

Uniting Agewell



Assessing demand for retirement accommodation.

The Brief

Uniting AgeWell commissioned McCrindle to undertake product demand analysis for a new retirement village site.

The Work

We provided demographic analysis, gave an overview of key competitors, engaged prospective residents in qualitative research, and conducted quantitative research among a specific geographic target audience.



“We have used McCrindle for several briefs and are impressed by their professionalism, quick turn-around, and easy to apply deliverables.”

Results & Deliverables

The resulting 138-page report provided unique insights for Uniting AgeWell to consider in the development of a new retirement living apartment complex.

Contact

Sophie Renton: sophie@mccrindle.com.au