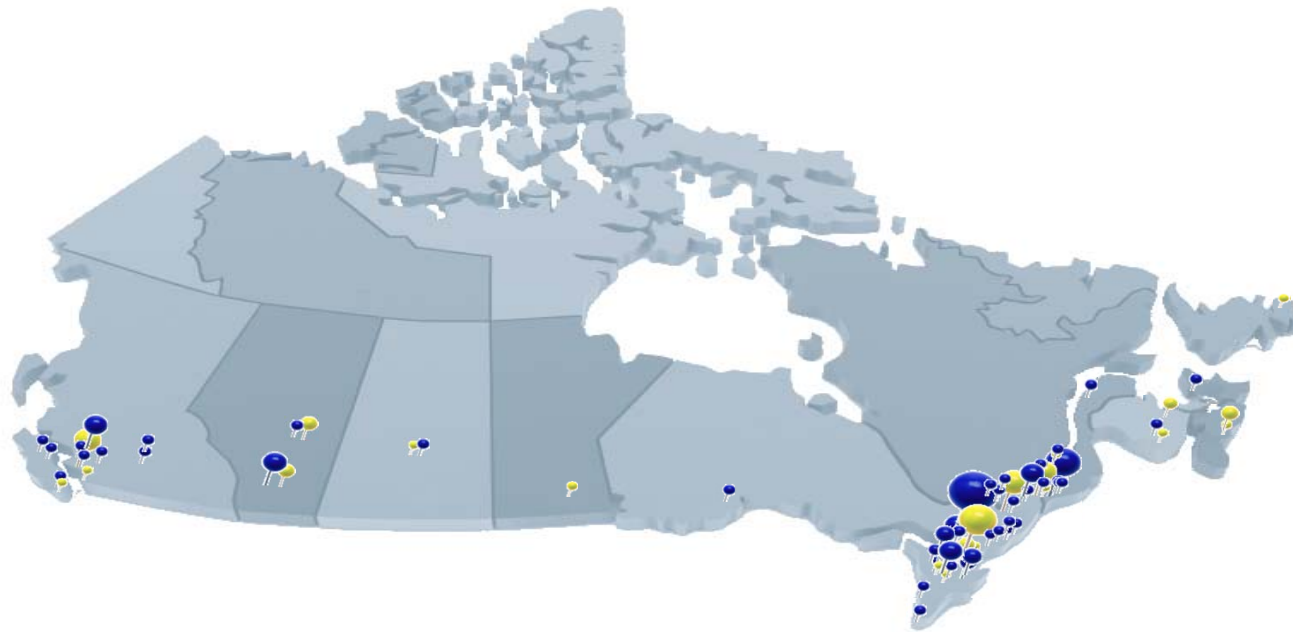




Marketing Research and
Intelligence Association



Proud Founding Member of
Americas Research Industry Alliance; and
Member of Global Research Business Network

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MRIA Background

- Founded in 2004, through merger of three predecessor Associations; start-up in January 2005
- Single authoritative voice of the Canadian marketing, survey, and public opinion research and market intelligence industry
- Pan-industry Association: governs and represents both Individual practitioner members and Corporate members
- Two Certification Programs:
 - Certified Marketing Research Professional (CMRP) designation for Individuals;
 - Gold Seal Certification -- conducted by independent, third party Certification Reviewer from major CA firm – for Corporate Research Agency members

MRIA Membership Breakdown

- 1,800 Individual Members
- Approx. 500 of 1,800 are Client-Side Researchers
- Approx. 450 of 1,800 hold CMRP designation
- 425 Corporate Members:
 - 80 Gold Seal-Certified Corporate Research Agency Members
 - 215 Basic Corporate Research Agency Members
 - 105 Client-Side Researcher Corporate Members
 - 25 Corporate Business Supplier Members

MRIA's 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.

