

NANOS

A TRACK RECORD YOU CAN TRUST



NANOS > THE BEST IN CLASS

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.

Take a moment to learn about our outstanding track record.

POLLSTER OF RECORD

THE GLOBE AND MAIL*

Bloomberg

CTV
NEWS



NANOS > A RECOGNIZED TRACK RECORD



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.

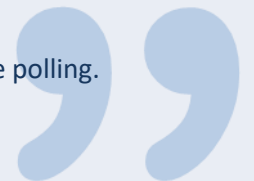
Steve Ladurantaye, Globe and Mail

For my money, I like Nanos Research.

Dan Lett, Winnipeg Free Press

Nanos won the crown for most accurate polling.

Ira Basen, CBC News



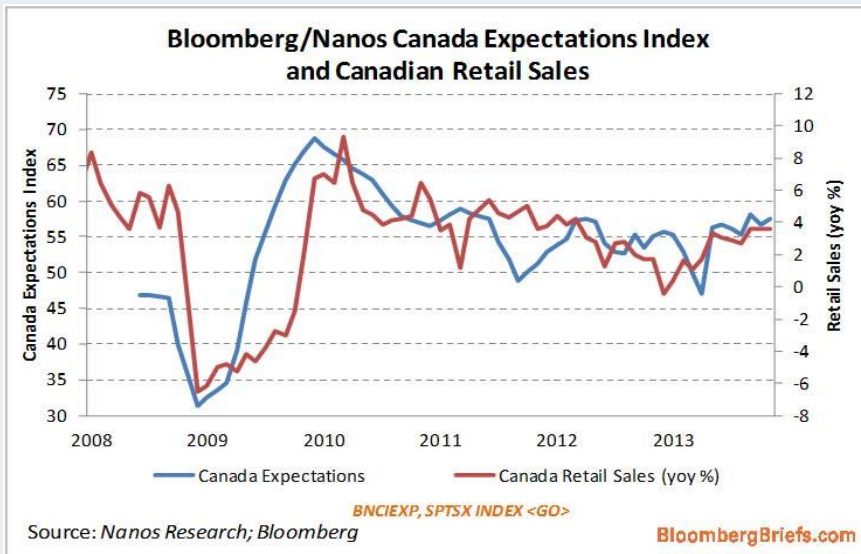
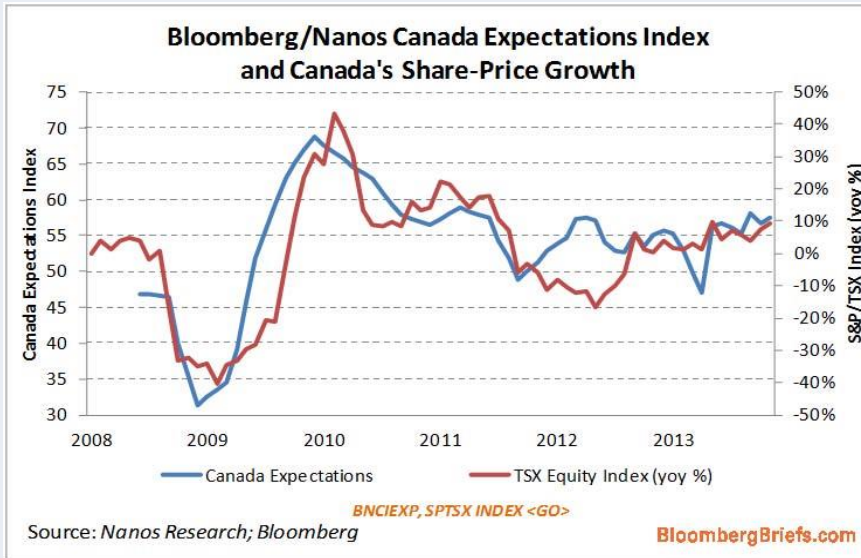


