



**ABOUT THE NANOS LIVE DATA PORTALS**

**Subscribe to the Nanos Research Live Data Portals for only \$4 a month!**

**As a subscriber you gain unlimited access to the following data portals:**

- Political Weekly Tracking Canada
- Economic Weekly Tracking Canada
- Issue Tracking Canada
- Canada-US Relations Annual Tracking
- The Nanos Annual Policy Map
- The Mood of Canada Annual Survey

Questions or concerns? Please email [Ashley](#) or call 613-234-4666 ext. 237.

## About the Nanos-Bloomberg tracking

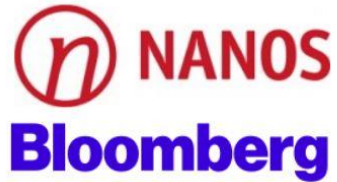
**Bloomberg Nanos Canadian Confidence Index (BNCCI) is a weekly measurement of the economic mood of Canadians.**

The BNCCI is produced by the Nanos Research Corporation, headquartered in Canada, which operates in Canada and the United States. The data is based on random telephone interviews with 1,000 Canadian consumers (land- and cell-lines), using a four week rolling average of 250 respondents each week, 18 years of age and over.

The random sample of 1,000 respondents is weighted using the latest census information for Canada. The interviews are compiled into a four week rolling average of 1,000 interviews where each week, the oldest group of 250 interviews is dropped and a new group of 250 interviews is added.

The views of 1,000 respondents are compiled into a diffusion index from 0 to 100. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above 50 suggest net positive views, while those below 50 suggest net negative views in terms of the economic mood of Canadians.

Updated every Monday



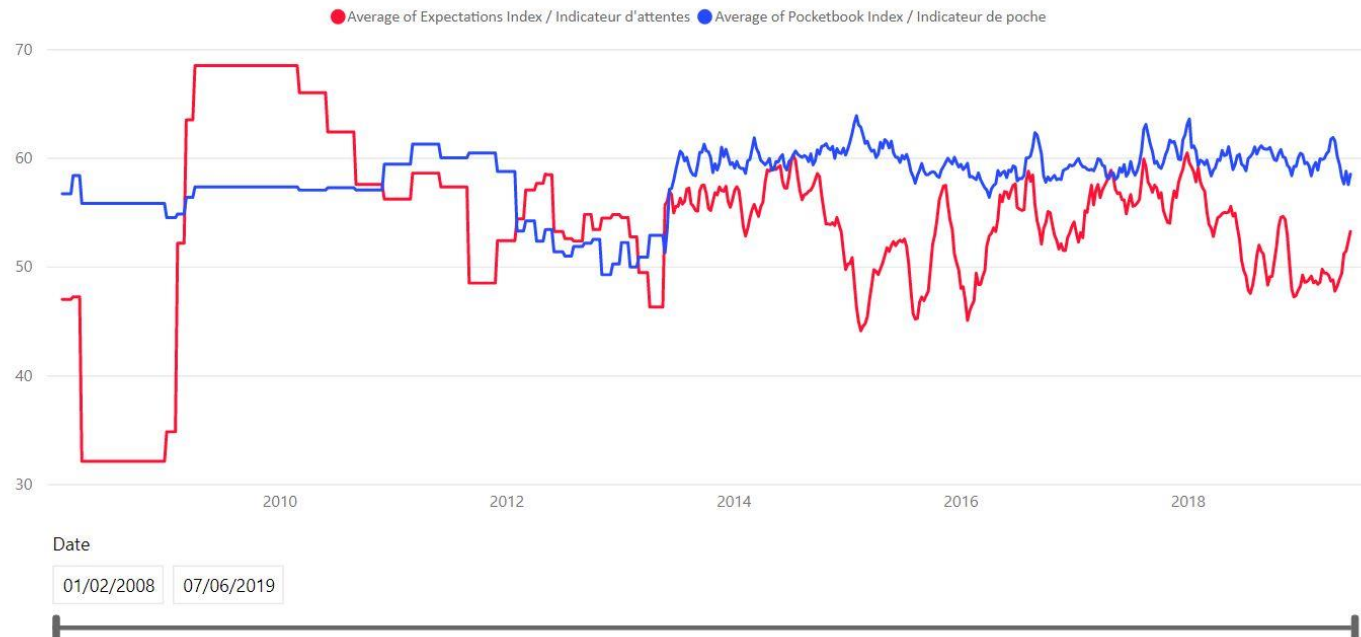
To access full data (i.e. region, age, gender, income) or subscribe to the Bloomberg terminal, contact:

