

Basic Principles - The New MRIA

Several market research firms and individual researchers have agreed to the preliminary basic principles of the new MRIA.

The MRIA will seek your input on the development of new principles to maintain the association's high standards.

1. An Open and Transparent Industry Association

- a. The MRIA will be firmly committed to transparency and openness, ensuring the duty of care to the public at large for the betterment of citizens, media and industry.
- b. The MRIA will implement random peer review of a sample of Market Research Studies published for public consumption.

2. An inclusive and safe space for Researchers

- a. Bullying, intimidation and harassment have become far too common among researchers. An updated code of conduct that includes respect for all researchers, regardless of race, age, or gender identity should be adopted.

3. Advocacy

- a. Greater advocacy for the market research industry to the general public, particularly on the benefits of participating in surveys and panels, regardless of method.
- b. Advocating on behalf of the industry to all levels of government, regulatory bodies and media.
- c. Advocating with other associations and professional organizations.

4. Eliminating method bias

- a. Method bias should not be tolerated. All sampling methods will be respected by members.
- b. While there are preferred sampling methods, members should refrain from using language that would infer a method bias.

5. Constitutional Reform

- a. An updated membership fee structure in line with other associations.
- b. Adopting a one firm, one vote policy to avoid dominance concerns.
- c. Adoption of a non-insolvency clause with a 2/3 majority vote.

6. Investing in the future of the New MRIA

- a. A percentage of all membership and other revenues will be set aside for the following;
 - i. Establishing a contingency fund to avoid future financial uncertainty.
 - ii. Modernization of designations and certifications.

We will endeavour to quickly establish a process for certification, and to launch a survey registration system. In the interim, we will recognize all credentials and certifications recognized by the old MRIA.

We will be sharing more news during our information sessions on and look forward to working with you all to ensure a professional, functional, transparent, safe and fiscally prudent association that works for insights professionals and all Canadians.

Regards,

The MRIA