



NANOS

YOUR RESEARCH PARTNER

Delivering world-class solutions since 1987, we are the leader in high velocity data insights and visualization.

Market | Consumer | Reputation | Policy | Insight

35+

Years in
operation

3,750+

Studies
completed

8

Countries where
we've done research

1

Owner > The
Nanos family

100%

Commitment
to quality

We offer a full suite of services ranging from bespoke market research engagements through to strategic assessments, advertising and message testing, customer satisfaction, employee research and public policy tracking.



Quantitative Research

We are fully vertically integrated with our own call centre and online capabilities for the highest quality outcomes.



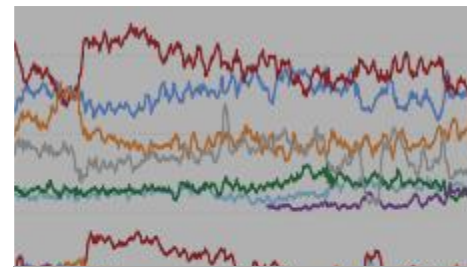
Qualitative Research

Refine your strategies with focus groups or gain deeper insights through detailed stakeholder interviews.



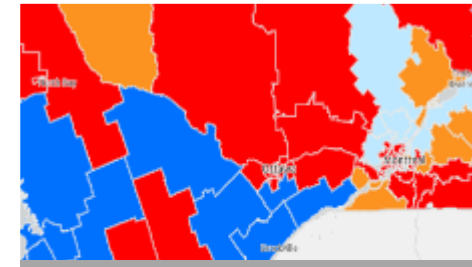
Strategy

Hire the experts from Nanos and our sister company Ethic Strategies to provide communications strategies.



Data Portals

Subscribe to our data portals for unlimited access to live data on the latest economic, political and policy trends in opinion.



**Visualize your data
through maps**

Use the Nanos team to visualize your data on a map using ARC GIS.



