



How does VIMINIO conduct its research?

For VIMINIO, relentless exploration, meticulous digging and in-depth analysis of information are not just tasks, but a true driving passion.

- **Online surveys:** At VIMINIO we work closely with you to design the questions and test the survey. And we don't like long, drawn-out questionnaires! We create short, concise surveys to get as many responses as possible.
- **Virtual discussion groups:** Surveys are great, but sometimes you need additional feedback to validate the results. Virtual focus groups make this easier than ever. VIMINIO's online sessions make it possible to gather information from all around the Atlantic without anyone having to leave home.
- **In-person discussion groups:** Whenever possible, we get together! Instead of just exchanging answers to questions, VIMINIO brings people together in creative, interactive discussion groups.
- **In-depth individual interviews:** Our one-on-one interviews last only half an hour, but the information VIMINIO gathers from them is invaluable; you would be amazed at how a single conversation can reveal remarkable details about a subject!
- **Current situation:** We strive to understand the full complexity of the information, which is why we take a multifaceted approach. Our research can include examining on-the-ground experiences in your community and beyond to assess results in a regional and global context.



Chantal N.-Losier

Passionnée de recherche
et d'analyse sociopolitiques

www.viminio.ca

Cellulaire et texte : (506) 899-1723

What to do with the results?

Here are VIMINIO's suggestions:

- Raise awareness and financial support to meet the current and future needs of your community, users, or customers.
- Offer products and services that meet the needs of your community, users, or customers.
- Streamline your year-end reporting.
- Write compelling briefs, press releases, letters, and other public relations communications.
- Use data to influence decision makers and public policy.