



NANOS

trusted insight and strategy for government

NANOS RESEARCH GROUP

Ottawa • Toronto • Montreal • Calgary • Vancouver • Halifax • Buffalo



Your Trusted Partner



Nanos Research is pleased to have been awarded a Standing Offer with the Government of Canada. As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. Since 1987, clients with diverse backgrounds and needs – including government departments, crown corporations, and national associations – have turned to Nanos as their trusted research partner.

Standing Offer Streams

1. General Stream
 - Qualitative Research
 - Quantitative Research
2. Online Field Stream

Nanos offers a full suite of services ranging from program evaluations, to policy scans, public perception evaluations, as well as leading edge and unique services, such as our eConsultation service.



The Nanos Approach

Getting Started

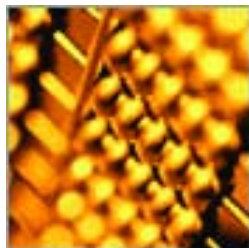
At Nanos, we believe that small steps can lead to large insights. We are regularly in the field with our national omnibus survey, tracking Canadian perceptions on a breadth of issues relevant to governments and policy makers. The Nanos company structure allows for a more personal relationship with our clients. This structure not only offers the strong presence of senior management on all projects, but also allows for a custom-tailored and highly personalized strategy for each client and project. We'll sit down with you to learn about your challenges and work on them together. The results can be used to conduct a strategic assessment of your current targets, or they can be the basis of a broader mission plan for you to achieve your market objectives.



Moving Forward

At Nanos Research, we are experts at helping companies and organizations connect with the "hearts and minds" of stakeholders and the general public.

Our advantage comes from over 20 years of experience in understanding the numbers; and building upon them to provide strategic insight and intelligence in support of our clients' public policy, research and communication needs.



The Right Solution for the Right Job

- Strategic Assessments
- Telephone Surveys
- Online Surveys
- eConsultation Polling and Online Dialogue
- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Policy and Best Practices Scans





Our Record of Success

As a leading full service market and public opinion research firm, Nanos Research has successfully completed many complex research initiatives for a variety of different clients and needs. The sample assignments listed below demonstrate the broad range of Nanos Research capabilities that clients have called upon.

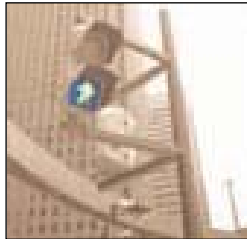


Nanos Research is regularly commissioned to conduct **public policy research** and is one of the most trusted brands in collecting, measuring and understanding public opinion.

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 federal government department retained Nanos to conduct an **elite stakeholder consultation** of leading regulators around the world as part of an initiative to evaluate the effectiveness of public education and communication.

To **support the development** of a website to showcase program initiatives nationwide, a leading government department retained Nanos Research to conduct research on currently operable websites that share “best practices” type content.



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

A federal government department retained Nanos to conduct research, provide expert advice, and **assess the reputation** of an individual in a mediation with the Government of Canada.

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



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 was retained to conduct **longitudinal surveys** in order to gain understanding into the public’s perceptions and concerns regarding key issues and challenges facing a Canadian Crown Corporation.

To complement existing research initiatives, a leading federal department retained Nanos Research to conduct an online consultation using the proprietary Nanos **eConsultation** software. The online public consultation helped generate insight into public opinions and perceptions on a key industry issue.



A Proven Team

With over 75 years combined experience, the Nanos Research Group Standing Offer Team Leaders bring unparalleled knowledge and insight to research design, methodology and analysis.



**Nik Nanos, FMRIA CMRP
Nanos Research – President**

Our team is headed by Nik Nanos, a leader in the market and public opinion research industry recognized for the quality of his work, the insightfulness of his counsel and his professional integrity. Government departments, agencies and crown corporations have often called upon Nik and Nanos Research to conduct research and provide advice.



**Dr. Richard Jenkins
Nanos Research, Associate Vice President
Jenkins Research – President**

For quantitative work, the Nanos team is complemented by its partnership with Richard Jenkins, who will work with and lead key assignments. With ten years of experience working with departments across the public service, he brings considerable expertise and trusted judgment to every assignment.



DIANE DUMAS RECHERCHE-CONSEIL

**Diane Dumas, CMRP
Researcher and Focus Group Moderator
Diane Dumas Recherche Conseil**

The Nanos Research team includes Diane Dumas, who offers extensive experience as a bilingual focus group moderator. With over 25 years experience in market research, Diane has moderated over 2,000 focus groups, and conducted hundreds of one-on-one interviews.

Contact us today for your next research or strategy project.

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