



# Andrew Warrack

President

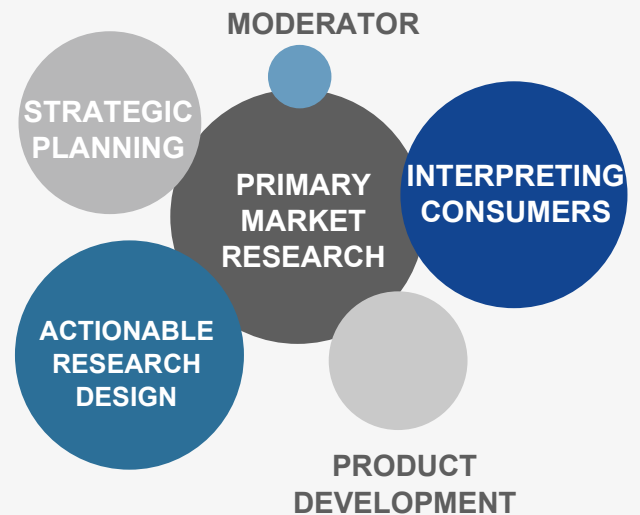
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**ABOUT ME:** After accomplishing all that I set out for myself as a research consultant over a seven year period at Ipsos-Reid, I left and founded Axiom Consumer Research Inc. (now People Principles Inc.) based on a vision of delivering new and innovative perspectives and a closer collaboration with clients.

## EXPERIENCE & EDUCATION

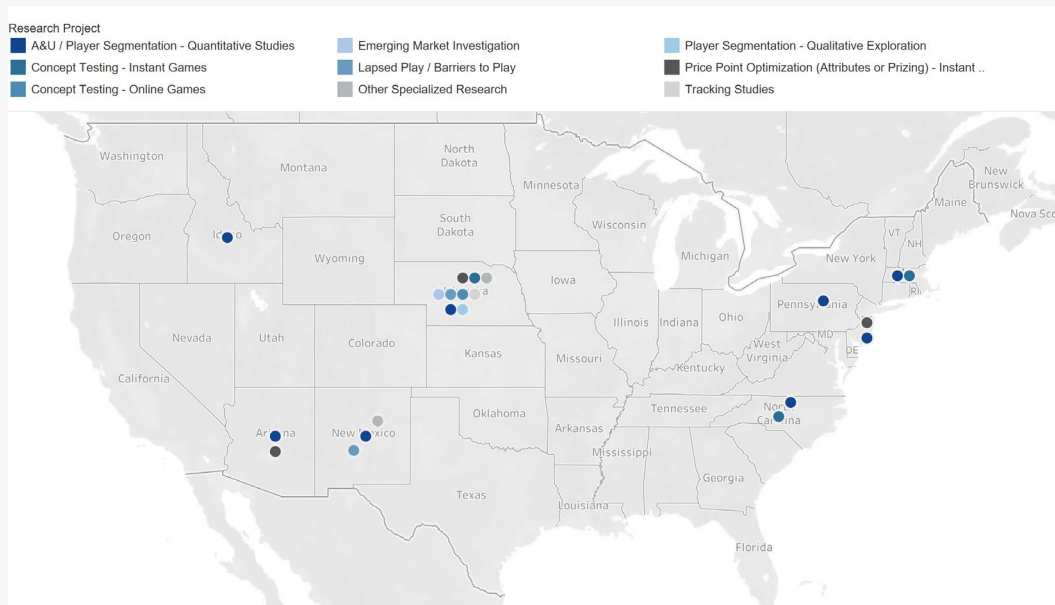
2014 - Present	<b>People Principles</b>
2005 - 2014	<b>Axiom Consumer Research</b>
2001 - 2005	<b>Ipsos-Reid</b>
1998 - 2001	<b>Angus-Reid</b>
1997 - 1998	<b>Master of Science,</b> Loughborough University, England
1993-1997	<b>Bachelor of Business Admin</b> Wilfrid Laurier University, Canada

## PROFESSIONAL SKILLS



## STUDIES CONDUCTED

I have conducted a variety of studies across multiple gaming jurisdictions including: Player Segmentation, Attitude & Usage Studies, Concept Testing, Emerging Market Trends, Lapsed Play/Barriers to Play, Price Point Optimization, Tracking Studies, and more.



**AS OF 2020...**  
 21 years of experience conducting quantitative and qualitative Lottery & Gaming research.

Moderated hundreds of focus groups on various gaming-related projects.