Pour accéder aux données complètes (c.-à-d. région, âge, sexe, revenu) ou vous inscrire au terminal de Bloomberg, contactez :

[targitis@bloomberg.net](mailto:targitis@bloomberg.net)

Nik Nanos, FMRIA  
[nik@nanos.co](mailto:nik@nanos.co)  
613 234 4666 x 237  
Twitter: [@niknanos](https://twitter.com/niknanos)  
[www.nanos.co](http://www.nanos.co)  
[www.nanos.co/method](http://www.nanos.co/method)

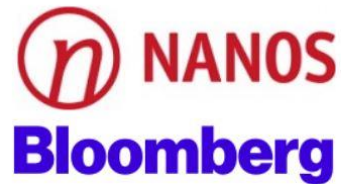
## Bloomberg Nanos Expectations and Pocketbook Sub-Indices Sous-indicateurs d'attentes et de poche Bloomberg Nanos



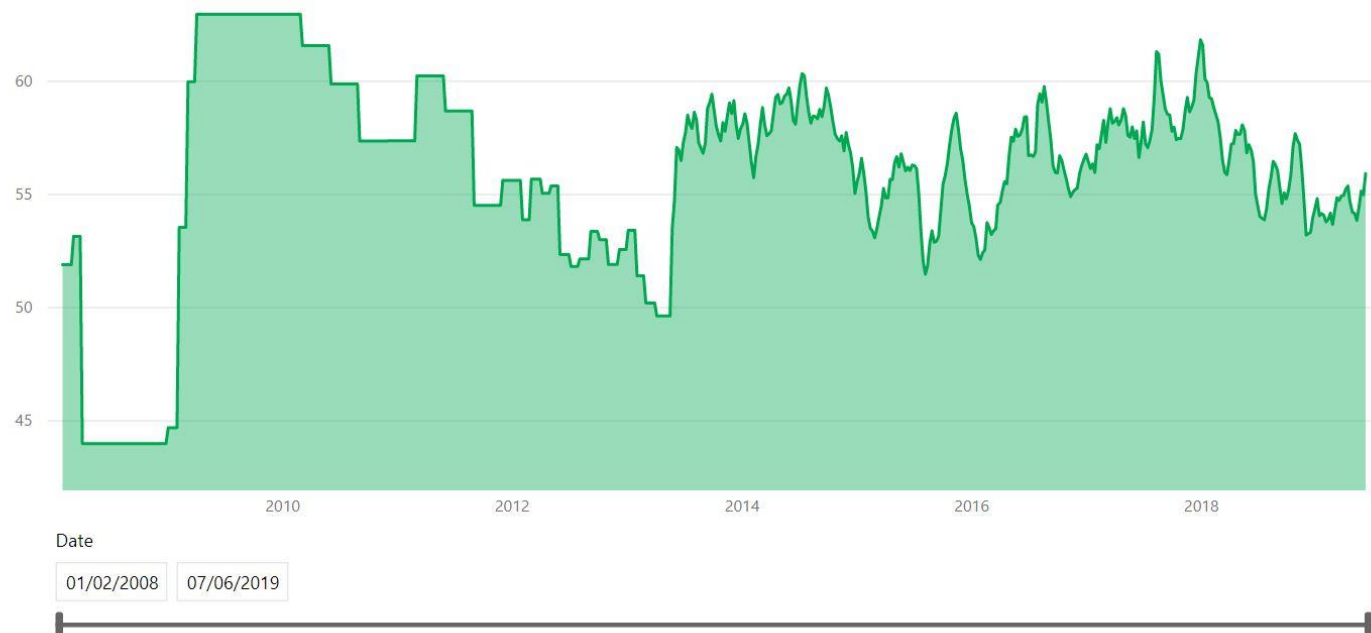
Change the date range to watch the data change over time.



Updated every Monday



## Bloomberg Nanos Canadian Confidence Index Indicateur de confiance canadien Bloomberg Nanos



To access full data (i.e. region, age, gender, income) or subscribe to the Bloomberg terminal, contact:

Pour accéder aux données complètes (c.-à-d. région, âge, sexe, revenu) ou vous inscrire au terminal de Bloomberg, contactez :

[targitis@bloomberg.net](mailto:targitis@bloomberg.net)

Nik Nanos, FMRIA  
[nik@nanos.co](mailto:nik@nanos.co)  
613 234 4666 x 237  
[Twitter: @niknanos](https://twitter.com/niknanos)  
[www.nanos.co](http://www.nanos.co)  
[www.nanos.co/method](http://www.nanos.co/method)

Change the date range to watch the data change over time.

