

# Global News and Ipsos Reid Announce Polling Partnership

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Ipsos Reid



*Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit [www.ipsos.ca](http://www.ipsos.ca)*

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**Toronto, ON** - Global News and Ipsos Reid have once again joined forces to provide Canadians with on-going, industry-leading coverage on the state of public opinion in Canada. Topics to be explored under this renewed relationship will include politics, key public policy, and consumer issues, as well as public reaction to the latest developments in the news. Polls released under this relationship will be branded the Global News/Ipsos Reid Poll.

"Global News is delighted to renew our relationship with Ipsos Reid," said Troy Reeb, Senior Vice President, News and Station Operations, Global News. "We look forward to a strong continued partnership that will provide our audiences greater insights into public opinion and emerging trends."

Darrell Bricker, CEO of Ipsos Reid Public Affairs said, "Ipsos Reid is thrilled to be working again with Global News. We've always been impressed with how Global's journalists have brought public opinion research into their reporting of the news."

### About Global News

Global News is one of the best known media brands in the country. We are a digital first news division dedicated to providing Canadians with the news and information relative to

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them on any platform, at any time. Global offers people, from coast to coast, a wealth of news, innovative storytelling and information; from breaking news in their community to deep engaging content from around the world. Locally, our connection to our viewers and the community we live in is unparalleled. Journalists working in our 12 award winning television stations provide nearly 400 hours of news content each week for their local markets as well as our national broadcasts, Global National, 16x9, The West Block, The Morning Show and [globalnews.ca](http://globalnews.ca). Last year, our flagship newscast Global National won the prestigious Edward R. Murrow Award for Overall Excellence in Network Television, one of the most important accolades in the industry. This marked the first time a Canadian network won this award in its 42 year history. Our on-line platform [Globalnews.ca](http://Globalnews.ca) is one of Canada's fastest growing websites that was awarded with an international EPPY award for best new website in 2013. Global is a Shaw Media network.

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