NANOS > A PROVEN RELIABLE TRACK RECORD

Bloomberg

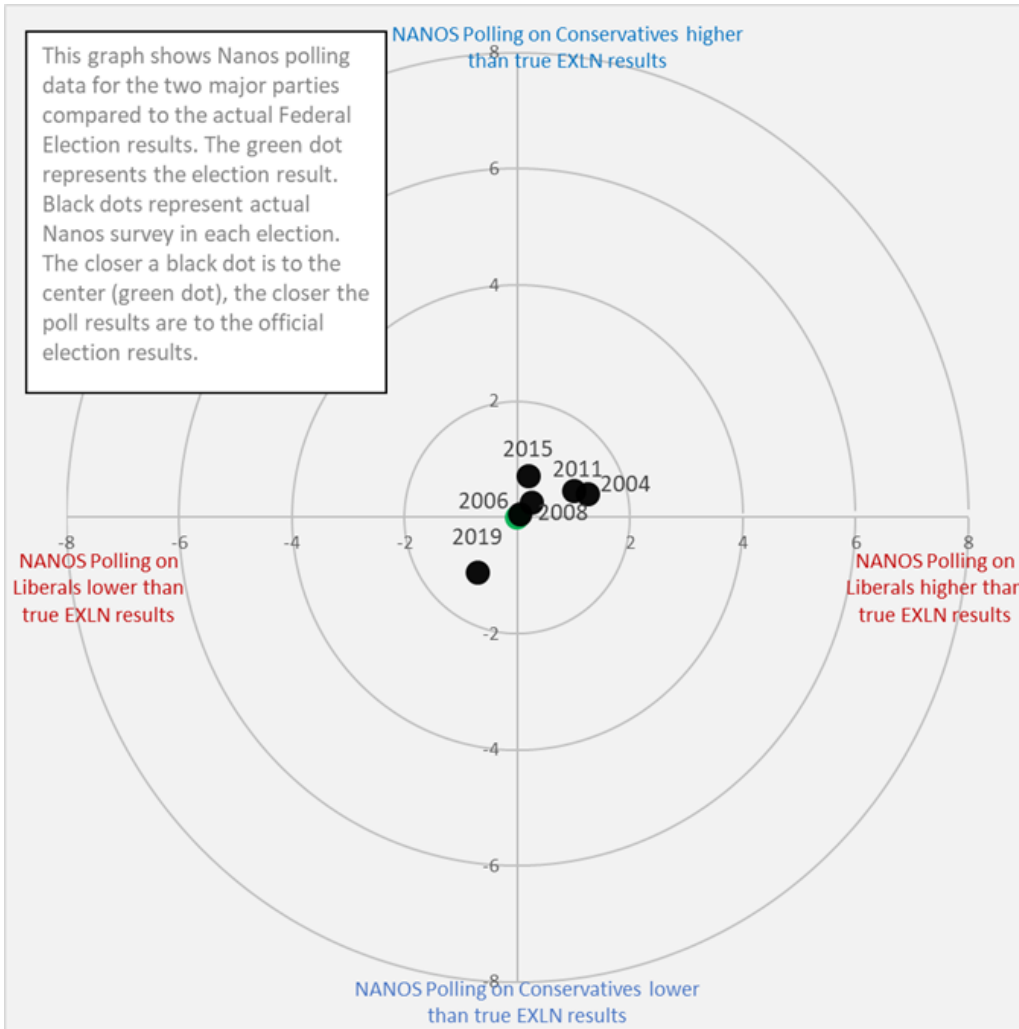
Nanos continues to have the most distinguished track record of reliability in an industry that has been in flux. As many know, we conduct weekly tracking of economic sentiment for Bloomberg News.

In addition to our consistently reliable track record politically, to follow is an example of the Nanos economic tracking compared to Canadian retail sales. For the past six years, our economic tracking has been consistently predictive of consumer and market behaviour.





NANOS > NANOS VS 2019 ELECTION RESULT



Party	Sunday 20 th Only	Election Results 2019	Variance
Conservative	32.5%	34.4%	-1.9
Liberal	31.7%	33.1%	-1.4
NDP	20.8%	15.9%	+4.9
GPC	6.0%	6.5%	-0.5
BQ	7.2%	7.7%	-0.5
PPC	1.5%	1.6%	-0.1
Other	0.3%	0.5%	-0.2
Decided Voters	n=739		
Margin of Error > 19 times out of 20 > ±3.6			



