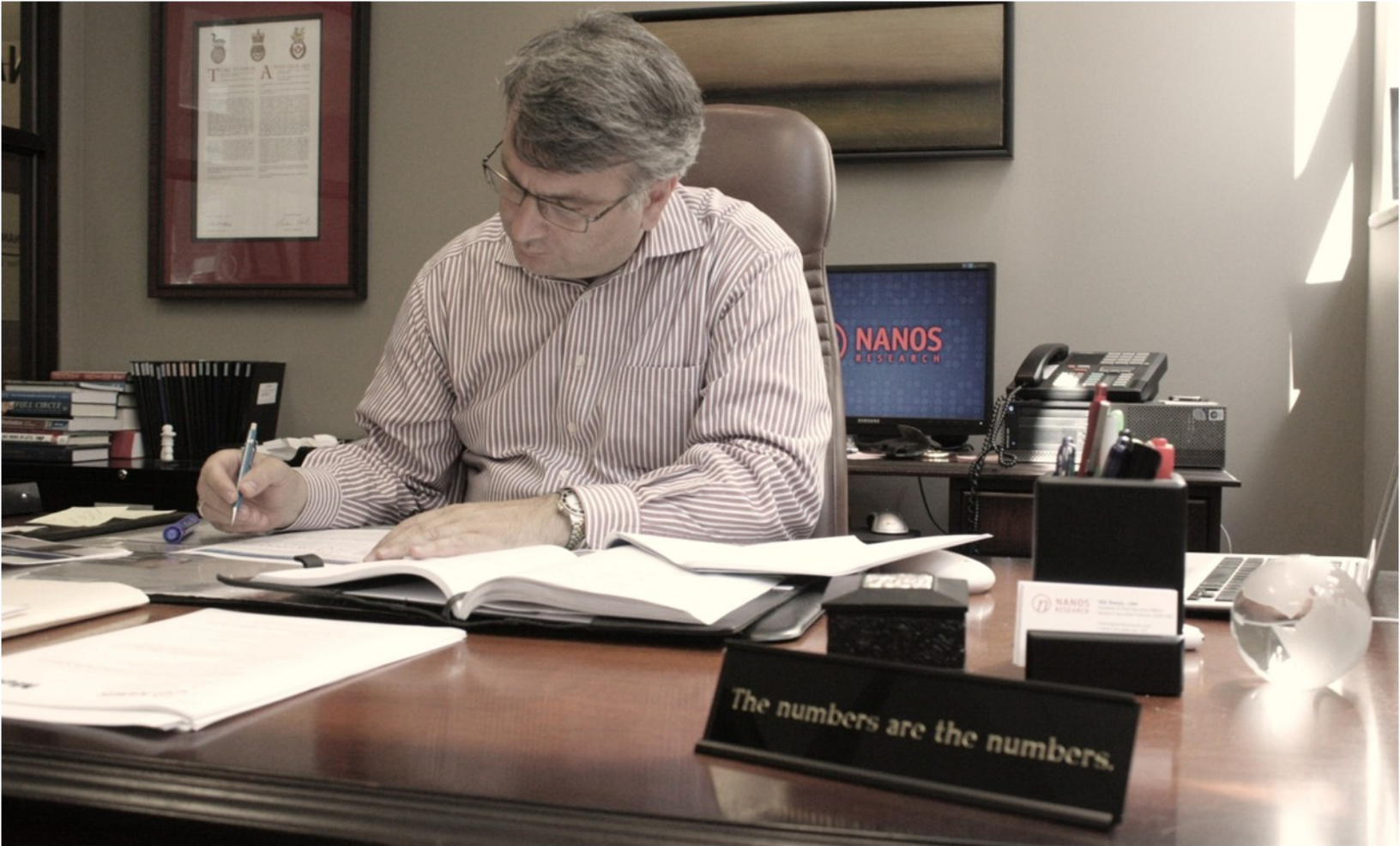




our track record

NANOS RESEARCH GROUP Ottawa • Toronto • Montreal • Calgary • Vancouver • Halifax • Buffalo





Official pollster to:



*Institute for
Research on
Public Policy*

*Institut de
recherche
en politiques
publiques*

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.



What They Say

“Nanos won the crown for most accurate polling”

- Ira Basen, CBC News

«La firme Nanos est celle qui avait prédit avec le plus de précision les résultats des élections fédérales de 2004, 2006 et 2008.»

- Joël-Denis Bellavance, La Presse

“Nanos’ 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

“For my money, I like Nanos Research.”

- Dan Lett, Winnipeg Free Press

“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

“Historically one of the most accurate polling firms in Canada.”

- Reuters Canada

“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 pouring over the Nanos numbers.”

- John Honderich at the GTR Economic Summit

“As for the major pollsters, Nanos’ final poll was close to the actual results.”

- Lorrie Goldstein, Toronto Sun



Our Track Record

2011 Federal Election	Two Day Track (Rolling Average)	Saturday April 30, 2011	Sunday May 1, 2011	Election Results May 2, 2011
	37.1%	33.8%	38.7%	39.6%
	31.6%	33.8%	30.5%	30.6%
	20.5%	19.9%	20.9%	18.9%
	5.7%	7.1%	5.0%	6.1%
	3.8%	4.0%	4.0%	3.9%
Number of Interviews (Decided Voters)	1,054	352	702	
Margin of Error (19 times out of 20)	± 3.0	± 5.3	± 3.7	

2008 Federal Election	Three Day Track (Rolling Average)	Sunday October 12, 2008	Election Results October 14, 2008
	34.2%	37.1%	37.6%
	26.7%	26.7%	26.2%
	21.4%	20.3%	18.2%
	9.5%	8.7%	10.0%
	8.2%	7.1%	7.9%
Number of Interviews (Decided Voters)	1,269	423	
Margin of Error (19 times out of 20)	± 2.8	± 4.8	

2006 Federal Election	Nanos Election Poll January 20 to 22, 2006	Election Results January 23, 2006
	36.4%	36.3%
	30.1%	30.2%
	17.4%	17.5%
	10.6%	10.5%
	5.6%	4.5%
Number of Interviews (Decided Voters)	1,051	
Margin of Error (19 times out of 20)	± 3.0	

2004 Federal Election	Nanos Election Poll June 22 to 24, 2004	Election Results June 28, 2004
	34.2%	36.7%
	30.4%	29.6%
	19.5%	15.7%
	12.2%	12.4%
	3.7%	4.3%
Number of Interviews (Aggregate)	1,200	
Margin of Error (19 times out of 20)	± 2.8	

2008 Quebec Election	Nanos Election Poll November 14 to 18, 2008	Election Results December 8, 2008
	44%	42.1%
	36%	35.2%
	12%	16.4%
	4%	3.8%
	4%	2.2%
Number of Interviews (Aggregate)	505	
Margin of Error (19 times out of 20)	± 4.4	

2007 Ontario Election	Nanos Election Poll October 4 to 6, 2007	Election Results October 10, 2007
	42.6%	42.2%
	30.5%	31.6%
	17.5%	16.8%
	9.4%	8.0%
Number of Interviews (Decided Voters)	441	
Margin of Error (19 times out of 20)	± 4.7	