

**A TRACK RECORD  
YOU CAN TRUST**





**THE GLOBE AND MAIL** 

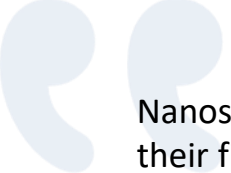
**Bloomberg**



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.

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# OUR RECORD OF SUCCESS



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**

For my money, I like Nanos Research.

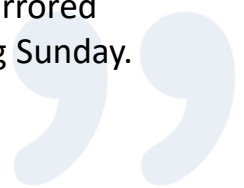
**Dan Lett, Winnipeg Free Press**

Nanos won the crown for most accurate polling.

**Ira Basen, CBC News**

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

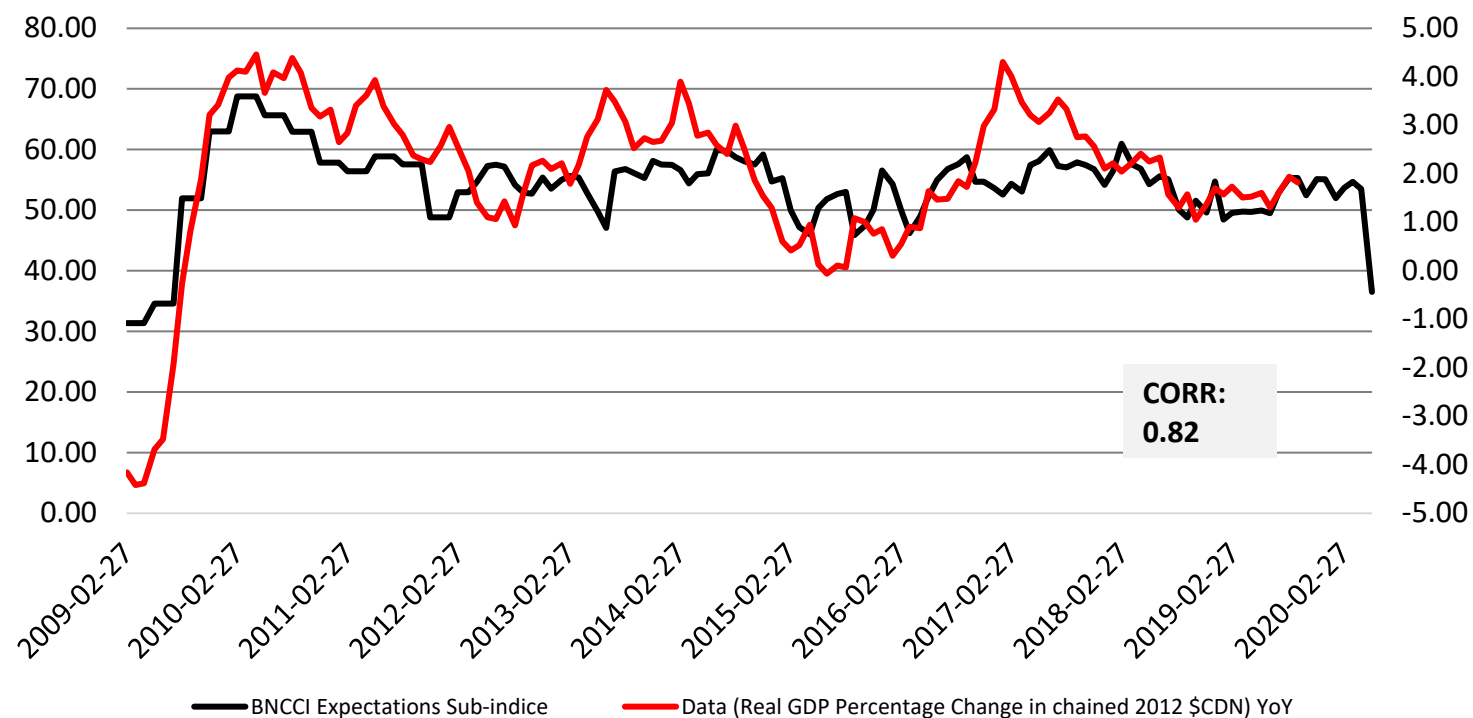
**Steve Ladurantaye, Globe and Mail**









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

## EXPECTATIONS INDEX AND CANADA'S RGDP GROWTH YoY

Monthly Bloomberg/Nanos Canada Expectations Index and Canada's rGDP Growth YoY - Six month lag – Full period ending 30/01/2020



