

**THE ONLY MARKET RESEARCH AND STRATEGY FIRM  
EQUIPPED TO HELP ORGANIZATIONS AND BUSINESSES  
RESPOND TO THE UNPRECEDENTED THREATS OF  
GENERATIONAL CHANGE AND TECHNOLOGICAL DISRUPTION.**

**CUSTOM MARKET RESEARCH FORMS THE FOUNDATION OF  
OUR WORK, HERE'S HOW THE PROCESS WOULD  
TYPICALLY UNFOLD:**



**STEP 1:  
NEEDS ANALYSIS**

We are committed to understanding what we need to know to solve your problem or achieve your goals.

**STEP 2:  
RESEARCH DESIGN**

With more than 50 years of combined experience and countless tools at our disposal, we can propose a wide range of research methodologies to tap into the insights you need.

**STEP 3:  
EFFICIENT EXECUTION**

If you come to us today with a crisis, we can launch an online survey tomorrow, because we take ownership of all aspects of the research process, from ideation to execution to actionable insights.

**STEP 4:  
STRATEGIC ANALYSIS  
& ACTIONABLE INSIGHTS**

We'll share our findings in a compelling written and visual narrative that will help you derive meaning from the data and take action.

## **WHAT WE DO REALLY WELL:**

### **We know millennials, let us introduce you.**

We are the only market research firm that publishes a biannual, syndicated study of Millennials in Canada. With 2,000 Canadian Millennials surveyed twice a year, we ask them for their thoughts on current affairs, their perceptions on brands, governments, ideas, and lots more. We compile our findings into the Canadian Millennials Report which is available for purchase in its entirety or in targeted segments from economic outlook to the millennial mind.

### **We take control**

We refuse to compromise our standards for cost savings. We control every phase of the research process, from design to analysis to strategy - there's no outsourcing. This ensures the highest quality in everything that we do. As a client, you'll have direct access to the senior consultant working on your file.

### **We are responsive**

We can draft a questionnaire, deploy, and get responses from 1,500+ Canadians in less than two days.

# WHAT WE OFFER:

## MARKET RESEARCH

understand the changing market preferences, attitudes, and behaviour in your sector.

## STRATEGIC ADVICE

top-flight guidance on how to shape your strategic direction based on our deep understanding of your organization and your issues.

## GOAL-SETTING

As data experts and strategic consultants, we can work with your organization to set goals, objectives, and KPIs that make your progress measurable – an ideal approach for anyone looking to make a case for support to a board of directors or funding body.

## GENERATIONAL CHANGE ADVISORS

As the Canadian millennials experts we can work with your organization to better understand how to attract and retain millennial talent, manage the intergenerational workplace and plan for the future.

## EMPLOYEE/MEMBER/AUDIENCE ENGAGEMENT STUDIES

We have worked with corporate, union, and association clients to glean invaluable insights to bring the member, audience, or employee voice into the decision-making process.

## DATA ANALYTICS

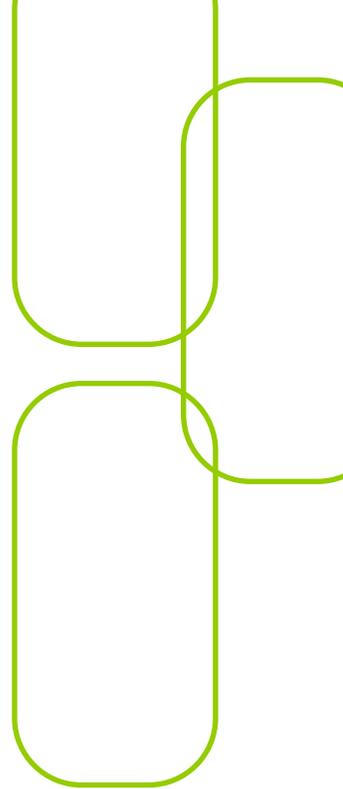
We offer advanced data analytics, segmentation, modelling, and research design. We take an existing data set, quantitative or qualitative, structure, organize, and model it with experience, speed, and curiosity.

## SPEAKING

Abacus Data CEO, David Coletto, is one of Canada's foremost experts on millennials and delivers engaging presentations on the subject to national and international audiences. He is an ideal catalyst for a conversation about generational change at your next AGM, board meeting, or conference.

## NATIONAL OMNIBUS

Pose a question to Canada. We run a monthly, national omnibus survey where we take Canada's pulse on a wide range of issues. This is a great option for clients with a limited scope or restrained budget. For \$1000, you can purchase a question on the national omnibus which includes design support, demographic and regional variables, and a PowerPoint deck with analysis.



## CONTACT US:

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