

Know
the
times.

mccrindle

**We create a clearer
picture of the
trends that inform
strategic thinking.**

We discover the insights,
tell the story, and guide
the journey.



Who we are.

We're specialists in human behaviour.

In studying market and social trends, we observe a broad range of human actions and interactions.

Organisations come to us to gain greater knowledge and insights into what we call the '3Ps' –

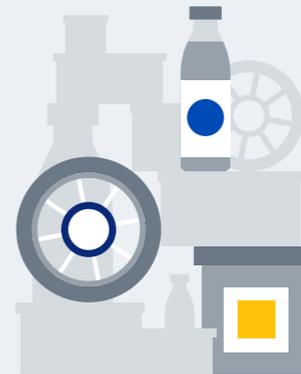
People, Products, and Places.



People

People are at the core of everything we do. All our methodologies are designed to understand, explore and predict human behaviour in different contexts.

- Social trends
- Demographic forecasts
- Consumer insights
- Public communications



Products

Brands and products, like all living entities, need to be nurtured to thrive. Product, consumer and brand research is critical for sustaining growth and ensuring longevity.

- Product development
- Market testing
- Brand tracking



Places

Understanding the relationship between people and place is key to predictive analysis.

- Geographic mapping
- Demographic mapping
- Future forecasting



All our services are designed to make the unknown known.

We utilise the right suite of skills and processes that are needed to find the right answers.

At McCrindle we have four categories of service: **Collect, Analyse, Visualise, Advise.**

We get data, but we also *get* data.



Collect

+



Analyse

Collect

There are many ways of collecting data. Our holistic research approach combines traditional and innovative methodologies to ensure our findings are actionable and will have strategic impact.

- **Consumer studies**
- **Brand and product testing**
- **PR research**
- **Quantitative research**
from multi-country, multi-stage surveys to local, single question polls we reveal the story the numbers tell us about customers, staff, and communities.
- **Qualitative research**
more than just numbers, our team interprets the full nuances of people's attitudes and behaviours through focus groups, in-depth interviews, and expert panels.

Analyse

Over the years we've developed a range of data analysis tools. But our real strength lies in the team that employs them. Our team uses skill and know-how to find the story in the data and bring insight from information.

- **Population trends**
- **Segmentation analysis**
communities are becoming more diverse, and consumer groups more fragmented. We study the emerging subgroups to define and segment attitudes and behaviours across generations and cultures.
- **Data analysis**
a picture tells a thousand words, and numbers can too. We identify the patterns, correlations and trends to see the story that your numbers are telling.

In a world of 'big data',
we're for *visual* data.



Visualise

+



Advise

We specialise in future- proofing organisations.

Visualise

Our design team are passionate about bringing our findings to life through illustration and animation. We create reports and presentations that are immersive, stimulating, and memorable.

- Infographics
- Animated videos
- Index development

Advise

As the pace of change accelerates, we help leaders and organisations understand the trends that are impacting their business. We help them develop strategies to ensure that they remain relevant and competitive.

- Strategic planning
- Executive workshops
- Public speaking
- Thought leadership

Future-proofing & strategy for executives.

Our workshops and briefings are designed to equip our clients to manage change.

In a world of technological disruption and global megatrends, we help leaders understand the forces that shape their operating environment so they can future-proof their products and services.



Demographic



Economic



Social



Technological



Environmental



Legislative

DESTEL Strategy Workshop

The DESTEL™ environmental scan was developed in-house to provide an environmental scan across six categories to detect early signs of opportunities and threats that could most impact an organisation's current and future strategic plans.

Who is it for?

- Senior leadership teams & directors
- Marketing & communications teams
- Not-for-profit organisations
- Government entities
- Education bodies

Through this rigorous approach, an organisation undertaking a DESTEL™ environmental scan is able to leverage the combined insights of their executive and senior teams and develop robust and future-focused strategies in response to key emerging trends.

Sydney Water

Sydney Water's leadership team undertook a significant environmental scan process to align their strategic initiatives with the trends shaping the external environment. Through this rigorous approach, their executive and senior teams were able to develop solid, robust, and future-focused strategies in response to key emerging trends.

