



## COMPANY OVERVIEW

The polls show you the surface. We show you the depths.

Every major shift in public sentiment starts as an undercurrent—invisible to traditional polling but detectable to those who know where to look. Our clients in government don't just get research; they get a seasoned strategist's read on the forces beneath the noise.

Small enough to dive deep. Experienced enough to know what matters.

## CORE CAPABILITIES

### Data Driven Advisory Services

Strategic intelligence & advisory, research modernization, independent verification & validation

### Quantitative Research

Public opinion polls, measurement & impact analysis, campaign assessment, outcome measurement

### Qualitative Research

Focus groups, in-depth interviews, narrative journals

### Data Science & Analytics

Research design, predictive modeling, statistical analysis

## PERSONAL PAST PERFORMANCE

### Federal Highway Administration

Next Gen Household Travel Survey

### Bureau of Labor Statistics

Consumer Expenditure Online Diary Test

### Federal Reserve Board

Survey of Household Economic Decisionmaking

### Truth Initiative

Truth Longitudinal Cohort

### Global Methane Hub

Global Methane Poll

## KEY DIFFERENTIATORS

**Senior Level Engagement:** Senior-level thinking, not junior-level delivery. Every client works directly with executive leadership throughout their project.

**Depth of Expertise:** Two decades navigating complex policy and program research. We've seen every challenge, solved every puzzle, and know which approaches actually work in government.

**Breadth of expertise:** Government-wide experience across all cabinet agencies. We understand the unique research challenges of defense contractors, health agencies, education departments, and beyond.

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## COMPANY INFORMATION

**Legal Name:** Deep Current Insights LLC

**DBA:** DCI

**Incorporated:** May 2025

**State:** Virginia

**CAGE Code:** 13UM8

**UEI:** Q8BMWDLLQWQ9

*Accepts P-cards*

## CERTIFICATIONS

✓ **SAM.gov Registered**

✓ **Small Disadvantaged Business**

✗ **DBE Certification (DC) - Pending**

✗ **DBE Certification (VA) - Pending**

✗ **MWCOG DBE - Pending**

## PRIMARY NAICS CODES

**541910** – Marketing Research and Public Opinion Polling

**541720** – Research and Development in Social Sciences

**541611** – Administrative Management Consulting

**541613** – Marketing Consulting Services

**541618** – Other Management Consulting

**541990** – All Other Professional, Scientific, and Technical Services

## CONTACT INFORMATION

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