Bloomberg

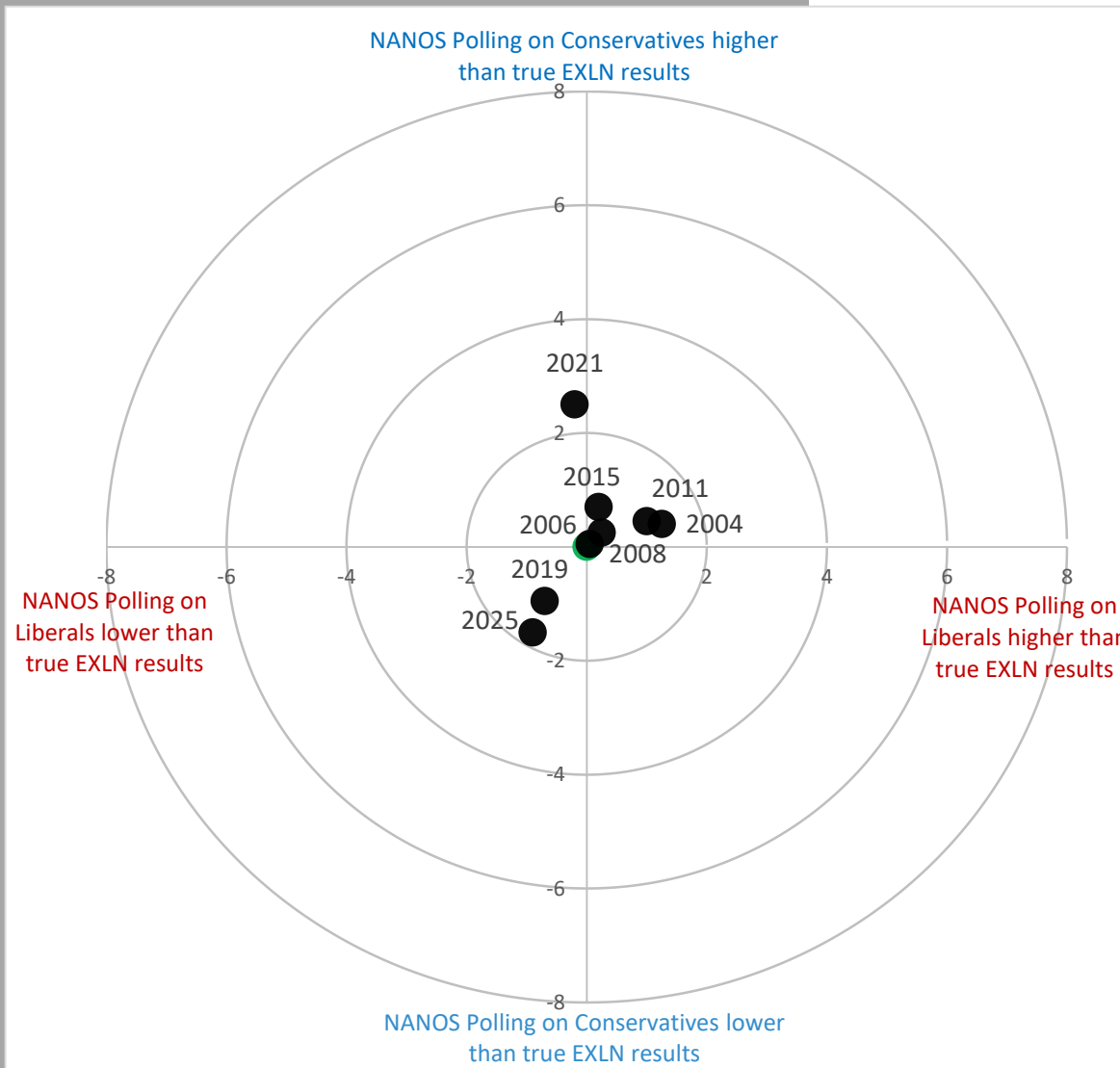


As one of North America's premier market and public opinion research firms with a global reach, Nanos Research has been the trusted partner for executives since 1987. We empower decision-makers with strategic intelligence, enabling them to chart new corporate expansions, engage the public effectively, and navigate complex public policy issues with confidence.

Take a moment to learn about our outstanding track record.

NANOS FEDERAL ELECTION TRACK⁺

RECORD SINCE 2004



This graph shows Nanos polling data for the two major parties compared to the actual Federal Election results. The green dot represents the election result. Black dots represent actual Nanos survey in each election. The closer a black dot is to the center (green dot), the closer the poll results are to the official election results.



An expert industry leader
on your team +

Nik Nanos leads Nanos Research, a Canadian-based research organization that delivers insight to clients around the world.

He is the Chief Data Scientist and Founder of Nanos Research, the Chancellor of Carleton University in Canada and a research adjunct professor at the Norman Paterson School of International Affairs.

Nik leads the team behind the weekly Bloomberg Nanos Canadian Confidence Index which is streamed to Bloomberg terminals globally every Monday morning. He is featured in a weekly segment on CTV's News Channel, Nanos on the Numbers, which focuses on the latest political, business, and social trends. He is the pollster of record for CTV News, Canada's largest private broadcaster, the Globe & Mail, Canada's national newspaper, Bloomberg News in Canada and a member of the Order of Canada and an Honorary Captain in the Royal Canadian Navy.

SECURITY

It is impossible for bots to infiltrate the panel because panelists are validated by our live agents.

INTEGRITY

People have been randomly selected – no one can volunteer to join the panel or take a survey.

QUALITY

The panel reflects the general Canadian population. Those who volunteer to take surveys often may not reflect the average person.

CONTROL

The Nanos Insights Lab panel is built for Nanos clients – we do not share it with any other research organization, so we know what surveys they are doing.

CONFIDENCE

Because we recruit through RDD, you can associate a margin of error to the data.

SCALABILITY

For larger scale projects we can utilize the 48,000 panelists in the Nanos Insights Lab and can top up with an additional RDD recruit using our call centre for special population oversamples.



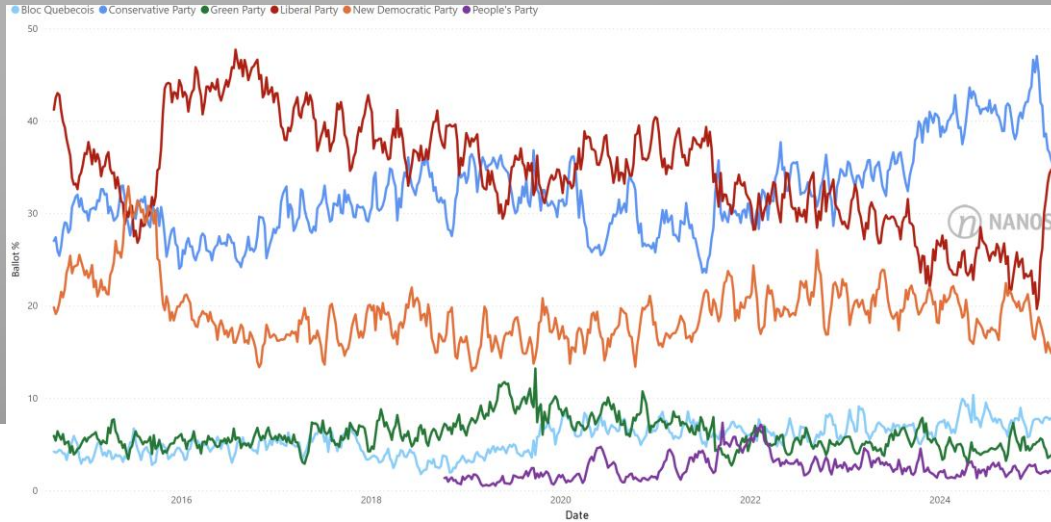
Imagine having access to an online research panel of real, validated Canadians, meticulously recruited and verified by our live agents. At Nanos Research, we guarantee 100% genuine human participants in our panel, the Nanos Insights Lab, ensuring the highest data integrity and confidence for your research.

The Nanos Insights Lab is representative of the true Canadian population, providing you with insights that are both accurate and actionable. Whether your project is big or small, we have the scalability to meet your needs, including special population oversample recruiting through our own call center.