## About the Weekly Nanos Tracking

**The Nanos Party Power Index is a weekly composite measurement of federal party brands based on questions about the federal parties and their leadership. The National Issue Tracking data portal shows the unprompted top national issues of concern of Canadians over time.**

The Weekly Nanos Tracking is produced by the Nanos Research Corporation. The data is based on a dual frame (land + cell-lines) random telephone interviews using live agents of 1,000 Canadians using a four week rolling average of 250 respondents each week, 18 years of age and over.

The random sample of 1,000 respondents is weighted by age and gender using the latest census information for Canada. The interviews are compiled into a four week rolling average of 1,000 interviews, where each week the oldest group of 250 interviews is dropped and a new group of 250 interviews is added.

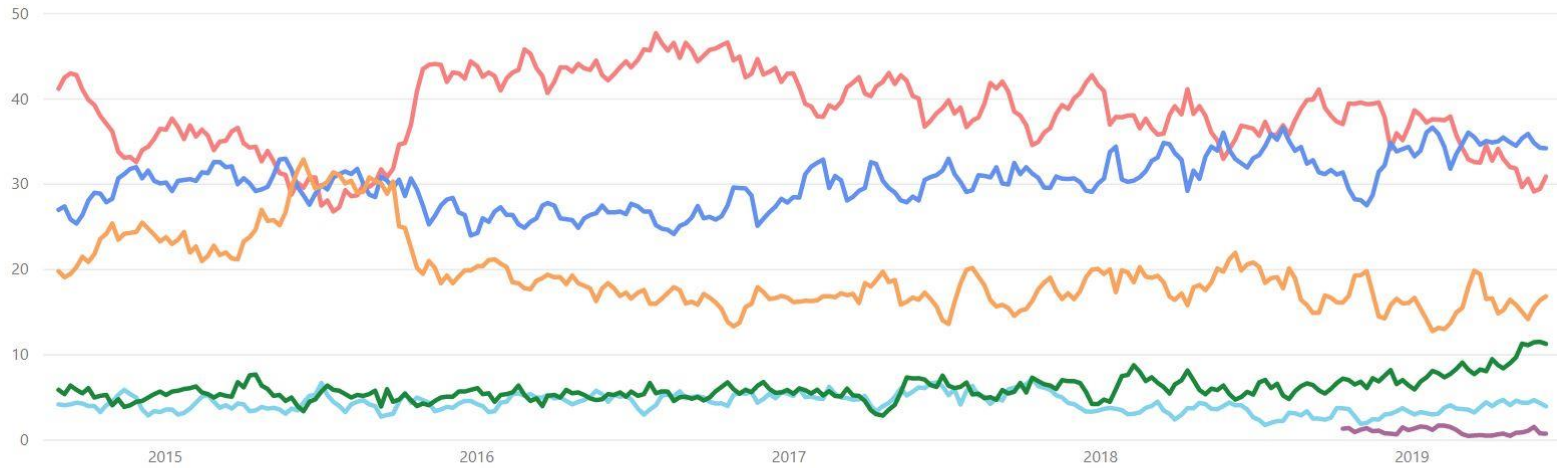


Updated every Tuesday

## NANOS Weekly National Ballot Tracking

Suivi hebdomadaire du scrutin national

● LPC/PLC ● CPC/PCC ● NDP/NPD ● BQ ● GPC/PVC ● PPC/PPC



Date

29/08/2014

07/06/2019

■ > Canada <

- Age/Âge - 18-29
- Age/Âge - 30-39
- Age/Âge - 40-49
- Age/Âge - 50-59
- Age/Âge - 60+
- Region/Région - ATL
- Region/Région - BC/CB
- Region/Région - ON
- Region/Région - PR
- Region/Région - QC
- Sex/Sexe - F
- Sex/Sexe - M/H

Nik Nanos, FMRIA

[nik@nanos.co](mailto:nik@nanos.co)

613 234 4666 ext. 237

Twitter: @niknanos

[www.nanos.co](http://www.nanos.co)

[www.nanos.com/method](http://www.nanos.com/method)

