

[Home](#)

Public Lecture - "Exploring the Mind of the Canadian Voter: Nik Nanos on the Pollster's Art"

1/26/2010

Generational replacement, immigration and changing public policy priorities are influencing voting behavior in Canada. The preferences of voters are volatile, and traditional partisan alignments are shifting. What do these trends - and the statistics behind them - mean for politicians, voters and future governments?

St. Thomas University's Political Science Department and the Journalism and Communications Programme are presenting the public lecture "Exploring the Mind of the Canadian Voter: Nik Nanos on the Pollster's Art" on Tuesday, January 26 at 4:00 pm in the Kinsella Auditorium, McCain Hall.

In the lecture, Nanos will explore trends and emerging forces, and explain their impact on Canadian politics. He will also explore whether polling is scientific, reliable and objective, or a dark art that creates public opinion as much as reveals it.

"In times of economic and political turbulence, knowing the public mind can be the difference between success and failure," says Nanos. "The proliferation and growth of web 2.0 technologies represents a new challenge and opportunity for political and business leaders."

Nanos is president of Nanos Research, one of Canada's leading public opinion research firms and is the official pollster for Canada's Political Channel and the Osprey Media Group, a chain of 51 newspapers. He is also an associate professor of Canadian Studies at the University at Buffalo.

Political Science professor Dr. Tom Bateman says that as political parties become less capable of winning majority support, survey data can provide insight on the political process and the shape of partisan politics in 2010.

"Mr. Nanos is among Canada's most well-known pollsters and this lecture is in an excellent opportunity to help us engage these issues," said Bateman. "We should all know more about polling and its relationship to marketing and to democratic life. So many decisions ride on the back of polling results."