



NANOS

A TRACK RECORD YOU CAN TRUST

Delivering world-class solutions since 1987, we are the leader in high velocity data insights and visualization.

Market | Consumer | Reputation | Policy | Insight

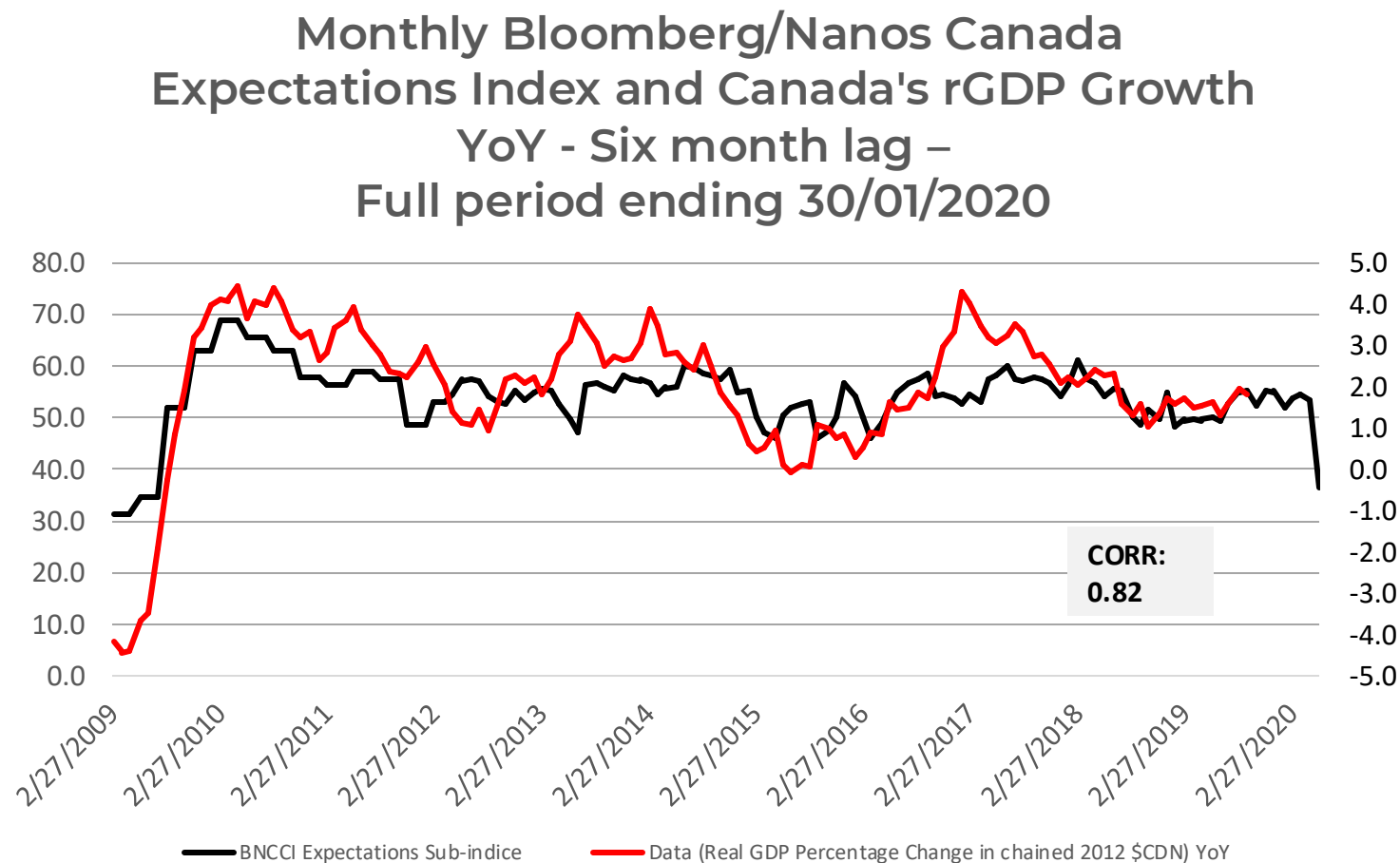


As one of North America's premier market and public opinion research firms with a global reach, Nanos Research has been the trusted partner for executives since 1987. We empower decision-makers with strategic intelligence, enabling them to chart new corporate expansions, engage the public effectively, and navigate complex public policy issues with confidence.