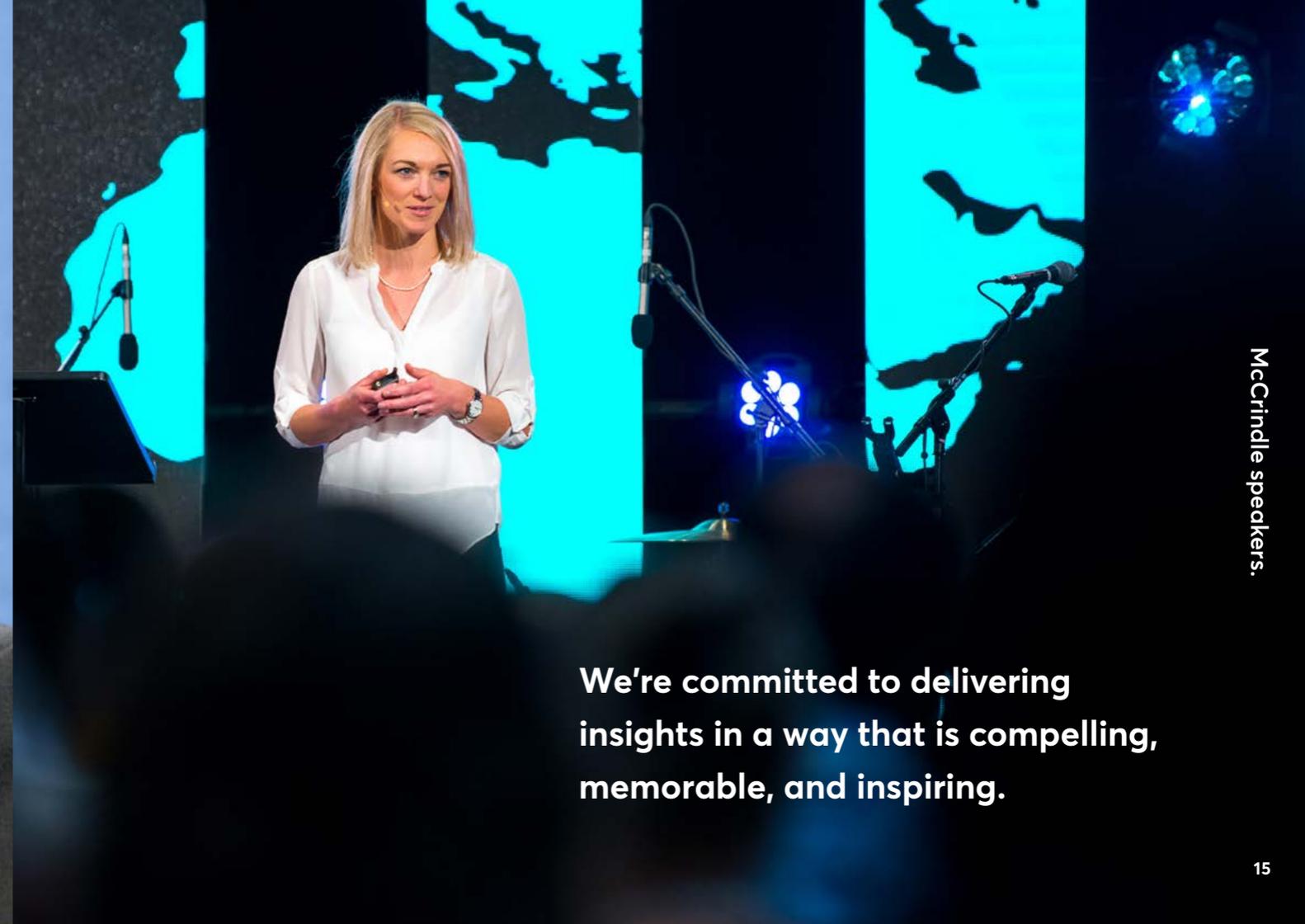
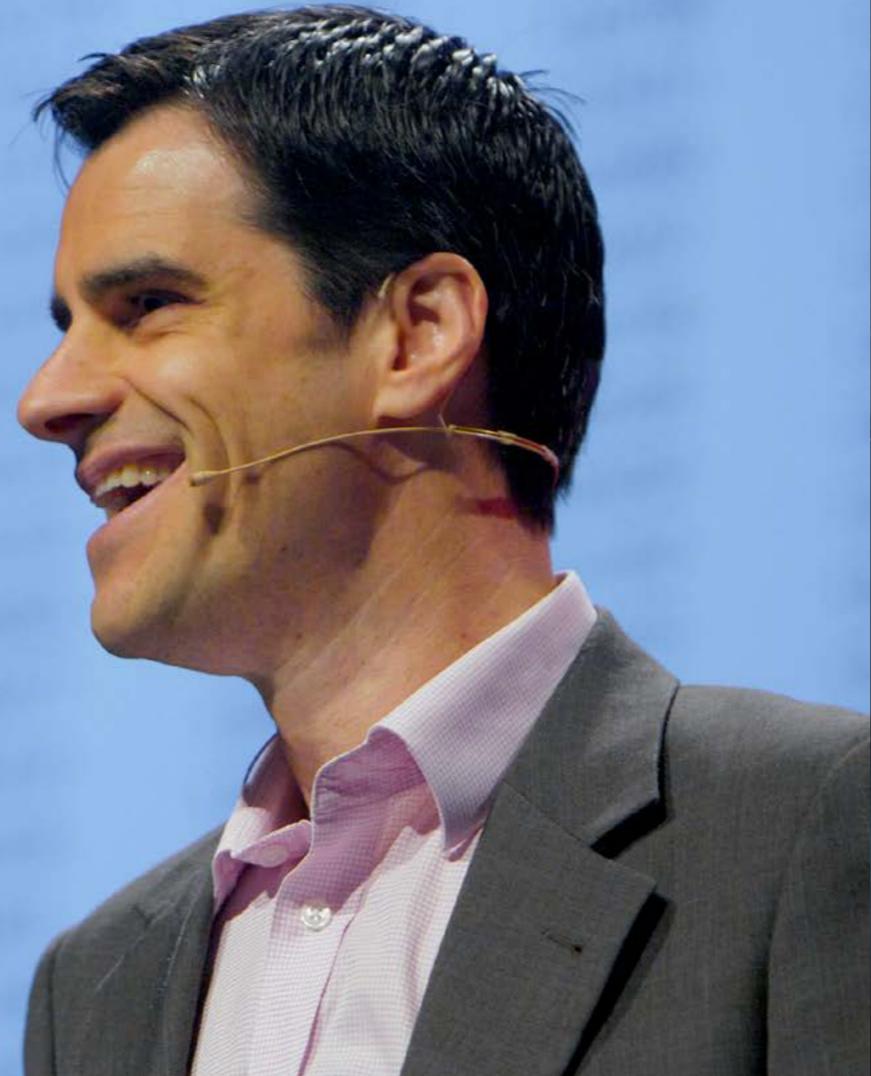
Sydney Metro

