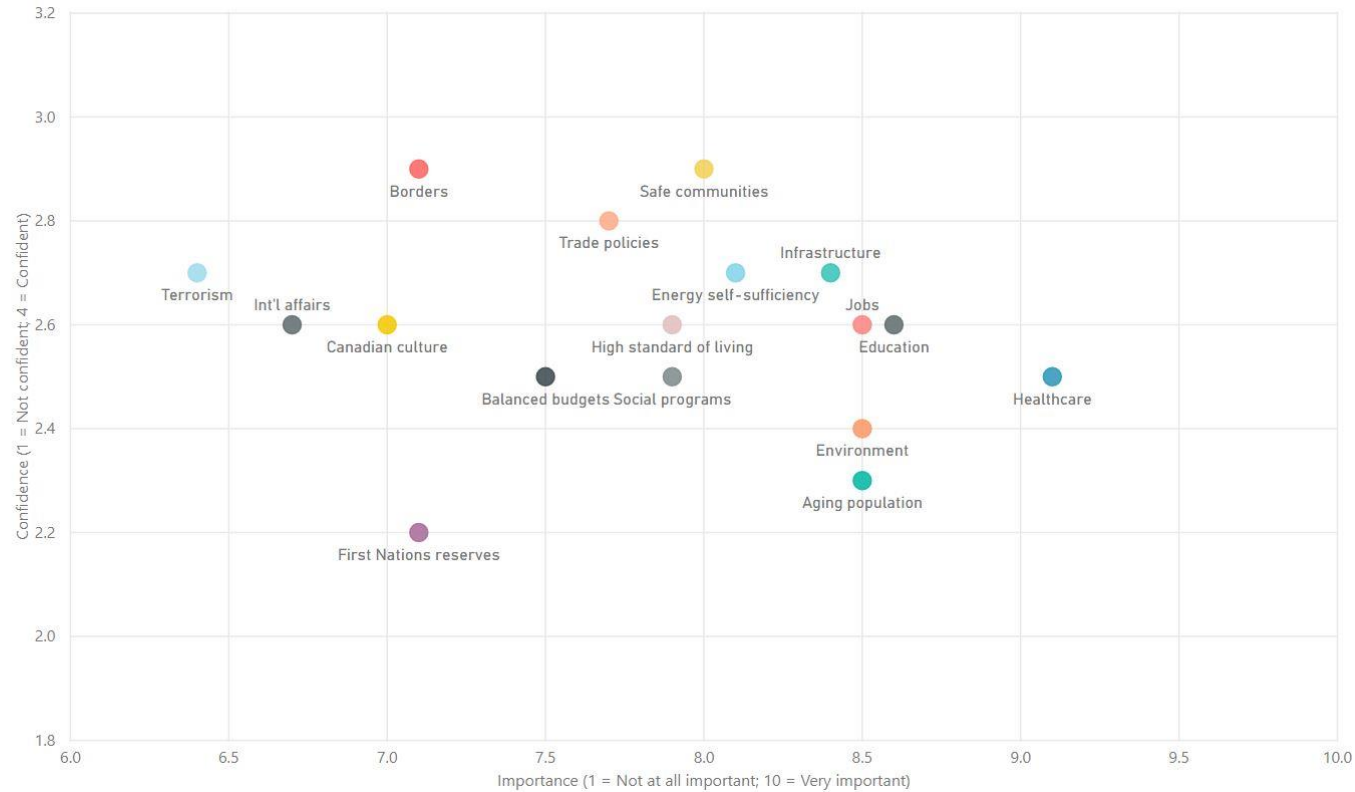
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## Issue importance and confidence in finding solutions

For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future [RANDOMIZE]

For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]



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Change the date range to watch the data change over time or view the data by who was the Prime Minister at the time!

## The questions in the Nanos Public Policy survey are as follows:

For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future

[Randomize]

1. Managing the pressures of an aging population
2. Further protecting our environment
3. Having trade policies that encourage investment
4. Encouraging Canadian culture
5. Being energy self sufficient
6. Ensuring Canadians have a high standard of living
7. Investing in our education system
8. Keeping our healthcare system strong
9. Creating jobs
10. Preserving social programs
11. Balancing government budgets
12. Investing in infrastructure such as roads and bridges
13. Ensuring safe communities
14. Asserting Canada's role in international affairs
15. Protecting our borders
16. Fighting terrorism
17. Improving the quality of life for First Nations living on reserves

For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions?

