



NANOS

TRUSTED STRATEGIC INSIGHT

POLLSTER OF RECORD

THE GLOBE AND MAIL

Bloomberg

CTV NEWS

Your Trusted Advisor

Today, Canada's largest private broadcaster depends on Nanos Research as the official pollster of record for CTV News, Bloomberg News in Canada, and the Globe and Mail. Our research and commentary has been cited in The Bank of Canada Monetary Policy Report, The Economist, The National Post, The Wall Street Journal, The Guardian, and the Ottawa Citizen.

The Nanos Group of Companies includes [Ethic Strategies](#) and [Nanos dimap analytika](#). Ethic Strategies was created by the founding partners of [PAA Advisory](#) and the [Nanos Research Corporation](#), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. Nanos dimap analytika, is our international joint venture which houses our advanced targeting capabilities integrating behavioral and sentiment data.

Nanos Services

- ✓ As premier market and public opinion research firms, we conduct research around the world for a variety of clients.
- ✓ Nanos offers a full suite of services ranging from bespoke research engagements to strategic assessments and mission planning. Our firm applies the latest machine learning algorithms to deliver exceptionally rigorous and insightful intelligence to clients.
- ✓ At Nanos, we believe that small steps can lead to large insights. We'll sit down with you to learn about your challenges and work on them together.
- ✓ For more information about how we can help, please visit us at:
www.nanos.co

Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to exceed the highest standards.

Since

1987

top executives have turned to Nanos for world-class data and strategic insight.



Standing Offers

Nanos Research has been awarded and currently holds Standing Offers for several public sector clients, including municipal and provincial governments.



Nanos Probability Panel

About the Nanos Probability Panel

- Proprietary and exclusive to Nanos Research clients
- Over 52,000 Canadians randomly recruited by the Nanos call centre using RDD land and cell-line sample across Canada
- Can associate a margin of error with the data
- Refreshed weekly with ongoing random recruitment
- A random sample is selected from the panel for each survey
- High quality panel representative of Canadians
- In field monthly with an omnibus survey
- Panel participants complete about one survey per month



OUR RECORD OF SUCCESS



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



Nanos Poll compared to 2021 Election Results

Party	Saturday 18 th & Sunday 19 th	Sunday 19 th Only ELECTION CALL	Election Results	Variance from ELXN CALL
 Conservative	32.0%	31.2%	33.7%	2.5
 Libéral	31.5%	32.4%	32.6%	0.2
 NDP	19.0%	17.5%	17.8%	0.3
 BLOC Québécois	7.3%	7.5%	7.6%	0.1
 PPC PEOPLE'S PARTY of CANADA	5.1%	6.6%	4.9%	1.7
 green PARTY OF CANADA	4.6%	4.5%	2.3%	2.2
Other	0.5%	0.3%	1.1%	0.8
Decided Voters	n=1,513	n=766		
Margin of Error 19 times out of 20	±2.5	±3.6		

Question: If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] Source: CTV, Globe, Nanos nightly election tracking ending September 19th, 2021.

Margin of Error for Research

Factoring the margin of error for the national random sample administered by Nanos, Liberal support may be as high as 36.0% or as low as 28.8%. Likewise, support for the Conservatives may be as high as 34.8% or as low as 27.6%.

Key Takeaways

All of the Nanos estimates were within the reported margin of error for the election call.

Both the Sat/Sun sample and the Sunday only election call samples showed a tight race which manifested itself in the final result.

The total error for the six parties plus others is 7.8 for an average error of about 1.1 percent.

Nanos Time Map

Support your advocacy, political or public engagement needs with the Nanos Time Map. Monthly updates enable you to stay with the political pulse of Canadians.

What your subscription can do for you:

1. Integrate monthly federal riding projections into your advocacy work when interacting with Members of Parliament and parties;
2. Maximize advocacy resources by knowing which Members of Parliament to engage with and when;
3. Have the intelligence at your fingertips to know which parties or candidates are on the upswing or at risk; and,
4. Track swing ridings over time to identify battleground regions at play.

Have the intelligence to effectively target:

- ✓ Races that are too close to call
- ✓ MPs who are at risk and who are safe
- ✓ Battleground regions that are in play



