



# Memo

From: Nik Nanos, President

Date: October 13, 2008

Re: Nanos "Group Wisdom" Trial – 2008 Federal Election

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## Nanos "Group Wisdom" Test

As some of you may know, we have been experimenting with a new group wisdom online model for projecting election results that are not based on the voting preferences of research participants. The only times we can trial these new ideas are during actual elections. The first test took place during the Ontario election, where the Nanos online "group wisdom" outperformed all but two polling companies (Nanos and one other) in capturing the outcome of the Ontario election.

This is not a random survey, as participants are self-selected. Neither is the research group weighted to reflect the Canadian populace. Our first trial was successful without being weighted so we are continuing to empirically test this approach. Here are the results for your interest only.

The research participant with the closest prediction wins \$1,000 cash from Nanos with the second place winner receiving a Blackberry 8330 Curve courtesy of Telus.

Group Wisdom Non-survey	Group Wisdom Election Projection
Conservative	34.3%
Liberal	28.9%
NDP	19.3%
Bloc	10.1%
Green	7.4%
Number of non-representative, self-selected participants in "Group Wisdom" trial.	263

If you have any questions, comments or feedback, please do not hesitate to contact me at [nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com) or at (613) 234-4666 x237.