[Randomize]

1. Managing the pressures of an aging population
2. Further protecting our environment
3. Having trade policies that encourage investment
4. Encouraging Canadian culture
5. Being energy self sufficient
6. Ensuring Canadians have a high standard of living
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14. Asserting Canada's role in international affairs
15. Protecting our borders
16. Fighting terrorism
17. Improving the quality of life for First Nations living on reserves



Updated yearly with a new wave of data.



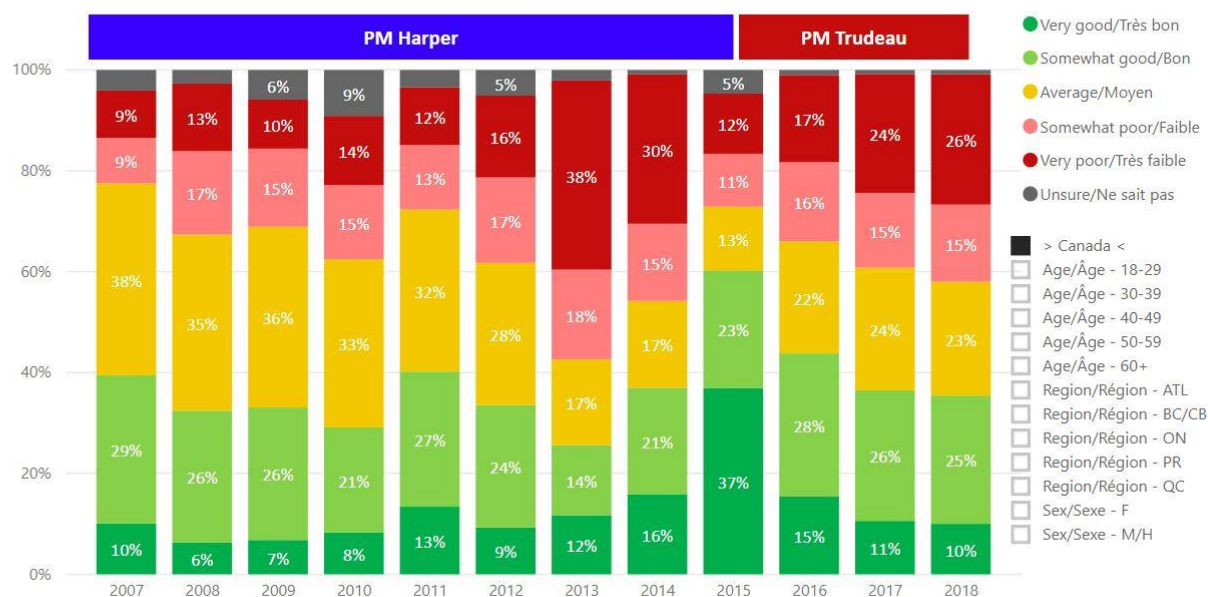
## Mood of Canada Annual Tracking Survey Suivi annuel sur l'humeur du Canada

Would you describe the performance of the current [INSERT PARTY] Government led by Prime Minister [INSERT PM] as very good, somewhat good, average, somewhat poor or very poor?

Comment qualifieriez-vous la performance du gouvernement [INSÉRER LE PARTI] dirigé par le Premier ministre [INSÉRER LE/LA PM] : très bon, bon, moyen, faible ou très faible ?

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## Performance of current federal government Performance du gouvernement fédéral actuel



View the data for a specific age range, region or gender!

**The questions in the Nanos Mood of Canada survey are as follows:**

1. Would you describe the performance of the current Federal [INSERT GOVERNING PARTY] Government led by [INSERT NAME] as very good, somewhat good, average, somewhat poor or very poor?
2. Would you say that Canada as a country is moving in the right direction or the wrong direction?
3. On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate the relationship between the federal government and the provincial governments over the past year?
4. On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate Canada's reputation around the world over the past year?