Using the DESTEL™ framework, McCrindle assisted Sydney Metro's executive team to form a strategic response to the technological trends, demographic shifts, social change, and economic realities impacting on the future of transport in NSW.

"The results helped us to clearly identify the most important landscapes and enabled the Sydney Water executive to focus further on the important few that will drive future strategy." — Sydney Water

We don't just deliver
the numbers.

We're storytellers.



We're committed to delivering
insights in a way that is compelling,
memorable, and inspiring.

McCrindle speakers.

Our presenters deliver keynote addresses at national conferences and specialise in the delivery of executive level briefings, strategic retreats, senior team planning days, and in-house training sessions to equip teams with the latest strategies to succeed.

Changing times; emerging trends

An analysis of our fast moving times and a snapshot of the key trends redefining our society.

The ever-changing customer

An overview of today's macro segments and the emerging micro segments and how businesses can analyse and track new consumer cohorts.

A demographic snapshot of Australia: now and towards 2030

Drawing on the latest demographic data, we give a snapshot of the changes, the trends, the challenges and the opportunities for your brand, organisation and sector.

The millennial workforce

How to create an engaging culture for a multigenerational workforce.

Understanding and engaging with Generation Z

This session will equip teachers, trainers and employers with the knowledge and skills to engage this post-literate, multimodal and tech-savvy generation.

Communication skills for the 21st Century

This session will teach and model effective communication based on an understanding of the influence patterns of today's audiences and strategies to best connect.

As Australia's leading social researchers, McCrindle are actively involved in media commentary.

We assist our clients in identifying newsworthy media angles to their research to enable them to communicate the insights effectively with the broader public.



