

Canadian Research Insights Council

Le Conseil de recherche et d'intelligence marketing canadien

CRIC Announces New Members; Represents Bulk of Industry's Research Agencies

TORONTO, January 29, 2019 — The CRIC Board of Directors is pleased to announce the addition of more than 20 new members to the association. Along with the eight founding members, CRIC's membership now totals 31 research agencies that were Gold Seal accredited under the former Marketing Research and Intelligence Association (MRIA). Members include large and small companies offering a wide spectrum of services and technologies.

With the ratification of these new members, CRIC now represents the bulk of the industry's agencies - providing weight and legitimacy to CRIC's advocacy, self-regulatory and standards programs. Strategic partnerships with international organizations such as ESOMAR and the Market Research Institute International (MRII), gives CRIC international standing and cements CRIC as the leading Canadian voice for market and insights research companies.

NOTE: For applications received before end of day January 31, 2019, we will waive the audit requirement in the first year of membership for all companies that were previously recognized by MRIA as Gold Seal at the time of its demise. Gold Seal agencies looking to join CRIC after January 31 will require a formal audit to receive accreditation. All current members will have to undergo an audit to retain membership after 2019.

CRIC Members:

- Advanis
- Canadian Viewpoint Inc.
- CRC Research
- CROP
- Corporate Research Associates
- EKOS
- Environics Institute
- Environics Research
- Hotspex Inc.
- Illumina Research Partners
- Insightrix Research Inc.
- Insights West
- Ipsos Canada
- Leger
- MBA Recherche
- MD Analytics Inc.
- MQO Research Inc.
- Mustel Group
- Nanos Research Corp
- Nlogic
- NRG Research Group
- Numeris
- Phoenix SPI
- Pollara Strategic Insights
- PRA Inc.
- Quorus Consulting Group
- R.A. Malatest & Associates.
- Rand Market Research Corp.
- Research Management Partners
- Télé-Sondages Plus
- The Logit Group

About CRIC: CRIC's mandate is to develop and approve market and research standards and supportive programs; provide effective promotion and advocacy for the market and insights research industry; serve as a source of information for the industry; and be a forum for collective industry action.

CRIC Board of Directors:

Gary Bennewies President and CEO, Ipsos Canada	Frank Graves President, Ekos Research Assoc.	Nik Nanos Exec. Chairman, Nanos Research
Chuck Chakrapani President, Leger Analytics	Jean-Marc Léger President, Leger	Carol Udell President, Canadian Viewpoint
Ed Gibson President, CRC Research	Don Mills Chair and Senior Counsel Corporate Research Associates	Barry Watson President and CEO Environics Research

For more information: Visit www.cric.website or contact Greg Jodouin, Government Relations and Public Affairs at gjodouin@paceconsulting.ca