## About the Emotion Tracking

**Track and explore Canadian's feelings towards the federal government.**

Emotion tracking is conducted by the Nanos Research Corporation. Canadians are asked which emotion best describes their feelings towards the current federal government. The survey is conducted by means of a hybrid telephone and online random sample of Canadians every year.

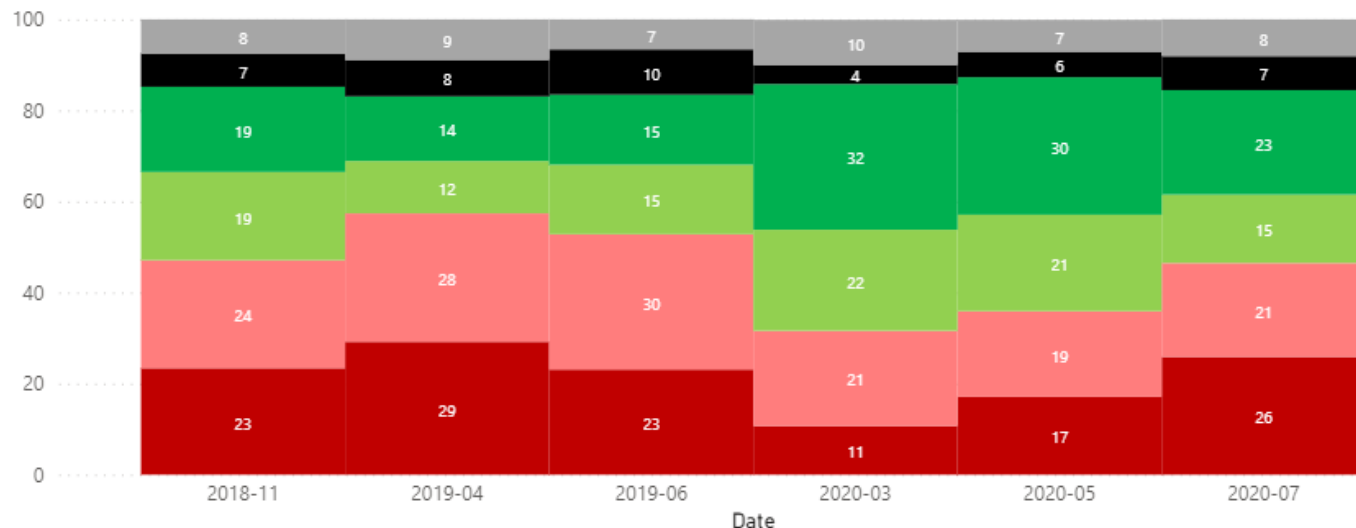


Updated yearly with a new wave of data.



## National Tracking - Feelings toward Federal Government Suivi national - Sentiments envers le gouvernement fédéral

● Anger/Colère ● Pessimism/Pessimisme ● Optimism/Optimisme ● Satisfaction ● Disinterest/Désintérêt ● Unsure/Incertain(e)



Question - Which of the following feelings best describes your views of the federal government in Ottawa? [RANDOMIZE]  
Question - Parmi les sentiments suivants, lequel décrit le mieux votre perception du gouvernement fédéral à Ottawa? [RANDOMIZE]

\*Data labels of three per cent or less are not shown for clarity.

- > Canada <
- Age/Âge - 18-34
- Age/Âge - 35-54
- Age/Âge - 55 +
- Region/Région - ATL
- Region/Région - BC/CB
- Region/Région - ON
- Region/Région - PR
- Region/Région - QC
- Sex/Sexe - F
- Sex/Sexe - M/H

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[Methodology](#)

To view data in table format, right click on the chart and select "show as table".

View the data for a specific age range, region or gender!

The question in the Emotions Survey is as follows:

1. Which of the following feelings best describes your views of the federal government in Ottawa? [RANDOMIZE]

Anger

Disinterest

Satisfaction

Optimism

Pessimism

Unsure

## About the AmCham-Nanos US Business Sentiment Tracking

**Track and explore the sentiment of US businesses operating in Canada.**

Nanos and AmCham Canada have created a co-branded index and research project based on a new confidence survey of American businesses operating in Canada. The Index provides sector intelligence and data that supports understanding of business trends.

