



**abacus**  
 **data**

**Custom  
Market  
Research**

Through qualitative and quantitative research methods, we help organizations and businesses navigate some of their biggest challenges, deepen relationships with customers and stakeholders, and better understand the road ahead with data-driven insights from our insatiably curious team of researchers.

Custom market research is at the heart of what we do. All our work is tailor-made to fit your unique needs through a four-step process:



**STEP 1: NEEDS ANALYSIS**

We work together to develop a deep understanding of your organization, your goals, and your desired outcomes.



**STEP 2: RESEARCH DESIGN**

With more than 50 years of combined experience and countless tools at our disposal, we will propose a bespoke set of research methodologies that will tap into the insights you need.



**STEP 3: EFFICIENT EXECUTION**

Because everything we do is done in-house, we're able to provide actionable insights faster than other leading firms. We move from ideation to execution quickly to get you the answers you need.



**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 keep a pulse on what's happening**

Our front row view of the theatre of public opinion gives us a unique perspective on the latest thoughts and behaviours of Canadians. From our vantage point we are always uncovering interesting stories about the evolving world and how to navigate generational and technological change.



## **You're our top priority**

Everything we do at Abacus Data is rooted in exceptional client service. We refuse to cut corners or outsource when it comes to working with our clients; everything we produce is authentically ours. Your senior consultant will be with you every step of the way to ensure your experience exceeds your expectations.



## **We are dynamic**

We can conduct both quantitative and qualitative research studies or employ mixed methods such as focus groups, surveys, online research communities, in-depth interviews, and more to give you clarity and confidence in your decision-making. Whether you're looking to conduct a member survey, complete message and concept testing, gather public opinion to support your advocacy work, or engage with key stakeholders, we have a research solution to suit your needs.

# What we offer:



## Omnibus Polling

A cost-effective weekly survey solution for fielding 10 or fewer questions complemented by our standard array of demographic variables.



## Association & Union Membership Studies

A bespoke survey solution where Abacus develops survey infrastructure to take a static or ongoing pulse of your membership priorities, reactions & needs.



## Campaign Measurement and Audience Profiling

Profile your audience and test your key messages and creative assets to assess campaign effectiveness, track progress, and refine your targeting strategy.



## Qualitative Research

In-depth conversations with your mission critical audience moderated through online research communities or focus groups to unpack emotional drivers and affect.



## Public Policy, Public Sector and Advocacy Polling

Through a custom survey, we can help you gauge public opinion on your policy or advocacy objectives and furnish you with a compelling data-driven narrative to advance your goals. This approach has informed decision-making for various levels of government, national associations, non-profits, and advocacy groups.



## Content Creation & Research Amplification Services

Take your research findings and convert them into an authoritative think piece or suite of social shareables to be amplified through Abacus Data's ecosystem of closely tracked media properties (website, newsletter, social handles).



## Stakeholder Audits

Turnkey recruiting, outreach, interview, and reporting services to capture qualitative insights from your most important business or regulatory/legislative audience through in-depth interviews.



## Usage and Attitudes Studies

Understand what your customers, clients, and users think about your brand and how that impacts their behaviour. We work with some of Canada's leading corporate brands to design and execute best-in-class market and consumer insight studies.



## Executive Polling Briefings

Our senior team regularly briefs senior executives on the state of public opinion to help guide decisions. Arrangements can be made on an ad hoc or retainer basis with weekly, bi-weekly, or monthly public opinion briefings. Watch an example briefing delivered by Abacus Chief Executive David Coletto



# abacus data

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