

UPDATED AUGUST 1, 2018:

**Joint Statement by the Heads of Canada’s Largest Market and Survey Research Firms
in Reaction to the Winding Down of the Market Research and Intelligence Association (MRIA)**

TORONTO, August 1, 2018—On the morning of July 31, the CEOs of some of Canada’s largest market and survey research firms held a conference call to discuss the statement issued earlier that day by the Market and Survey Research Association (MRIA) that the organization was ceasing operations.

Participants on the call included the leadership of Environics Research, Leger, Nanos Research, EKOS Research Associates, Corporate Research Associates and CRC Research. The joint statement below captures their reaction, as well as that of the President and CEO of Ipsos Canada who was unable to participate on the initial call. Other industry leaders will be included in future discussions about the vital need to continue to uphold industry standards and certification practices in the absence of the MRIA.

Joint statement, as stated by Don Mills (Chairman and CEO of Corporate Research Associates) and Jean-Marc Léger (President, Leger 360), on behalf of the signatories below:

“As leaders of Canada’s largest market and survey research firms, we find MRIA’s announcement that it is ceasing operations to be a very unfortunate occurrence,” stated Don Mills. “We had an urgent call to discuss next steps. We were in full agreement that immediate steps should be taken to ensure the upholding of our industry’s world-class standards and the certification process which warrants that the research conducted by Canada’s leading research firms is rooted in a foundation of rigorous and ethical data collection. In spite of the difficulties faced by the association, the market research and intelligence industry itself remains vibrant and financially strong,” he added.

“We are also in agreement that, in the absence of MRIA, a new organization must be created that will act as the standard-bearer for quality research, industry standards and the certification process,” stated Jean-Marc Léger. “We will continue our discussions with a view to launching a new standards and certification body in short order. We will also be broadening our outreach to other industry leaders who share our belief that quality, scientifically-sound research is a critical goal,” he added.

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