ARIA/GRBN Benefits To MRIA And Its Members

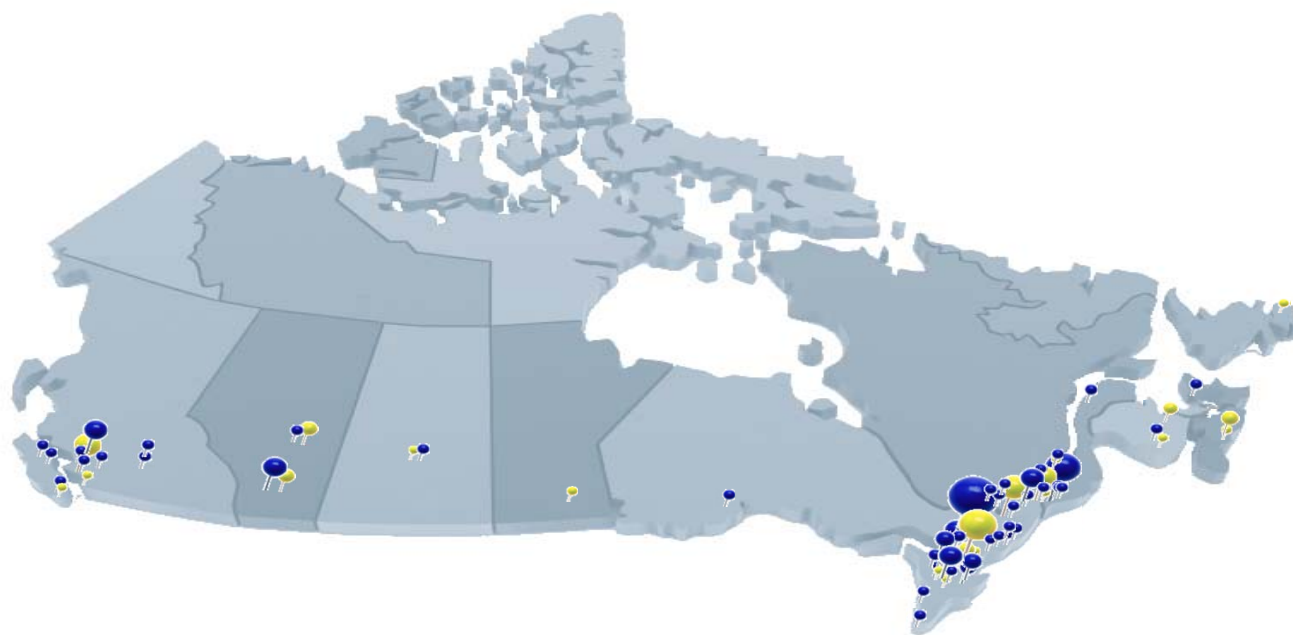
- “Sounding Board” and Forum for Sharing of Information, Knowledge and Experience Re Dealing with Issues and Challenges in Industry Self-Regulation and Advocacy. Broadens Perspective, Eliminates “Group Think” And Leads to Better MRIA Policies and Decision-Making for the Canadian Industry (Eg. Jump-Start For MRIA Provided by MRS’ “Evidence Matters” Rebranding)
- Partnership Opportunities (With Both Developed and Developing Associations): MRIA and AIM (Chile) Have Signed Agreement to Market MRIA’s Online CMRP Courses to AIM Members at MRIA Member Rates
- Identify Opportunities For Members To Serve Clients In Other Markets, Allowing MRIA To Become An Effective Source of Referrals and Business Development Facilitator

ARIA/GRBN Benefits To MRIA And Its Members

- Helps MRIA To Be More Nimble And Proactive, And A Demonstrated “Thought Leader” That Delivers Visionary Perspective and Information/Resources That Aid Members’ Strategic Decision-Making
- Breadth and Depth of Experience and Intellect Around GRBN Table Make It Easier For MRIA To Inform And Arm Members With Insights And Resources Needed To Adapt, Survive, And Even Thrive In The Face Of Sweeping Technology-Driven Change



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Thank You For Your Attention

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