# Nanos Poll compared to 2021 Election Results

Party	Saturday 18 <sup>th</sup> & Sunday 19 <sup>th</sup>	Sunday 19 <sup>th</sup> 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 Québecois	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
<b>Decided Voters</b>	n=1,513	n=766		
<b>Margin of Error 19 times out of 20</b>	±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 19<sup>th</sup>, 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

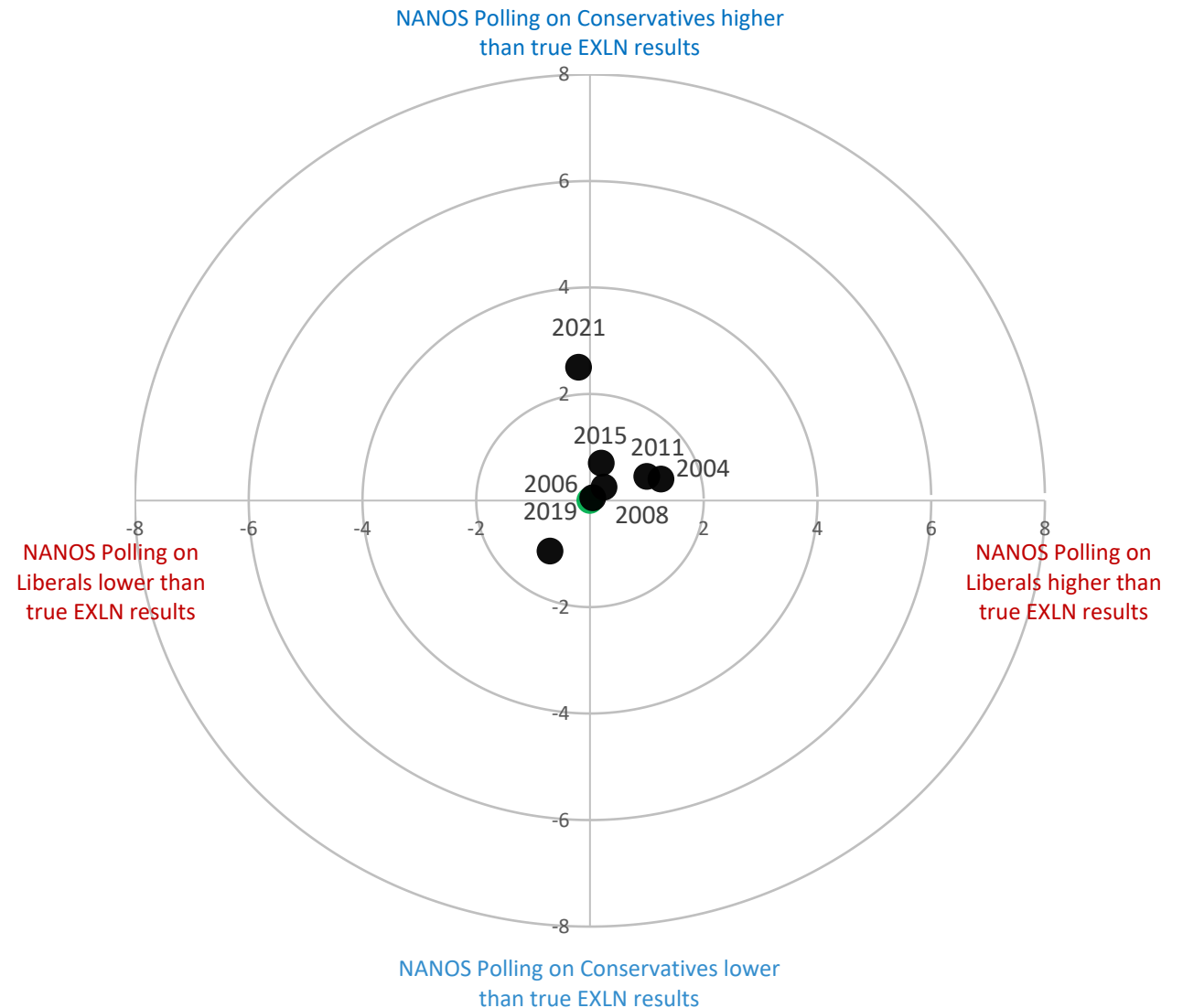
All of the Nanos estimates were within the reported margin of error for the election call.