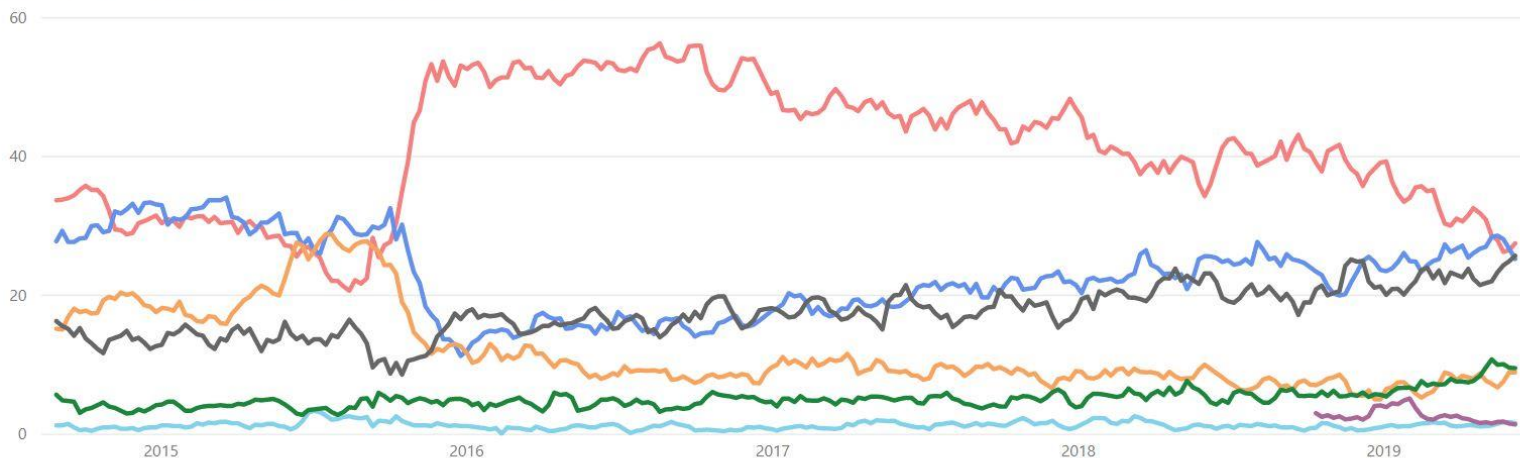
**Change the date range to watch the data change over time. View the data for a specific age range, region or gender!**

Updated every Tuesday

## NANOS Weekly Preferred Prime Minister

Suivi hebdomadaire du Premier ministre préféré

● Trudeau ● Scheer ● Singh ● Blanchet ● May ● Bernier ● Unsure



Date

29/08/2014

07/06/2019

■ > Canada <

- Age/Âge - 18-29
- Age/Âge - 30-39
- Age/Âge - 40-49
- Age/Âge - 50-59
- Age/Âge - 60+
- Region/Région - ATL
- Region/Région - BC/CB
- Region/Région - ON
- Region/Région - PR
- Region/Région - QC
- Sex/Sexe - F
- Sex/Sexe - M/H

Nik Nanos, FMRIA

[nik@nanos.co](mailto:nik@nanos.co)

613 234 4666 ext. 237

[Twitter: @niknanos](https://twitter.com/niknanos)

[www.nanos.co](http://www.nanos.co)

[www.nanos.com/method](http://www.nanos.com/method)

