



For Immediate Release

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INDUSTRY ASSOCIATIONS MERGE TO CREATE A SINGLE VOICE FOR THE MARKETING INTELLIGENCE AND SURVEY RESEARCH INDUSTRY

TORONTO—The Presidents of Canada's three industry associations for market intelligence and survey research joined together yesterday to formally announce the creation of a new national association to lead the industry into 2005.

The announcement was made at the founding board meeting of the newly established Marketing Research & Intelligence Association (MRIA). The consolidation of the three associations strengthens the industry's voice as a world leader in professional standards and self-regulation.

The MRIA, which will come into operation on January 1, 2005, will be made up of members from the three dissolving associations—the Canadian Association of Market Research Organizations (CAMRO), the Canadian Survey Research Council (CSRC) and the Professional Marketing Research Society (PMRS). Over the course of November, members from each association voted overwhelmingly in favour of consolidation and the creation of the MRIA.

"The MRIA will bring greater clarity and improved service to Canadians," explains Don Mills, Founding President of MRIA. "Creating one concerted voice greatly strengthens our position as a leader in corporate responsibility by helping us to promote and enforce rigorous professional standards. The public benefits by receiving greater assurances that the person they are sharing their attitudes and opinions with is a legitimate researcher, working for a certified, accredited and auditable organization, compliant with some of the highest professional standards in the world."

The new association will take on the many functions served by its predecessors, including:

- *Developing and enforcing professional standards:* currently, the industry maintains some of the highest standards in the world for research practitioners and research companies;
- *Conducting quality audits:* member companies will continue to be subject to random audits to ensure that best practices are employed and industry standards maintained;
- *Ensuring the advancement of the practice:* through the School of Marketing Research and the esteemed Certified Marketing Research Professional designation;
- *Advocating for the industry:* to protect members' ability to conduct affairs effectively; and
- *Empowering respondents:* through a toll free number (1-800-554-9996) that allows members of the public to verify the legitimacy of research projects and to register complaints.

Market intelligence and survey research plays a valuable role in the development of new programs, services and policies for the benefit of Canadians. The MRIA will represent the interests of the public, service users, and the practitioners and organizations that make up the industry. The industry is increasingly growing in Canada, with more than 200 companies accounting for almost three quarters of a billion dollars of market research activities annually.

News release and Fact Sheet available at www.mria-arim.ca

For more information, contact Greg Jodouin, Association House: (613) 859-8390.