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.

# FEDERAL ELECTION RESEARCH

This graph shows Nanos polling data for the two major parties compared to the actual Federal Election results. The green dot represents the election result. Black dots represent actual Nanos survey in each election. The closer a black dot is to the center (green dot), the closer the poll results are to the official election results.







Martin Lipman Photography/CREA

# An industry leader on your team

Nik Nanos is the Chief Data Scientist and has led the team at Nanos Research for over 30 years. As one of Canada's most trusted researchers and strategic advisors, he has been called upon to conduct expert research on a wide variety of issues.

He is a Global Fellow at the Woodrow Wilson International Center for Scholars in Washington DC in Energy Policy, a Research Adjunct Professor at the Norman Paterson School of International Affairs (NPSIA), the Chair of the Advisory Board at the Positive Energy Collaboratory with the University of Ottawa and the Chair of Atlantik-Bruecke, a non-profit, non-partisan organization committed to the Germany-Canada bilateral relationship.



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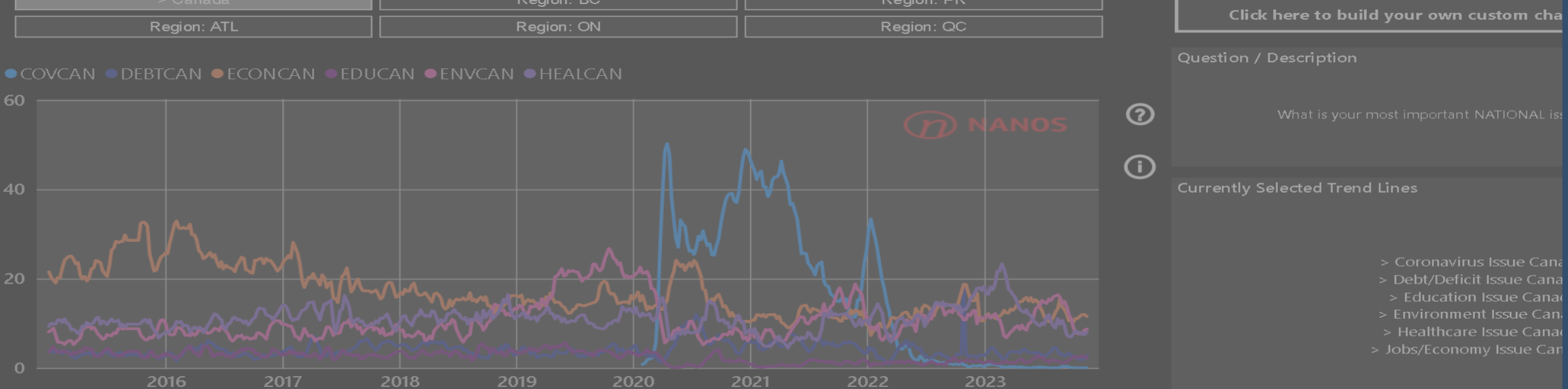
This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. [www.nanosdimap.com](http://www.nanosdimap.com)

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. [www.ethicstrategies.com](http://www.ethicstrategies.com)

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- **Canadian institutions:** annual questions on Canadian institutions including Canadian universities and colleges, RCMP, healthcare systems, arts and cultural organizations, as well as political institutions such as House of Commons, Senate, Governor General’s office.
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**Over 8,000 preset and buildable member accessible trendlines.  
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# Any questions?

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For more information on the firm, please visit [www.nanos.co](http://www.nanos.co)





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