Tracking is conducted by the Nanos Research Corporation. Questions on the expected change in number of employees, perceptions of the investment environment in Canada, expected changes to the Canadian economy, changes in sales and expected changes in sales are tracked by means of an online survey of U.S. businesses operating in Canada every year.



# NANOS > AmCHAM-Nanos US Business Sentiment

Updated yearly with a new wave of data.



**QUESTION** – Over the next six months, do you expect the number of people your firm employs will increase, remain the same, or decrease?

The findings presented in this report are based on the compiled views of US businesses operating in Canada. The data presented in this research is part of a joint project by AmCham Canada and Nanos Research, presented by PNC Bank.

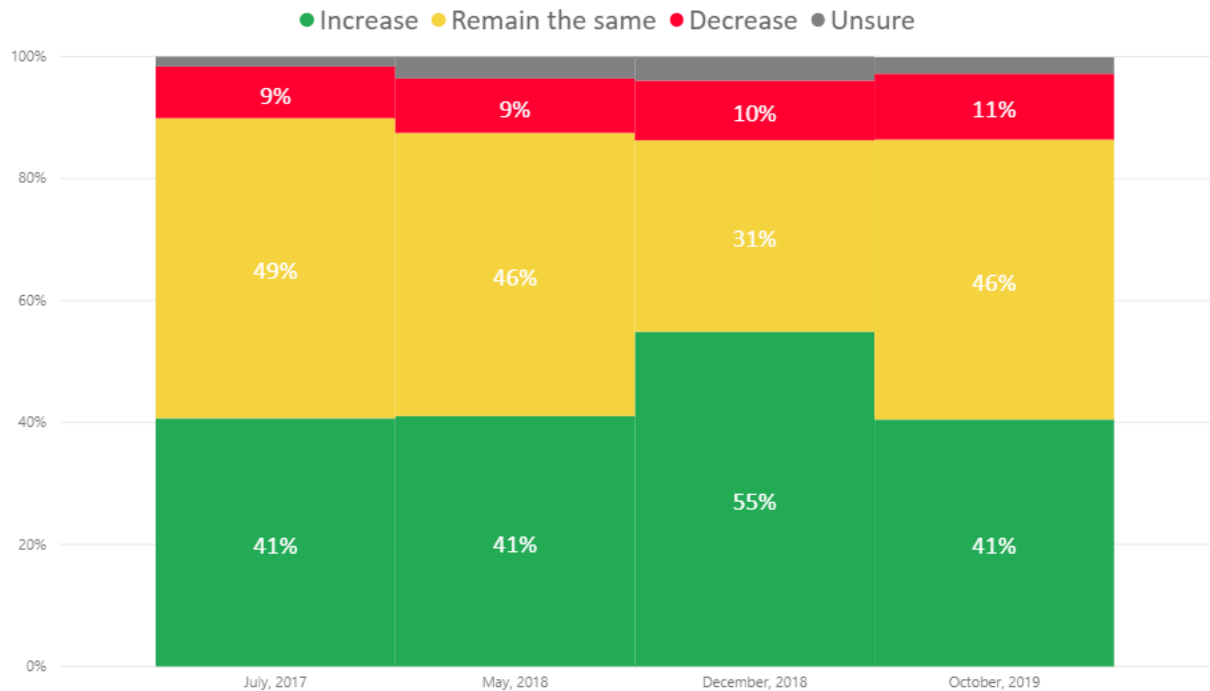
[Methodology \(click here\)](#)

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To view data in table format, right click on a chart and then select "view as a table".

## Expected change in number of employees



**The questions in AmCham-Nanos US Business Sentiment Tracking are as follows:**

1. Over the next six months, do you expect the number of people your firm employs will increase, remain the same or decrease?
2. Would you describe today's environment for your business to invest in Canada as positive, neutral or negative?
3. In the next six months, do you think the Canadian economy will become stronger, weaker or will there be no change?
4. In the past six months, have the sales in Canada for your organization increased, stayed the same or decreased?
5. In the next six months, do you expect sales in Canada for your organization to increase, stay the same or decrease?
6. Thinking of the future of the Canadian economy, do you think it is moving in the right direction or the wrong direction?

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



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process.

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**nanos dimap analytika**



This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) 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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