

—MARKETING RESEARCH & INTELLIGENCE ASSOCIATION—

FACT SHEET

WHO WE ARE: The Marketing Research and Intelligence Association (MRIA) is a Canadian not-for-profit association representing all aspects of the market intelligence and survey research industry, including social research, competitive intelligence, data mining, insight, and knowledge management. Members include over 1,500 practitioners, small to large research houses, and the many buyers of research services, such as financial institutions, major retailers, insurance companies and manufacturers. The industry accounts for almost three quarters of a billion dollars in market research activities annually.

The MRIA was founded on November 21, 2004, after the membership of the three Canadian associations representing the industry voted overwhelmingly in favour of merging. The newly created body, which begins operations on January 1, 2005, presents a unified voice for the industry, pulling together all of the products and services formerly offered to the public and the respective members of the now dissolved Canadian Association of Market Research Organizations (CAMRO), the Canadian Survey Research Council (CSRC) and the Professional Marketing Research Society (PMRS).

OUR MISSION: MRIA's mission is to promote a positive environment that enhances the industry's ability to conduct affairs effectively and to the benefit of the public and members. The MRIA achieves this mission through:

- the development and delivery of world-class professional standards;
- the promotion of the industry as a forum for Canadians to provide their attitudes and opinions into the decisions that affect them;
- the advocacy of public policy that balances the need for research services and privacy and consumer rights;
- the continuous advancement of industry practices through education and accreditation; and
- the on-going development and delivery of value added products and services to members.

Success in achieving this mission is measured by the quality of the relationship that our industry enjoys with Canadians. It is for this reason that privacy and consumer rights are core drivers for the continued professional development and education we insist on for our individual members, the high quality standards we demand from our corporate members, and the strict measures we maintain as leaders in corporate responsibility.

OUR PRODUCTS AND SERVICES: The MRIA designs and delivers a wide array of products and services for its members, all of which serve to benefit the general public whom we deal with on a daily basis:

- **Certified Marketing Research Professional (CMRP) Designation.** A standard for professionalism within the industry, second-to-none in the world.
- **The School of Marketing Research.** A full slate of courses offered to members, including the fundamentals, advanced techniques and more specialized topics such as competitive intelligence, brand equity, web site usability, data mining and focus group moderation.

- **Advocacy and Lobbying.** The voice for those that provide, use and benefit from marketing research and intelligence services.
- **Accreditation/Gold Seal Audit.** Strict rules of professional conduct and ethical practice that member companies must comply with.
- **Publications.** A series of products to keep members abreast of the latest trends and developments in the industry, such as the *Canadian Journal of Marketing Research*.
- **Survey Registration System.** A toll-free number (1-800-554-9996) that allows the public to verify the legitimacy of a survey and to register a complaint against a member company.
- **Ethical and Practice Standards.** A set of rigorous principles that shape the relationships with clients and members of the public.
- **Industry Surveys and Reports.** A measurement of the attitudes and opinions of the public towards the industry as a way to identify areas for improvement or enhancement.
- **International Representation.** The promotion of the industry's efforts and high standards and the sharing of best practices with the international research community.
- **Career Support Services.** On-going assistance in the application of industry standards and best practices.
- **Chapters throughout Canada.** Regional representation and the promotion of standards and continued education at the local level.
- **Annual Conferences and Trade Shows.** An opportunity for sharing best practices, promoting advancements in the industry and networking.

OUR LEADERSHIP: The MRIA brings together the leading experts and thinkers in the industry, representing all sectors and constituencies of the association's membership.

Presidency:

- **President:** Don Mills, Corporate Research Associates

Board:

- **President:** Don Mills, Corporate Research Associates
- **President Elect:** Nikita Nanos, SES Research
- **Director:** John Ball, Maritz Research
- **Director:** Cam Baskey, Maritz Research
- **Director:** Alain Choinière, Cogem Research
- **Director:** Bob Collins, LCBO
- **Director:** Brad Francis, TD Canada Trust
- **Director:** Brenda Graham, Camelford Graham Research Group
- **Director:** Roger Griffin, Griffin & Associates Consultants
- **Director:** Gillian Humphreys, TNS Canadian Facts
- **Director:** Dan Kirkland, Decima Research
- **Director:** Tracy Kozar, Prairie Research Associates
- **Director:** Steve Levy, IPSOS-Reid Canada
- **Director:** John Snow, Lang Research
- **Director:** Ellie Sykes, BC Institute of Technology
- **Director:** John Tabone, Canadian Institute of Chartered Accountants
- **Director:** Joanne Tofani, Joanne Tofani Consulting
- **Director:** Barry Watson, Environics Research Group
- **Director:** Tim Wingrove, Commins, Wingrove
- **Director:** Hastings Withers, PMB Print Measurement Bureau

MRIA Portfolio Vice Presidents

- **Industry and Government Relations:** Alain Choinière, Cogem Research
- **Communications:** Roger Griffin, Griffin & Associates Consultants
- **Education:** Tracy Kozar, Prairie Research Associates
- **Conference:** Don Mills, Corporate Research Associates
- **Publications:** Nik Nanos, SES Research
- **Membership:** Elle Sykes, BC Institute of Technology
- **Standards:** Vacant

WHO WE WERE: The MRIA is a merger of three sister organizations, each representing different constituencies in the Canadian market.

CAMRO, led by President **Dan Kirkland** (Decima Research), fostered high standards of quality and professionalism among marketing research companies. PMRS, lead by President **John Tabone** (Canadian Institute of Chartered Accountants), represented the core of professionals engaged in marketing, advertising, social and political research. The CSRC, headed by President **Joanne Tofani** (Joanne Tofani Consulting), acted as an umbrella organization to pull together all aspects of the survey research industry, from the professionals in the field, the companies and field houses and the research buyers.

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