NANOS > FEDERAL ELECTION RESEARCH

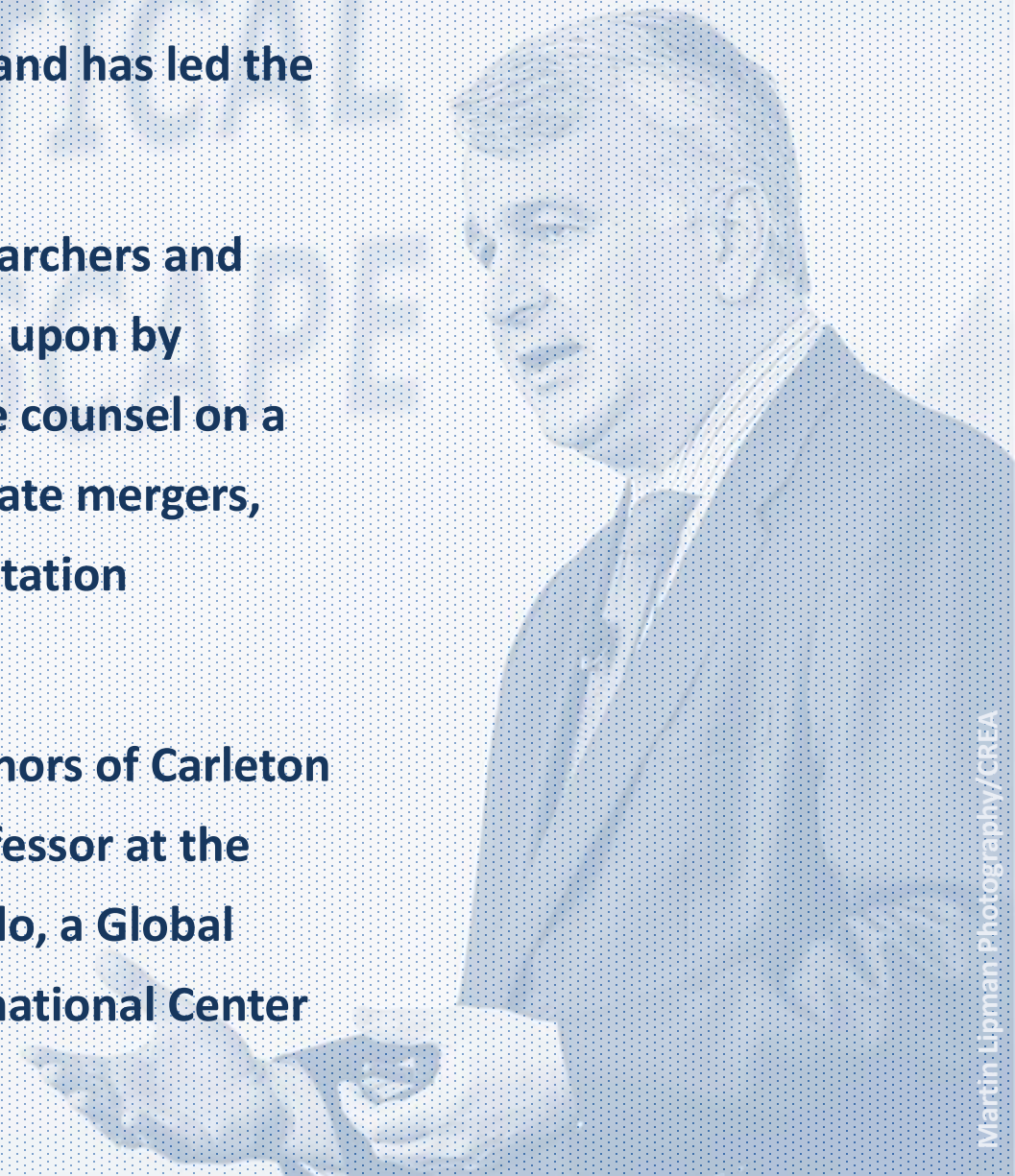
Year	Federal Party	Final Election Polling	Election Results	Variance	Sample Size (Decided Voters)	Margin of Error
2015	Liberal	39.1%	39.5%	0.4	n=722	±3.7
	Conservative	30.5%	31.9%	1.4		
	NDP	19.7%	19.7%	0.0		
	Green	4.6%	3.4%	1.2		
	Bloc	5.5%	4.7%	0.8		
2011	Conservative	38.7%	39.6%	0.9	n=702	±3.7
	NDP	30.5%	30.6%	0.1		
	Liberal	20.9%	18.9%	2.0		
	Bloc	5.0%	6.1%	1.1		
	Green	4.0%	3.9%	0.1		
2008	Conservative	37.1%	37.6%	0.5	n=423	±4.8
	Liberal	26.7%	26.2%	0.5		
	NDP	20.3%	18.2%	2.1		
	Bloc	8.7%	10.0%	1.3		
	Green	7.1%	6.8%	0.3		
2006	Conservative	36.4%	36.3%	0.1	n=1,051	±3.0
	Liberal	30.1%	30.2%	0.1		
	NDP	17.4%	17.5%	0.1		
	Bloc	10.6%	10.5%	0.1		
	Green	5.6%	4.5%	1.1		
2004	Liberal	34.2%	36.7%	2.5	n=977	±3.1
	Conservative	30.4%	29.6%	0.8		
	NDP	19.5%	15.7%	3.8		
	Bloc	12.2%	12.4%	0.2		
	Green	3.7%	4.3%	0.6		

NANOS > AN INDUSTRY LEADER ON YOUR TEAM

Nik Nanos is the Chief Data Scientist and has led the team at Nanos Research for 30 years.

As one of Canada's most trusted researchers and strategic advisors, he has been called upon by Canada's senior executives to provide counsel on a wide range of issues including corporate mergers, public advocacy campaigns, and reputation management.

He is the Chair of the Board of Governors of Carleton University, a Research Associate Professor at the State University of New York at Buffalo, a Global Fellow at the Woodrow Wilson International Center in Washington DC.



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.

www.nanos.co

nanos dimap analytika



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

NANOS RUTHERFORD MCKAY & Co.

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com



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