**Change the date range to watch the data change over time. View the data for a specific age range, region or gender!**

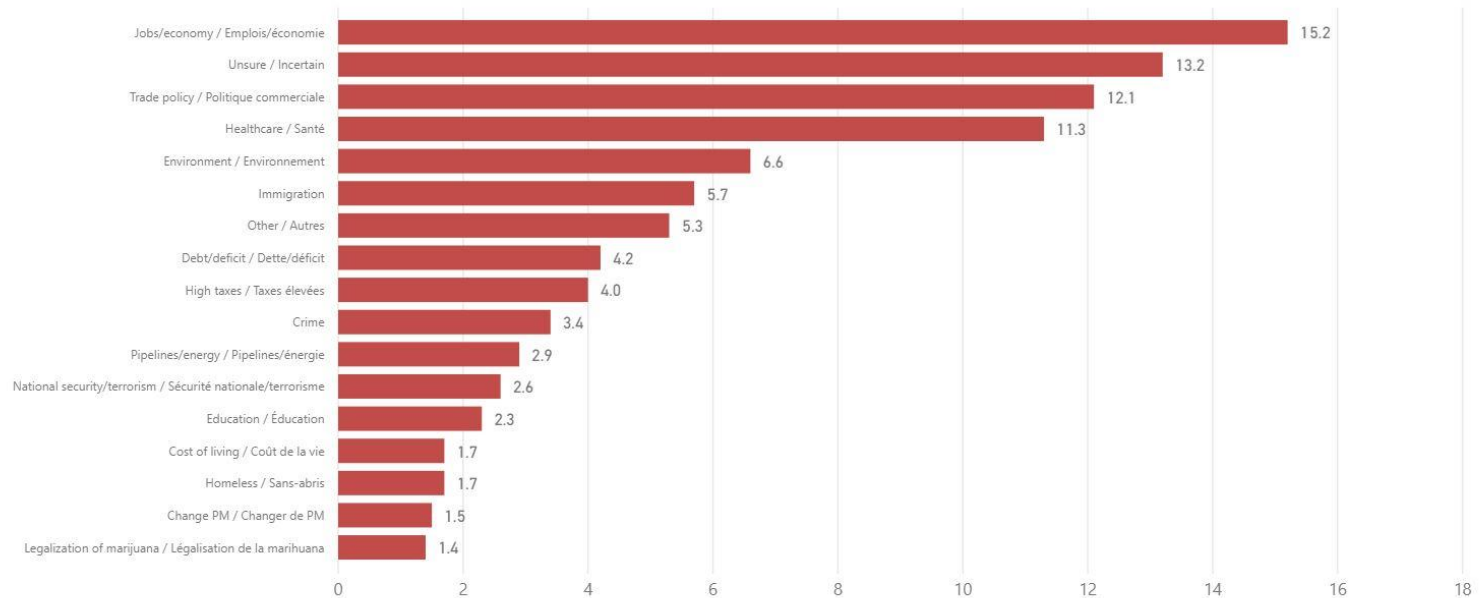




## Most Recent Weekly Issue Tracking Suivi hebdomadaire des enjeux

**Question** - What is your most important NATIONAL issue of concern?  
[Unprompted]

**Question** - Quel dossier NATIONAL revêt le plus d'importance pour vous? [Spontané]



Period ending  
Période se terminant le  
**2018-07-27**

Nik Nanos, FMRIA  
[nik@nanos.co](mailto:nik@nanos.co)  
 613 234 4666 x 237  
[@niknanos](https://twitter.com/niknanos)  
[www.nanos.co](http://www.nanos.co)  
[www.nanos.co/method](http://www.nanos.co/method)

**Click through the pages to view the top issues over time!**

## About the Nanos CANAM surveys

**The CAN-AM Tracking survey is an annual survey among Canadians and Americans that examines perceptions of Canada-US relations tracked over time.**

The Nanos-UB North American Monitor is conducted by the Nanos Research Corporation. Parallel questions on bi-national issues are tracked by means of a hybrid telephone and online random sample of Canadians in the month of May, and a random representative online sample of Americans conducted in the month of June.

A Nanos RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians as part of an omnibus survey. Participants are randomly recruited by telephone using live agents and administered a survey online. The sample includes both land- and cell-lines across Canada. The results are statistically checked and weighted using the latest Census data. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

A random representative online survey of 1,000 Americans was conducted. Results are statistically checked and weighted using the latest Census data.

Updated yearly with a new wave of data.



## NORTH AMERICAN MONITOR SUIVI NORD-AMÉRICAIN

### VIEWS OF CANADIANS

Question - Canada should follow its own interests, even if this leads to conflict with other nations. Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?

### OPINIONS DES CANADIENS

Question - Le Canada devrait poursuivre leurs intérêts, même si cela risque de donner lieu à des conflits avec d'autres nations. Êtes-vous fortement d'accord, d'accord, ni en accord ni en désaccord, en désaccord, ou fortement en désaccord?

Nik Nanos, FMRIA

[nnanos@nanos.co](mailto:nnanos@nanos.co)