The Shopper's Pick: Understanding Australia's New Village Green.

Woolworths

Woolworths commissioned McCrindle to conduct robust consumer research through a national survey of 2,000 grocery buyers, analysis of market data, and trend mapping of ABS data.

The visualised report and infographic outputs delivered the insightful, easy-to-consume third edition of the Trolley Trends Series generating significant media cut-through.

Developed thought leadership to support a national advertising campaign.

SERVICES

- ✔ Population trends
- ✔ Data analysis
- ✔ Quantitative research

OUTCOMES

- ✔ Social trends
- ✔ Demographic forecasts
- ✔ Public communication



Understanding older migrant communities.

Anglicare

Anglicare engaged us to understand Sydney's older Chinese, Vietnamese, Filipino, and Maltese communities to better meet the aged care needs of these migrant groups.

We conducted almost 40 in-depth interviews and ten focus groups in English, Cantonese, Mandarin, and Vietnamese.

The results provided Anglicare with a comprehensive overview of the differences in aged care preferences within each migrant community, informing the development of specific retirement living and residential aged care facilities.

An industry-first, Anglicare have been able to share these insights at sector-wide aged care conferences on multiple occasions.

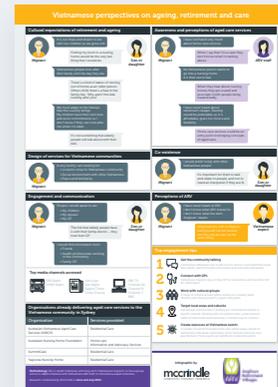
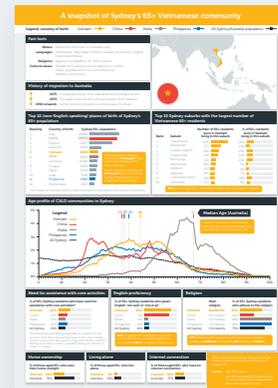
SERVICES

- ✔ Brand and product testing
- ✔ Qualitative research
- ✔ Infographics
- ✔ Thought leadership

OUTCOMES

- ✔ Consumer insights
- ✔ Product development
- ✔ Market testing

"Genuinely a partnership to get the best results. The abilities of the McCrindle team to enhance outcomes through inclusion of relevant demographic data, as well as the smartly designed infographics yields a more 'complete' set of insights than any other research company we have used over the last three years."



Projecting future student enrolment numbers.

Association of Independent Schools NSW

We projected New South Wales' Independent School student population by 2031 using data supplied by the NSW Department of Planning, ABS, and AISNSW. We also projected future market share of the independent, Catholic, and Government sectors.

The insights were presented at an industry briefing for the independent school sector and led to initiative by AISNSW that engages independent schools to respond more intentionally to these growing school numbers.

