



There's No Margin of Error on the Truth

MRIA would like to debunk some myths about our members' work

Recent media coverage has asserted that Canada's marketing research and polling industry is having a crisis of confidence about its ability to accurately measure the opinions of Canadians as consumers and citizens. **As the national association representing this billion dollar industry, we proudly state our confidence in the results of our polling and in the value that we provide to Canadians.**

We all face the same challenges and use the same statistically sound, scientifically proven methodologies to listen, observe, analyse, interpret, and deliver actionable insights to clients. And through innovation, professional development and certification, and the rigorous execution of proven methodologies by thousands of dedicated employees across the country, our industry continues to be a world leader in this field.

The Marketing Research and Intelligence Association (MRIA) is the national, voluntary self-regulatory association that governs and represents individual practitioners and companies in Canada's marketing research industry. We would like to debunk some myths about our members' work.

Myth: Marketing researchers often get it wrong when conducting election polls.

Fact: No, we get it right, and we can prove it. Our members' election polls were consistently accurate for Canada's two most recent federal elections, and the voters confirmed this. Below is a graph comparing the actual results for these elections with the average of the levels for party support, as predicted by the polls of several member firms. **This is the record.**

Myth: There are too many election polls.

Fact: While this may appear to be true at first glance, particularly in times of a minority federal government, the fact is that the more public polls are published in a democracy, the more its citizens become aware of the issues of the day, and bad polls are discredited by scientific, rigorous polls, such as those conducted by the reputable firms that belong to MRIA. And the consensus results of these high-quality polls make it hard for political parties and elites to mislead us about what their private polls are saying.

Myth: It is impossible to conduct a valid, reliable survey today by telephone or online.

Fact: Untrue. MRIA members continue to conduct high-quality research and deliver actionable insights to help clients make crucial decisions. We constantly work to find new ways to make surveys better, and our members employ robust quality-control procedures to validate their surveys. That marketing and public opinion research in Canada today is both valid and reliable is evidenced by the fact that our sector is growing at a healthy pace as we serve satisfied clients at home and around the world.

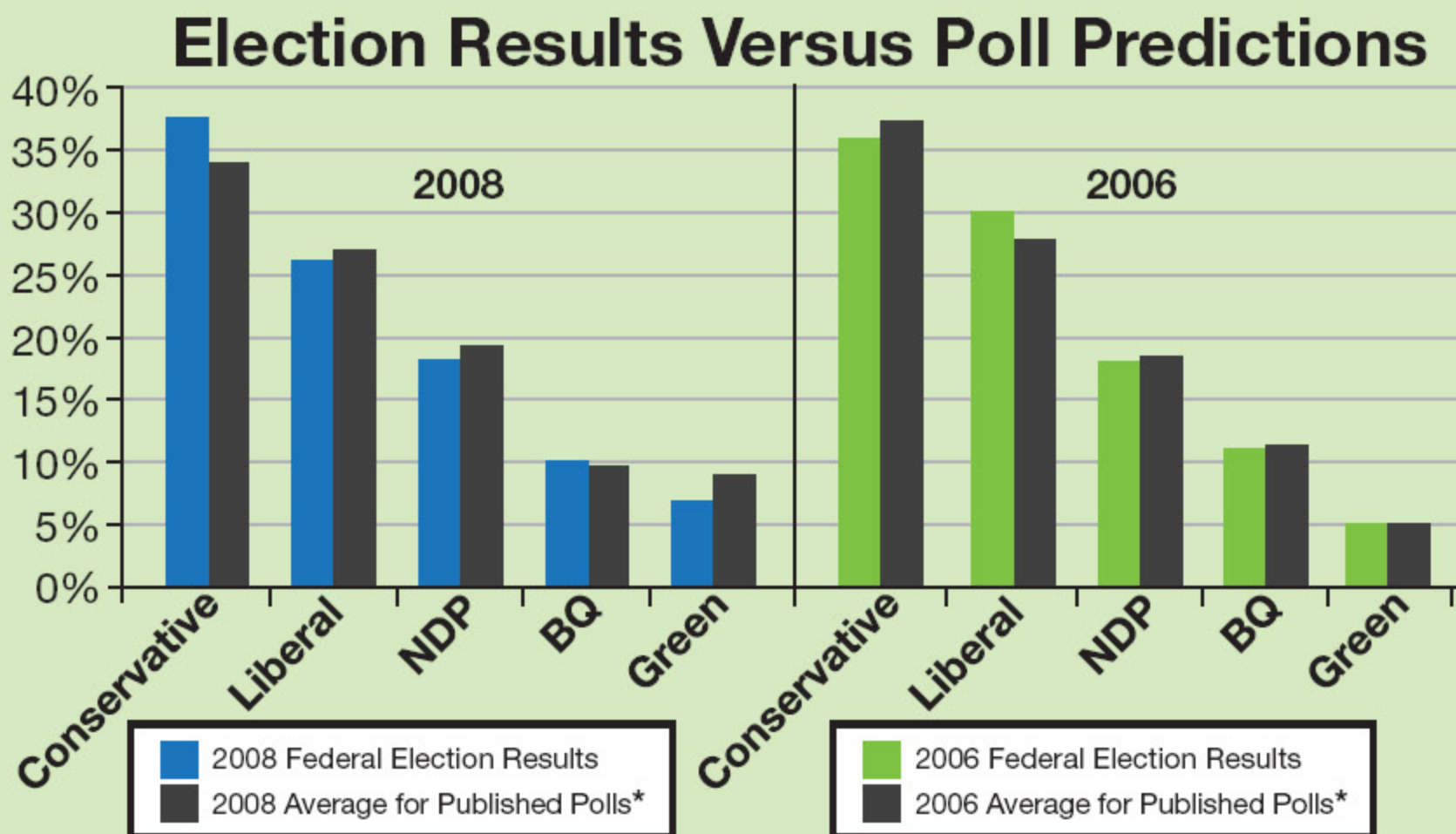
Myth: Marketing research companies cut corners when conducting polls.

Fact: Nothing could be further from the truth. MRIA maintains a rigorous, internationally acclaimed *Code of Conduct and Good Practice*. Our members must apply the same high-quality standards to everything they do. We will never compromise our hard-won reputation for quality.

Surveys serve democracy

Polls strengthen Canada's democracy by giving voice and influence to Canadians on products, services, and issues that directly affect their lives. Thank you for responding to our surveys. You give us insights that enable our clients to make better business and public policy decisions.

As the single, authoritative voice of the Canadian marketing research industry, we stand behind this message, 100% of the time, 20 times out of 20.



Source: "Did We Pass the Test?" *Vue Magazine*, January, 2009

<http://www.mria-arim.ca/NEWS>

*Average final week polling results (national) published by MRIA members
 Ekos, Harris-Decima, Ipsos Reid, Leger Marketing, Nanos Research and The Strategic Counsel

You speak. We listen. Things improve.

www.mria-arim.ca

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