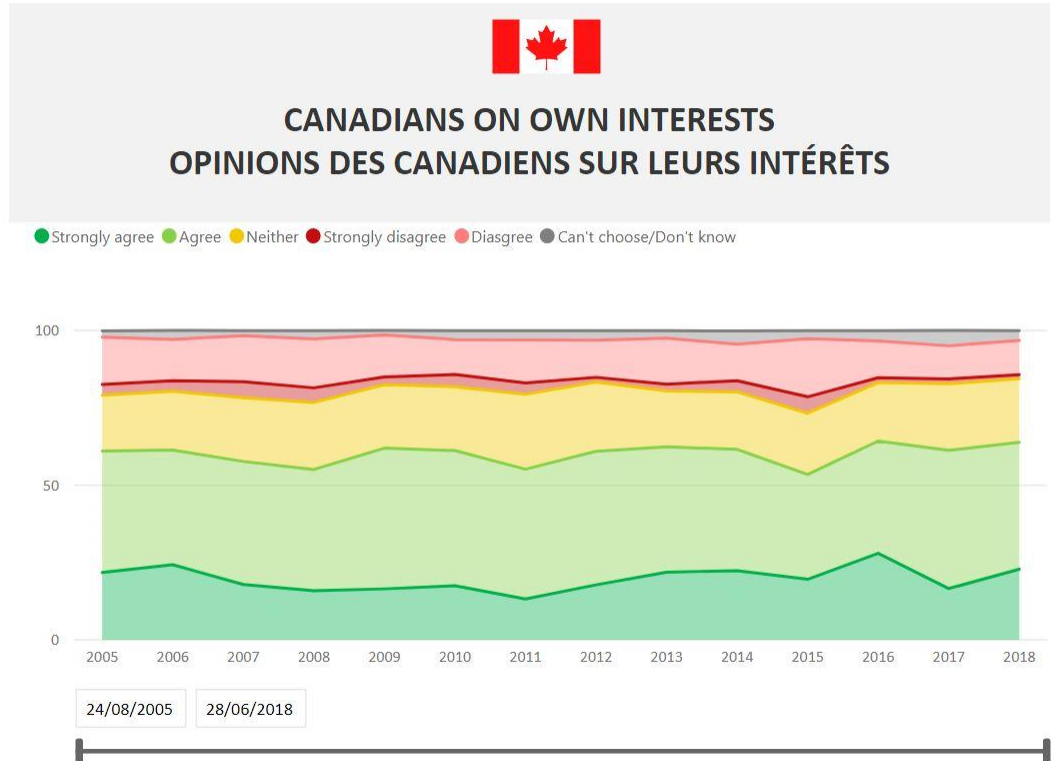
613 234 4666 x 237

Twitter: @niknanos

[www.nanos.co](http://www.nanos.co)

[www.nanos.co/method](http://www.nanos.co/method)

- > Canada <
- Region/Région - ATL
- Region/Région - BC/CB
- Region/Région - ON
- Region/Région - PR
- Region/Région - QC



Change the date range to watch the data change over time or view the data for a region!



# NANOS > CANADA-US RELATIONS TRACKING

Updated yearly with a new wave of data.



## NORTH AMERICAN MONITOR SUIVI NORD-AMÉRICAIN

### VIEWS OF AMERICANS

Question - The US should follow its own interests, even if this leads to conflict with other nations. Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?

### OPINIONS DES AMÉRICAINS

Question - Les États Unis devraient poursuivre leurs intérêts, même si cela risque de donner lieu à des conflits avec d'autres nations. Êtes-vous fortement d'accord, d'accord, ni en accord ni en désaccord, en désaccord, ou fortement en désaccord?

Nik Nanos, FMRIA

[nnanos@nanos.co](mailto:nnanos@nanos.co)

613 234 4666 x 237

Twitter: @niknanos

[www.nanos.co](http://www.nanos.co)

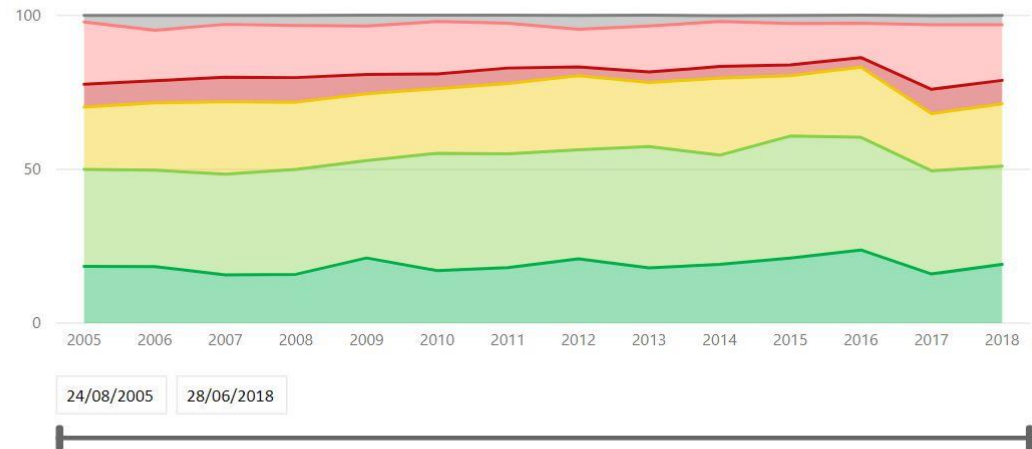
[www.nanos.co/method](http://www.nanos.co/method)

- > USA <
- Region/Région - Midwest/Mi-ouest
- Region/Région - Northeast/Nord-est
- Region/Région - South/Sud
- Region/Région - West/Ouest



## AMERICANS ON OWN INTERESTS OPINIONS DES AMÉRICAINS SUR LEURS INTÉRÊTS

● Strongly agree ● Agree ● Neither ● Strongly disagree ● Disagree ● Can't choose/Don't know



Change the date range to watch the data change over time or view the data for a region!