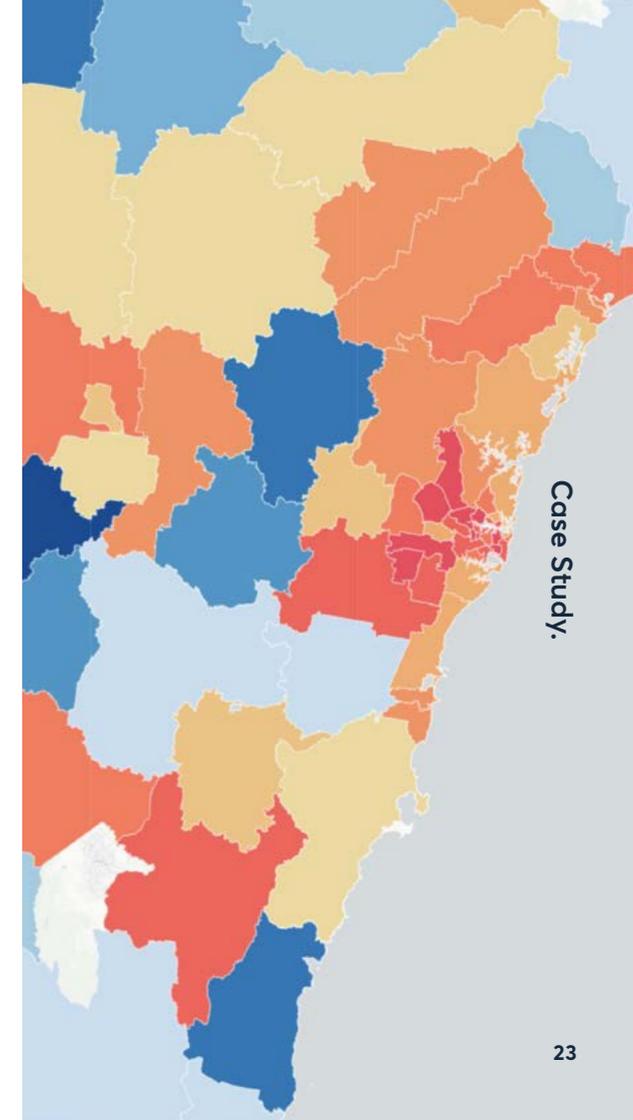
SERVICES

- ✔ Population trends
- ✔ Data analysis
- ✔ Public speaking
- ✔ Thought leadership

OUTCOMES

- ✔ Demographic modelling
- ✔ Public communication
- ✔ Future forecasting

"The research assisted us to plan for growth. The data has also been used to shape dialogue with the NSW Government regarding the need for additional capital funding required for educational infrastructure in the future."





Shedding light on a national crisis.

Foodbank

We surveyed Australians experiencing food insecurity, and then used the data to provide copywriting and visual design for the Foodbank Hunger Report as well as infographic output.

The report has assisted Foodbank in raising awareness of food insecurity, with the insights used to stimulate public conversations and lobby decision-makers on issues relating to food and household insecurity.

SERVICES

- ✔ Qualitative research
- ✔ Consumer studies
- ✔ Thought leadership

OUTCOMES

- ✔ Social trends
- ✔ Public communication

“The report underpins advocacy and education with all our stakeholders, from government and food industry to the general public.”





Case Study

Dare to Dream Campaign.

FPA

McCordle worked with the Financial Planning Association of Australia (FPA) to develop an industry-first thought leadership piece on Australia's financial hopes and fears.

The campaign assets – a visualised report, digital infographic, and shareable web quiz – were supported by commentary from the McCordle team and assisted in generating national news headlines.

The media outputs delivered by McCordle were used in the Dare to Dream campaign which won the CommsCon Award for the best use of research/insights.

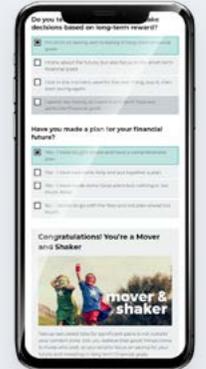
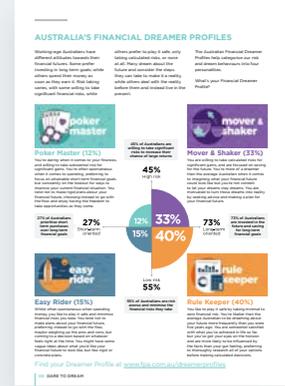
SERVICES

- ✔ Consumer studies
- ✔ Segmentation analysis

OUTCOMES

- ✔ Social trends
- ✔ Consumer insights
- ✔ Public communication

“The research was a key element behind the success of our campaign. The insights generated were thought-provoking and relatable, and helped us secure some positive and wide-reaching TV, print, online and radio coverage in top-tier media.”



Case Study

Measuring the liveability of Sydney's suburbs.

Urban Taskforce Australia

Urban Taskforce Australia wanted to understand more about which parts of Sydney have become most urban and what the ingredients are that make a suburb a great place to live.

We created the Urban Living Index as an ongoing measure of the liveability of Sydney suburbs. The index considers affordability, community, employability, amenity and accessibility to determine an overall liveable rating out of 100.

The data has been used by developers as well as local governments and urban planning agencies.

Demographic and geomapping data is hosted on urbanlivingindex.com and assisted Urban Taskforce in generating significant brand positioning as market leaders in urban development.