Contact us for more information or to secure your subscription

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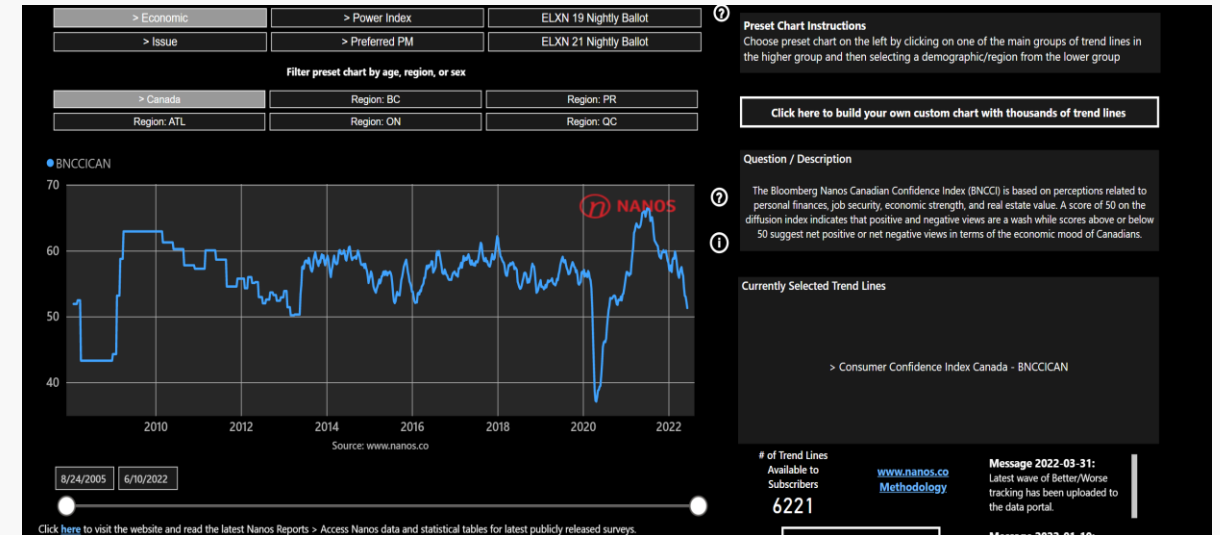
Nanos Data Portals

Explore over 6000 policy and sentiment trendlines.

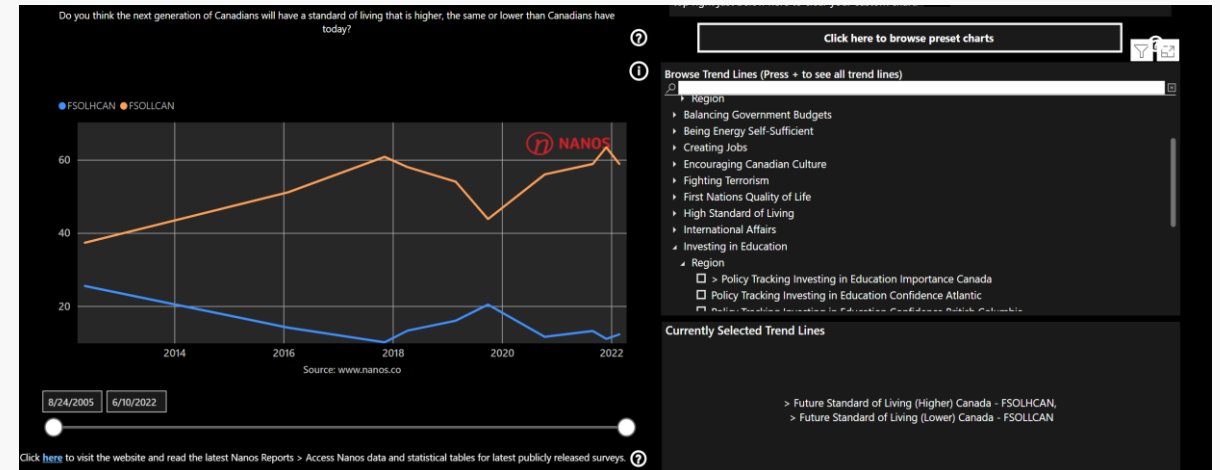
As a subscriber, you can customize charts with the Nanos subscriber data portal.

The enhanced functionality of this data portal includes:

- pre-set charts for easy navigation by age, region and demographics;
- the ability to create customized charts that integrate economic, social and public policy sentiment on various items including the Bloomberg-Nanos Canadian Consumer Confidence Index, Canadians' top issues of concern, importance of various policy issues and views on Canada-US relations;
- an intuitive sliding date filter for the chart;
- a search function that lets you browse the more than 6000 available trendlines; and,
- a news feed for our latest Nanos survey insights.



Bloomberg-Nanos Canadian Consumer Confidence Index



Build your own custom chart page

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 30 years experience in understanding the numbers and building upon them to provide strategic insight and intelligence in support of our clients’ business and marketing

Strategy Retainer
Strategic Assessment
Telephone Surveys
Online Probability
Surveys
Elite Stakeholder
Outreach
Market Studies

Monthly Omnibus
Surveys
Focus Groups
Elite in-depth
interviews
Message Testing

Diagnosis

Understanding Your Challenge

Qualitative Research Quantitative Research Online Engagement

Apply Our Insight To Your Challenge

Qualitative Research Quantitative Research Online Engagement

Provide Your Path Forward

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