## About the Nanos Policy Map survey

**Track and explore the confidence and importance of a full range of public policy issues.**

Nanos Policy Map tracking is conducted by the Nanos Research Corporation. Parallel questions on Canadian national issues are tracked by means of a hybrid telephone and online random sample of Canadians in the month of July.

Nanos conducts an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians as part of an omnibus survey. Participants are randomly recruited by telephone using live agents and administered a survey online. The sample includes both land- and cell-lines across Canada. The results are statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

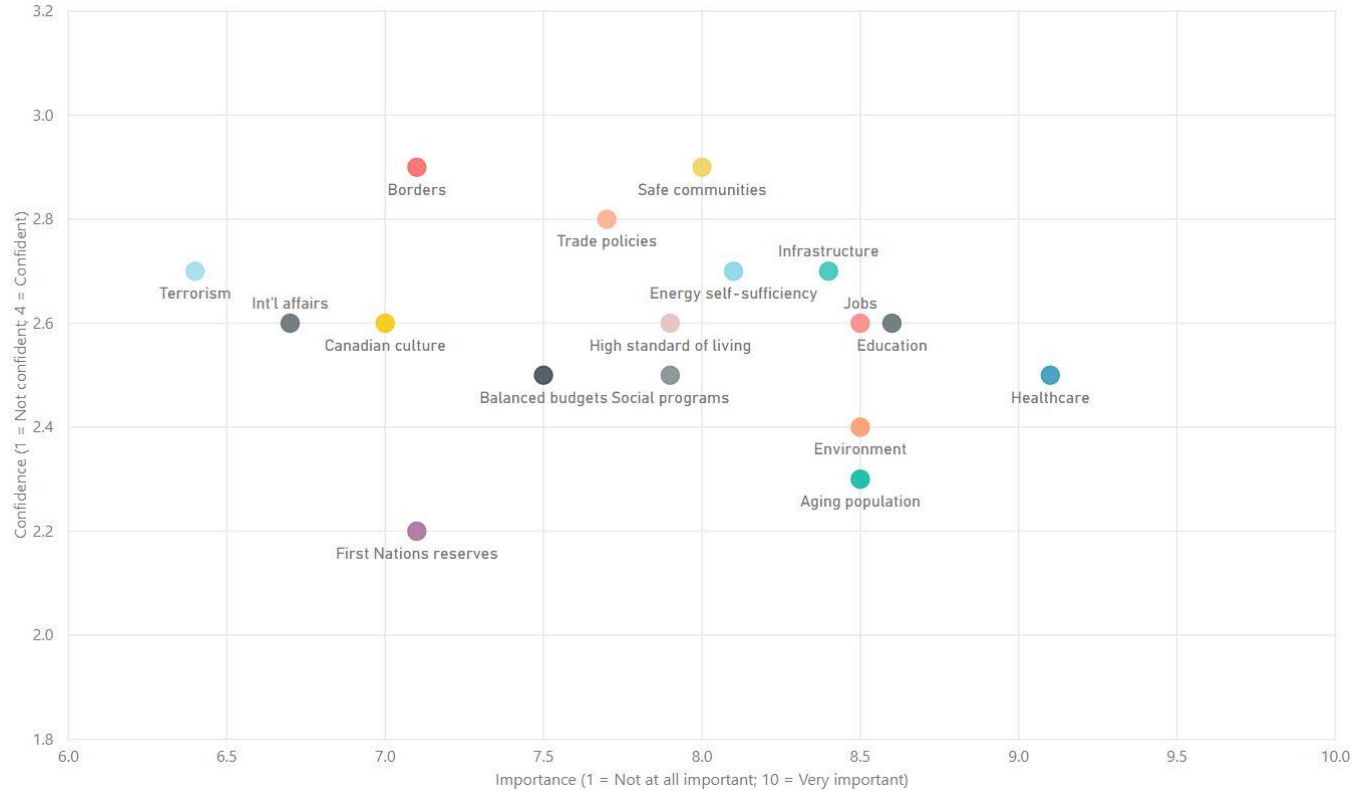
Updated yearly with a new wave of data.