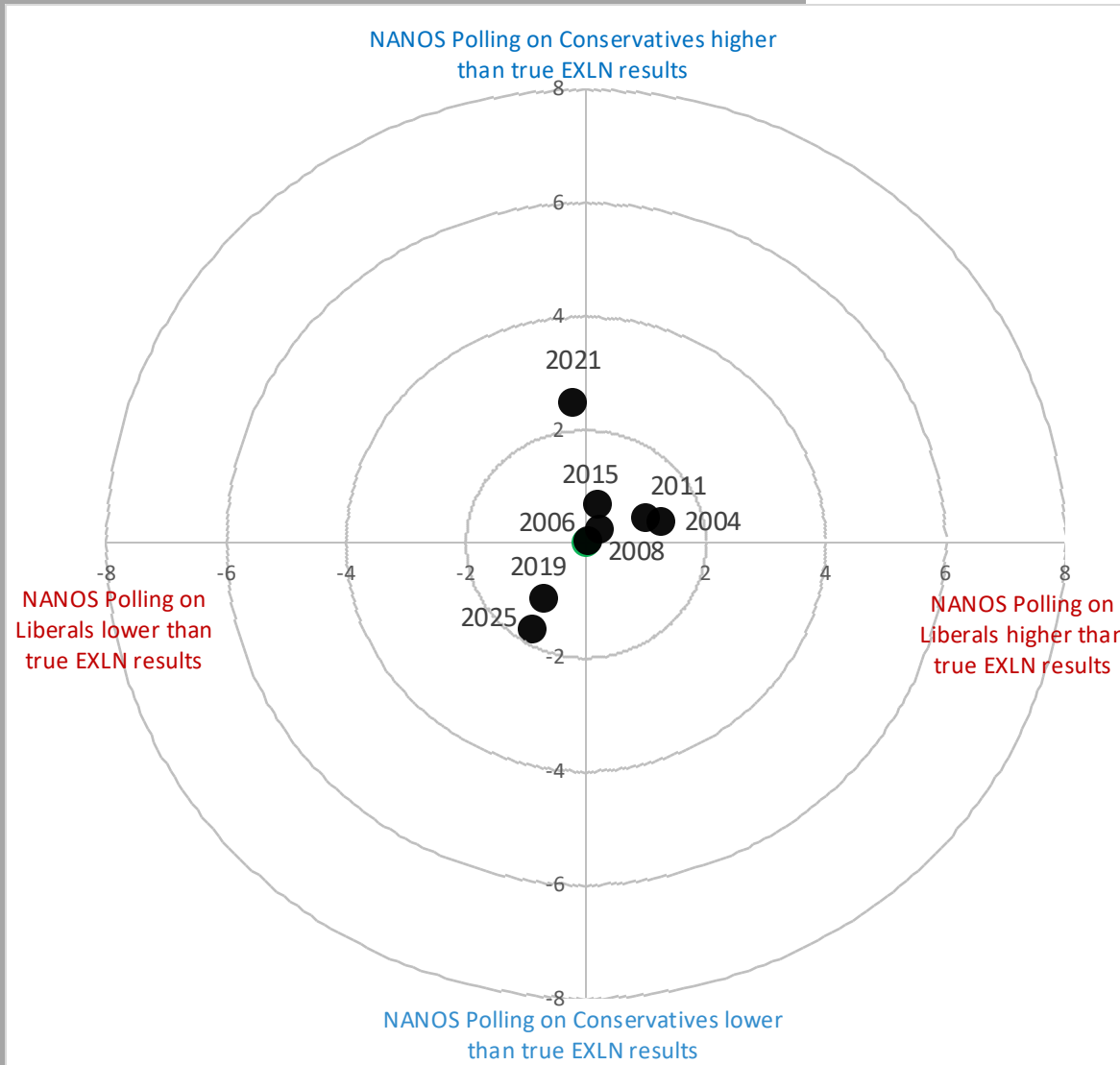
Take a moment to learn about our outstanding track record.

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 (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 GDP



NANOS FEDERAL ELECTION TRACK RECORD SINCE 2004



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.



**An expert
industry leader** +
on your team

Nik Nanos leads Nanos Research, a Canadian-based research organization that delivers insight to clients around the world.

He is the Chief Data Scientist and Founder of Nanos Research, the Chancellor of Carleton University in Canada and a research adjunct professor at the Norman Paterson School of International Affairs.

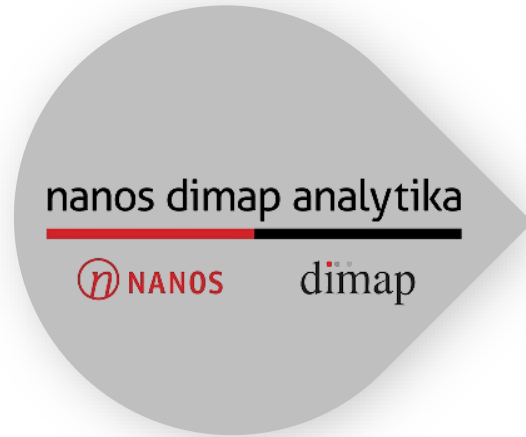
Nik leads the team behind the weekly Bloomberg Nanos Canadian Confidence Index which is streamed to Bloomberg terminals globally every Monday morning. He is featured in a weekly segment on CTV's News Channel, Nanos on the Numbers, which focuses on the latest political, business, and social trends. He is the pollster of record for CTV News, Canada's largest private broadcaster, the Globe & Mail, Canada's national newspaper, Bloomberg News in Canada and a member of the Order of Canada and an Honorary Captain in the Royal Canadian Navy.

About the Nanos Group⁺



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.

www.nanos.co



This Canadian German joint venture offers demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for persuasion.

www.nanosdimap.com



Created by the founding partners of PAA Advisory and the Nanos Research, Ethic provides bespoke strategic counsel and advice to organizations facing serious issues.

www.ethicstrategies.com

Region: BC

Region: PR

Region: ON

Region: QC



Ⓢ Consumer Confidence Index

○ Expectations Index



Learn more about the Nanos Data Portal service offering. Subscribe today to the Economic, Issue & Sentiment Tracking Portal or the Federal Political Tracking Portal.

Stay ahead of the curve with the Nanos Data Portals, designed to provide you with insights into consumer confidence, mental health and wellness, public opinion on foreign and domestic policy issues, political preferences and much more. Dive deep into customizable visualizations and reports that highlight historical trends. Make informed decisions backed by data that matters. Engage your audience with a resource that transforms complex information into clear, actionable insights.

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As of Friday, December 13, 2024, Quebec polled the Consumer Confidence Index. Atlantic polled the Consumer Confidence Index.





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