NANOS

ABOUT THE NANOS LIVE DATA PORTAL

Subscribe to the Nanos Research Live Data Portal for only $5 a month and gain unlimited access to over 2000 trendlines!

Nanos Research is pleased to announce the release of a new and improved subscriber data portal. With greater functionality, integrated user experience and more data, now you can search and call up over 2000 trendlines.

As a subscriber you gain unlimited access to the following data:
- 2021 Federal Election Tracking – (Updated every day during the election)
- Political Weekly Tracking Canada – (Updated every Tuesday)
- Economic Weekly Tracking Canada – (Updated every Monday)
- Issue Tracking Canada – (Updated every Tuesday)
- Canada-US Relations Annual Tracking – (Updated yearly)
- The Nanos Annual Policy Map – (Updated yearly)
- The Mood of Canada Annual Survey – (Updated yearly)
- Emotion Tracking Canada – (Updated yearly)
- AmCham Index – (Updated yearly)

A subscription to the data portal includes:

- Pre-set charts and customizable charts
- A new search function that lets you browse the more than 2,000 available trendlines
- A news feed for our latest released polls
- Data segmented by region, age and gender

Subscribe now for just $5 a month ($60 for a 12 month subscription) to have unlimited access

Questions or concerns? Please email us or call 613-234-4666 ext. 237.

NANOS > NANOS DATA PORTAL

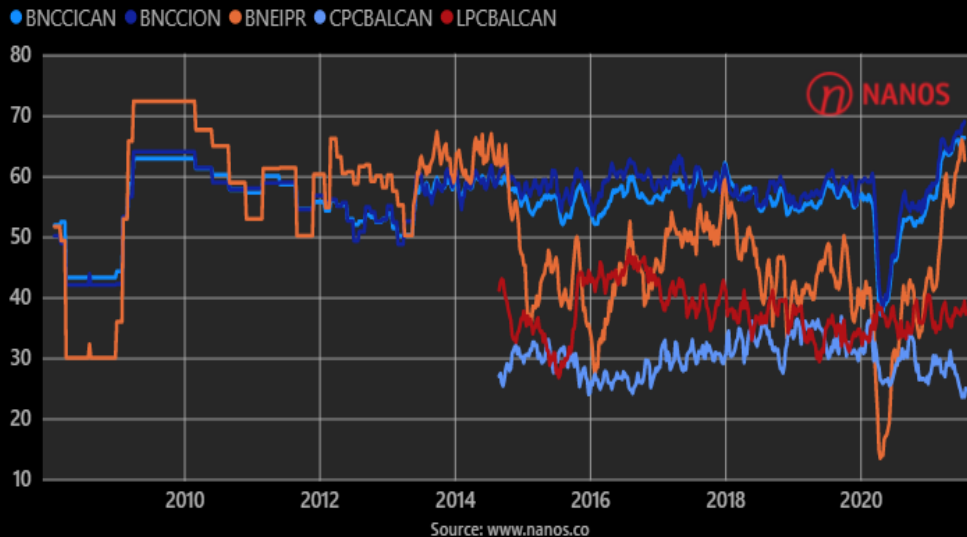# NANOS > NANOS DATA PORTAL

NANOS Data Portal - Subscribers - Build your own custom chart

Question / Description

First Ranked Choice - For those parties you would consider voting for federally, could you please rank your top two current local preferences? [Unprompted],
The Bloomberg Nanos Canadian Confidence Index (BNCCI) is based on perceptions related to personal finances, job security, economic strength, and real estate value. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above or below 50 suggest net positive or net negative views in terms of the economic mood of Canadians.

● BNCCICAN ● BNCCION ● BNEIPR ● CPCBALCAN ● LPCBALCAN

Source: www.nanos.co

11/6/2007   7/28/2021

Click here to visit the website and read the latest Nanos Reports > Access Nanos data and statistical tables for latest publicly released surveys.