## Issue importance and confidence in finding solutions

For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future [RANDOMIZE]

For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]



Nik Nanos, FMRIA  
[nnanos@nanos.co](mailto:nnanos@nanos.co)  
 613 234 4666 x 237  
[Twitter: @niknanos](https://twitter.com/niknanos)  
[www.nanos.co](http://www.nanos.co)  
[www.nanos.co/method](http://www.nanos.co/method)

- 2017 - Trudeau
- 2016 - Trudeau
- 2015 - Harper

**Change the date range to watch the data change over time or view the data by who was the Prime Minister at the time!**

## About the Mood of Canada survey

**Track and explore the confidence and importance of a full range of public policy issues.**

Mood of Canada tracking is conducted by the Nanos Research Corporation. Questions on the performance of the federal government, direction of the country, federal and provincial relations, and Canada's global reputation are tracked by means of a hybrid telephone and online random sample of Canadians at the end of every year.

Updated yearly with a new wave of data.



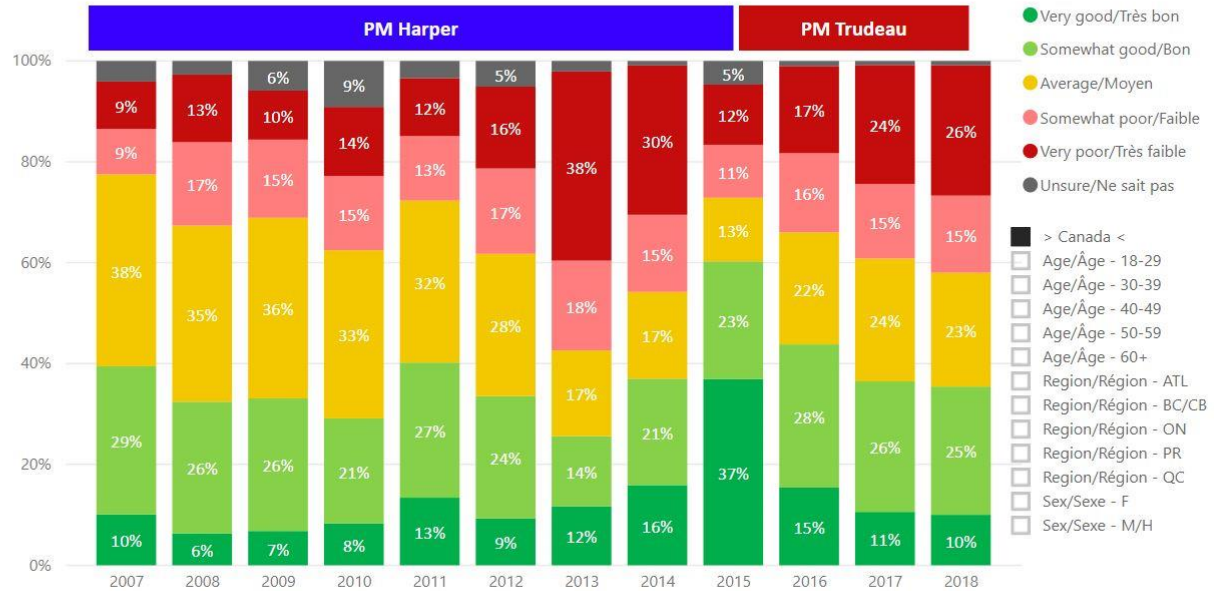
## Mood of Canada Annual Tracking Survey Suivi annuel sur l'humeur du Canada

Would you describe the performance of the current [INSERT PARTY] Government led by Prime Minister [INSERT PM] as very good, somewhat good, average, somewhat poor or very poor?

Comment qualifieriez-vous la performance du gouvernement [INSÉRER LE PARTI] dirigé par le Premier ministre [INSÉRER LE/LA PM] : très bon, bon, moyen, faible ou très faible ?

Nik Nanos, FMRIA  
[nnanos@nanos.co](mailto:nnanos@nanos.co)  
 613 234 4666 x 237  
[@niknanos](https://twitter.com/niknanos)  
[www.nanos.co](http://www.nanos.co)  
[www.nanos.co/method](http://www.nanos.co/method)

## Performance of current federal government Performance du gouvernement fédéral actuel



View the data for a specific age range, region or gender!



# **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](http://www.nanos.co)

**nanos dimap analytika**



This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) 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](http://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](http://www.nrmpublicaffairs.com)



**Ottawa 613.234.4666 x237**  
**Toronto 416.493.1965 x237**  
**Washington 202.697.9924**

**North America**  
**Toll-free**  
**1.888.737.5505 x237**

**Nik Nanos**  
**Chief Data Scientist**  
**[nik@nanos.co](mailto:nik@nanos.co)**