



NANOS

trusted insight and strategy for associations

NANOS RESEARCH GROUP

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



Your Trusted Partner



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 national associations and advocacy groups – have turned to Nanos as their trusted research partner.

Nanos offers a full suite of services ranging from public policy research, to membership surveys, through to strategic communications and advice.



The Nanos Approach

Getting Started

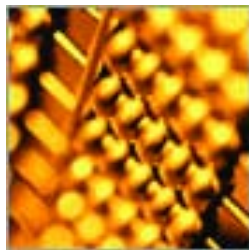
At Nanos, we believe that small steps can lead to large insights. We are regularly in the field with our national omnibus survey, tracking Canadian perceptions on a breadth of issues relevant to governments and policy makers. The Nanos company structure allows for a more personal relationship with our 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 associations 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

- Public Opinion Research
- Membership Surveys
- Strategic Assessments
- Elite in-depth stakeholder interviews
- Policy and Best Practices Scan
- eConsultation Polling and Online Dialogue



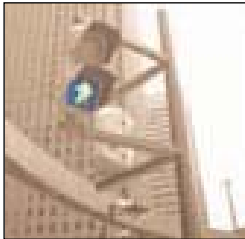


Our Record of Success

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 associations and industry groups. The sample assignments listed below demonstrate the broad range of Nanos Research capabilities that clients have called upon.



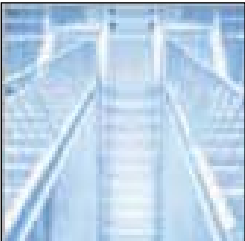
A professional association retained Nanos Research to conduct **membership surveys** in order to gauge members' impressions and satisfaction with products and services, as well as to identify opportunities to develop greater membership value.



A national association retained Nanos Research to track the public's perceptions of the industry both prior, and following, an **advertising campaign**.

A healthcare organization retained Nanos to conduct an online **consultation of professionals** as part of a broader engagement initiative.

An advocacy coalition placed Nanos on a monthly **retainer to provide strategic advice** in support of campaign activities and helping to educate the public.



Nanos Research was retained to conduct an elite consultation among federal government civil servants and key legislators on behalf of an industry association. This elite consultation provided the association with a **deeper understanding of the policy environment**, as well as stakeholders' impressions of the industry.

A national association retained Nanos to conduct **multi-national research** to gauge public opinion and assess the implications regarding the industry's economic impact.

Nanos Research has conducted surveys, focus groups and provided strategic advice to a leading industry association on key **public policy issues**.

In response to controversial media coverage, Nanos was retained to help draft media responses, **position the association** and frame a campaign.



A Trusted Source

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. Media organizations regularly call upon Nik Nanos and Nanos Research to capture the public pulse and analyze complex issues.

Nanos Research is the official pollster for CTV News and the Globe and Mail, Canada's national newspaper.



The Nanos Research Group

Our group of companies is a national team of like-minded research professionals and organizations bound by a common commitment to quality research, quality service and superior research outcomes.



www.jenkinsresearch.ca



www.thinkwellresearch.ca



www.justasonmi.com



www.zincresearch.com

Contact us today for your next research or strategy project.

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