TRUSTED STRATEGIC INSIGHT
About Nanos
Experience you can trust

A track record of reliability
An industry leader on your team
Nanos Research is one of North America’s premier research and strategy organizations. Since its founding in 1987, the firm has helped corporations, government agencies and advocacy associations understand, chart and shape the public mood. Our reach is global and we apply the latest machine learning algorithms for exceptional insight.

Today, Canada’s largest private broadcaster depends on Nanos Research as the official pollster of record for CTV News. Similarly, world-renowned Bloomberg News Service chose Nanos to conduct Bloomberg’s weekly Canadian consumer sentiment tracking, known as the Bloomberg Nanos Canadian Confidence Index. The Nanos Group of Companies includes Nanos Rutherford McKay & Co. (NRM) and Nanos dimap analytika. 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. Nanos dimap analytika, is our international joint venture which houses our advanced targeting capabilities integrating behavioral and sentiment data.

Nanos believes in team and client collaboration driven by the desire for our clients to succeed. As a Nanos client you will get direct, action oriented, data driven advice. We understand that our research and advice shape markets and influence decision-makers. Because our insight and research are presented in news organizations like Bloomberg News, The Wall Street Journal, The Economist, the BBC, The Guardian, Al Jazeera, The Globe and Mail and CTV News we understand the importance of the reliability and quality of our insight. The Nanos culture is about winning, quality of data, exceptional insight and a collaborative partnership with our clients.
Nanos regularly conducts research and provides commentary on business, social and political trends to The Globe and Mail, CTV News, and Bloomberg.


Contact us today for your next research or strategy project.
As a full-service firm, Nanos Research brings the right tools to every challenge to ensure success. The sample assignments listed below demonstrate the broad range of Nanos Research’s capabilities that clients have called upon.

- For a national advocacy campaign, Nanos provided advice and counsel on key campaign activities as part of a monthly strategy retainer.

- In the lead-up to a major labour negotiation, a multi-billion dollar corporation turned to Nanos Research to conduct research and provide advice on its corporate reputation and positioning.

- Nanos Research has conducted major brand research and provided expert analysis for numerous trademark litigations.

- Nanos Research helped chart the course for the market expansion of one of North America’s leading retailers. Nanos Research conducted market and customer research which helped the retailer grow market share to number one in its class while expanding from 40 to 220 stores.

- The Bloomberg-Nanos Economic Mood Index Canada conducts weekly tracking of Canadians consumers’ perceptions on the Canadian economy.

- As part of a policy renewal process, a federal government department retained Nanos Research to conduct an environmental scan of policy initiatives around the world.

- A leading industry association relied on Nanos Research to conduct research, test creative materials and provide advice related to its image and government initiatives which impact association members.

- For a federal government department, Nanos Research developed an overarching service delivery performance measurement framework.

- Faced with negative press, a leading advocacy organization turned to Nanos Research to conduct research among donors, members and the general populace to manage its reputation and craft a communications campaign.

- Nanos Research is regularly commissioned to conduct public policy research and is one of the most trusted brands in collecting, measuring and understanding public opinion.

- A global advocacy organization chose Nanos Research to reposition a major international campaign as part of an effort to increase support for the cause and to influence decision makers.

- Nanos is a recognized expert in the energy sector and has provided strategic advice and research on a wide range of topics.
Our Record of Success


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 book on 'voter rage' hitting shelves in three countries

Yellow Vest, other protesters could be wild card in next election, says Nanos

Most Canadians believe Russia is using social media to meddle in western elections: Nanos survey

Liberals rebound in polls, MPs point to economy, but Nanos says women give Grits lead over Tories

Majority of Canadians would boycott U.S. in response to trade war: Nanos survey

Canadians divided on best way to solve energy woes: Nanos poll
This graph shows Nanos data compared to 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.

<table>
<thead>
<tr>
<th>Party</th>
<th>Sunday 20th Only</th>
<th>Election Results 2019</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservative</td>
<td>32.5%</td>
<td>34.4%</td>
<td>-1.9</td>
</tr>
<tr>
<td>Liberal</td>
<td>31.7%</td>
<td>33.1%</td>
<td>-1.4</td>
</tr>
<tr>
<td>NDP</td>
<td>20.8%</td>
<td>15.9%</td>
<td>+4.9</td>
</tr>
<tr>
<td>GPC</td>
<td>6.0%</td>
<td>6.5%</td>
<td>-0.5</td>
</tr>
<tr>
<td>BQ</td>
<td>7.2%</td>
<td>7.7%</td>
<td>-0.5</td>
</tr>
<tr>
<td>PPC</td>
<td>1.5%</td>
<td>1.6%</td>
<td>-0.1</td>
</tr>
<tr>
<td>Other</td>
<td>0.3%</td>
<td>0.5%</td>
<td>-0.2</td>
</tr>
</tbody>
</table>

Decided Voters  
\[ n = 739 \]

Margin of Error > 19 times out of 20 > ±3.6
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.
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.
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

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

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
As a subscriber, you have unlimited access including national, regional, and demographic trend lines to National data in following dashboards:

- Issue Weekly Tracking (2014 to present)
- Federal Political Weekly Tracking (2014 to present)
- Economic Weekly Tracking Canada (2008 to present)
- The Nanos Annual Policy Map (2015 to present)
- Canada-US Relations Annual Tracking (2005 to present)
- Federal Nightly Election Tracking 2019 (August 2019 to election day)
- The Mood of Canada Annual Survey (2007 to present)
- AMCHAM Tracking (2017 to present)

Questions? Please email ea@nanosresearch.com or call 613-234-4666 ext. 237.

To become a paid subscriber and to gain access to national, regional, and demographic trend lines in the Nanos data portals, visit https://www.nanos.co/subscriptions-and-services/ to subscribe now. ($4 a month, $48 a year).

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