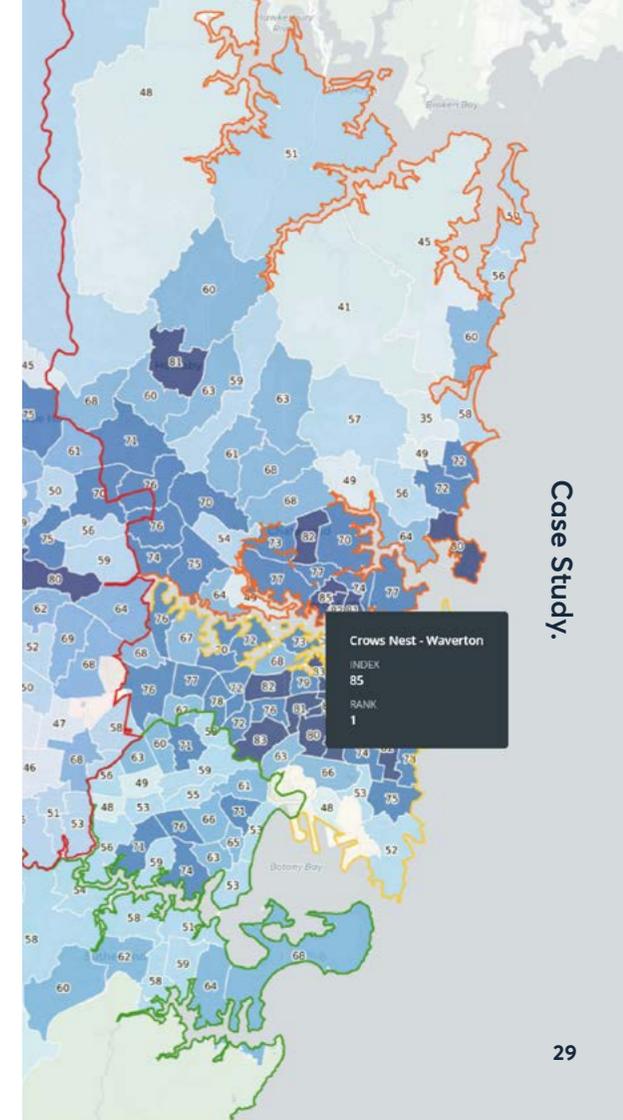
SERVICES

- ✓ Population trends
- ✓ Data analysis
- ✓ Index development
- ✓ Thought leadership

OUTCOMES

- ✓ Public communication
- ✓ Geographic mapping
- ✓ Demographic modelling

"The Urban Living Index has been a key tool for us engaging stakeholders. The insights have generated ongoing discussion in the industry. The McCrindle team are knowledgeable, insightful, and quick to turn ideas into strategic deliverables."



Fresh research for a fast-growing brand.

HelloFresh

McCrindle was engaged to help HelloFresh better understand cooking behaviours among Australians.

HelloFresh was able to leverage the insights for national media activity, adding robustness to their marketing campaigns and brand story.

SERVICES

- ✔ PR Research
- ✔ Consumer studies
- ✔ Segmentation analysis

OUTCOMES

- ✔ Market testing
- ✔ Social trends
- ✔ Consumer insights
- ✔ Public communication

“The research helped us to extract insights from the depth of our data we have about our customers and the benefits of HelloFresh by juxtaposing it with the challenges and stress felt by Australian cooks.”



Changing perceptions of VET in Australia.

Skilling Australia

Skilling Australia engaged us to develop thought-provoking content that would change public perceptions on the value of a VET education in Australia.

We gathered data relating to employment outcomes, benefits to employers, and the value that Vocational Education and Training bring to Australia's economy and paired this with in-depth interviews and a study of 1,000 Australian adults.

The 30-page visualised insights thought leadership report led to national news articles and widespread public conversations around the value of the VET sector to Australia's future sustainability.

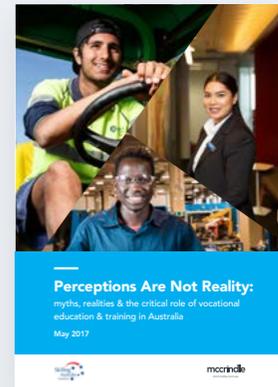
SERVICES

- ✔ Quantitative research
- ✔ Thought leadership

OUTCOMES

- ✔ Social trends
- ✔ Public communication

“The report has allowed us to highlight false perceptions of the VET sector held across our nation. McCrindle’s insights and deliverables have empowered our conversations with policy-makers and industry bodies to consider a more sustainable workforce across Australia that sees Vocational and Educational Training as a key solution.”



Who we've worked with.



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