Custom Chart Instructions
Customize chart by searching trend lines or browsing through categories below. Remove all custom selections (top right) before returning to preset charts. Select the three lines next to the + symbol in the top right just below here to clear your custom chart. − + ⊞

Click here to browse preset charts

Browse Trend Lines (Press + to see all trend lines)

🔍

▶ > Economic data
▶ > Emotion data
▶ > Issue data
▶ > Mood data
◢ > Political data
  ▶ Ballot (2014-now)
  ▶ Power Index
  ▶ Preferred Prime Minister
  ▶ Qualities of a Good Leader
  ▶ Vote Consider
▶ Election 2015
▶ Election 2019
▶ Election 2021

Currently Selected Trend Lines

> Conservative Ballot Canada,
> Consumer Confidence Index Canada,
> Liberal Ballot Canada,
Consumer Confidence Index Ontario,
Expectations Index Prairies

Date	Latest Nanos Polling Reports on Website
August 9, 2021	More than six in ten Canadians support or somewhat support Canada boycotting the 2022 Beijing Winter Olympics due to tensions with China (CTV/Nanos)
August 5, 2021	Over three in four Canadians show support for denying unvaccinated people access to sporting events and

www.nanos.co
Methodology

# of Trend Lines
Available to
Subscribers
2182

About the Nanos-Bloomberg tracking

Bloomberg Nanos Canadian Confidence Index (BNCCI) is a weekly measurement of the economic mood of Canadians.

The BNCCI is produced by the Nanos Research Corporation, headquartered in Canada, which operates in Canada and the United States. The data is based on random telephone interviews with 1,000 Canadian consumers (land- and cell-lines), using a four week rolling average of 250 respondents each week, 18 years of age and over.

The random sample of 1,000 respondents is weighted using the latest census information for Canada. The interviews are compiled into a four week rolling average of 1,000 interviews where each week, the oldest group of 250 interviews is dropped and a new group of 250 interviews is added.

The views of 1,000 respondents are compiled into a diffusion index from 0 to 100. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above 50 suggest net positive views, while those below 50 suggest net negative views in terms of the economic mood of Canadians.

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?

About the Weekly Nanos Tracking

The Nanos Party Power Index is a weekly composite measurement of federal party brands based on questions about the federal parties and their leadership. The National Issue Tracking data portal shows the unprompted top national issues of concern of Canadians over time.

The Weekly Nanos Tracking is produced by the Nanos Research Corporation. The data is based on a dual frame (land + cell-lines) random telephone interviews using live agents of 1,000 Canadians using a four week rolling average of 250 respondents each week, 18 years of age and over.

The random sample of 1,000 respondents is weighted by age and gender using the latest census information for Canada. The interviews are compiled into a four week rolling average of 1,000 interviews, where each week the oldest group of 250 interviews is dropped and a new group of 250 interviews is added.

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] [1ST CHOICE, 2ND 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? [1ST CHOICE, 2ND CHOICE RANK]

About the Nanos CANAM surveys

The CAN-AM Tracking survey is an annual survey among Canadians and Americans that examines perceptions of Canada-US relations tracked over time.

The Nanos-UB North American Monitor is conducted by the Nanos Research Corporation. Parallel questions on bi-national issues are tracked by means of a hybrid telephone and online random sample of Canadians in the month of May, and a random representative online sample of Americans conducted in the month of June.

A Nanos RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians as part of an omnibus survey. Participants are randomly recruited by telephone using live agents and administered a survey online. The sample includes both land- and cell-lines across Canada. The results are statistically checked and weighted using the latest Census data. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

A random representative online survey of 1,000 Americans was conducted. Results are statistically checked and weighted using the latest Census data.

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]

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]

About the Nanos Policy Map survey

Track and explore the confidence and importance of a full range of public policy issues.

Nanos Policy Map tracking is conducted by the Nanos Research Corporation. Parallel questions on Canadian national issues are tracked by means of a hybrid telephone and online random sample of Canadians in the month of July.

Nanos conducts an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians as part of an omnibus survey. Participants are randomly recruited by telephone using live agents and administered a survey online. The sample includes both land- and cell-lines across Canada. The results are statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

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
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

About the Mood of Canada survey

Track and explore the confidence and importance of a full range of public policy issues.

Mood of Canada tracking is conducted by the Nanos Research Corporation. Questions on the performance of the federal government, direction of the country, federal and provincial relations, and Canada's global reputation are tracked by means of a hybrid telephone and online random sample of Canadians at the end of every year.

NANOS > MOOD OF CANADA

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 feelings of Canadians 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.

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.

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?

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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

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NANOS > **CONTACT US TODAY**

Ottawa 613.234.4666 x237
Toronto 416.493.1965 x237
Washington 202.697.9924

North America
Toll-free
1.888.737.5505 x237

Nik Nanos
Chief Data Scientist
nik@nanos.co

www.nanos.co