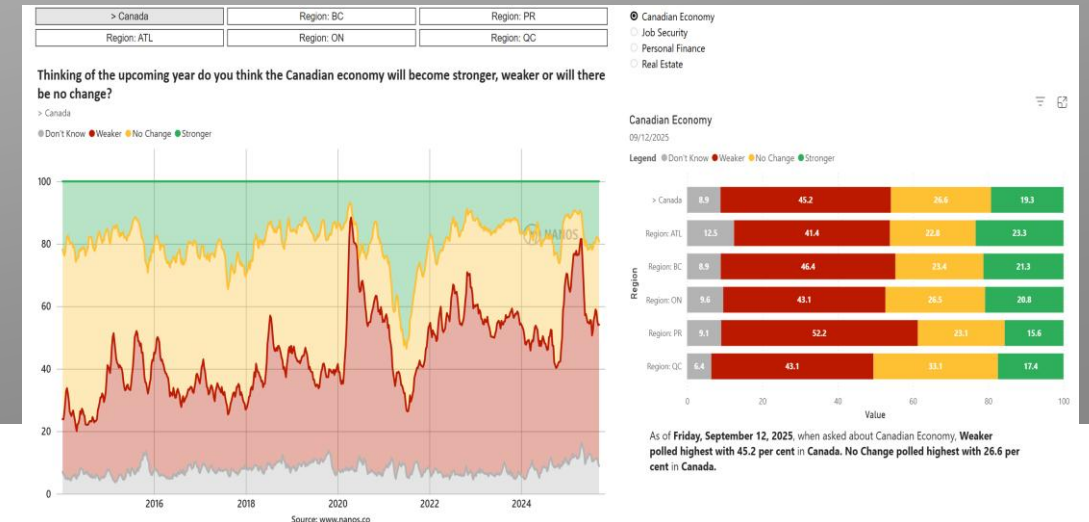
Exclusivity is key. The Nanos Insights Lab is dedicated solely to Nanos clients, giving you unparalleled control and assurance that your surveys are unique and uncompromised.

Don't settle for less. Elevate your research with the Nanos Insights Lab and experience the difference that quality, integrity, and confidence can make.

Contact us today at ea@nanosresearch.com.



**Nanos Federal Political
Tracking Portal**



**Nanos Economic, Issue & Sentiment
Tracking (EIS) Portal**

Nanos Data Portals



Explore over 6000 policy and sentiment trendlines.

As a subscriber, you can customize charts with the Nanos subscriber data portal.

The enhanced functionality of this data portal includes:

- pre-set charts for easy navigation by age, region and demographics;
- the ability to create customized charts that integrate economic, social and public policy sentiment on various items including the Bloomberg-Nanos Canadian Consumer Confidence Index, Canadians' top issues of concern, importance of various policy issues and views on Canada-US relations;
- an intuitive sliding date filter for the chart;
- a search function that lets you browse the more than 6000 available trendlines; and,
- a news feed for our latest Nanos survey insights.

Several use cases for our Data Portals



For business leaders

Have the pulse of consumer sentiment on a weekly basis through the Bloomberg Nanos Canadian Confidence Index.

Help navigate the changing mood of public opinion by understand the most important issues for Canadians.

Monitor the political environment to help understand the changing political mood.



For public servants, policymakers and government officials

Support a policy brief or your delivery of a presentation using the Nanos Data Portals, which track public policy sentiment and perceptions of institutions.

Drill down into the views of Canadians and Americans on the binational relationship.

Discover issues of importance for Canadians and their confidence in Canada's ability as a nation to find solutions to address these important issues.



For advocacy groups and nonprofits

Improve efficacy of advocacy and outreach campaigns by leveraging a trusted source of historical data on a wide array of issues of importance.

Increase the impact of your advocacy by using Nanos data to help inform your strategy and persuade decision-makers.

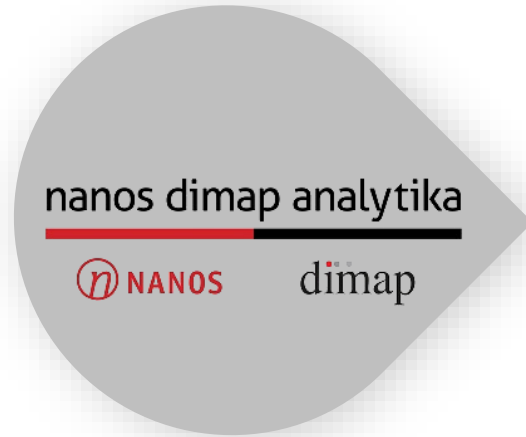
[Click here to subscribe to your preferred Data Portal and gain access to thousands of trendlines.](#)

About the Nanos Group⁺



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



This Canadian German joint venture offers demographic, sentiment microtargeting; consumer sentiment identification, decision conversion; data analytics and profiling for persuasion.

www.nanosdimap.com



Created by the founding partners of PAA Advisory and the Nanos Research, Ethic provides bespoke strategic counsel and advice to organizations facing serious issues. www.ethicstrategies.com



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