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David Coletto is chief executive officer and a founding partner of Abacus Data, a full-service market research and strategy firm based in Ottawa and Toronto. With over a decade and a half of experience in the industry, David and his partners founded Abacus 11 years ago. Since then, it has grown into one of Canada's most respected market research firms. David has worked with many of Canada's leading associations, corporations and nonprofits, including Cooperation Canada, Oxfam, Shaw Communications, the Canadian Medical Association, the Bank of Canada and the Canadian Real Estate Association. He earned a Ph.D. in political science from the University of Calgary in 2010 and is an adjunct professor at Carleton University. David is the host and producer of *inFocus with David Coletto*, a podcast that explores the intersection of public opinion, politics, public policy and consumer behaviour. He has been tracking Canadian public opinion and consumer trends on technology, news consumption and public policy for years and is one of Canada's leading experts on Millennials and generational change.