

# ANGUS REID GLOBAL

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## Angus Reid returns to public affairs research with launch of new service and consultancy

Canada's most-trusted public opinion company introduces new public affairs research practice

*-For Immediate Release-*

**VANCOUVER and TORONTO, April 5, 2019** - Following the recent launch of **Angus Reid Global**, Canada's most trusted name in market and public opinion research is making a return to the public affairs space, with research and insights services to organizations across Canada and around the world. **Dr. Angus Reid**, Canada's longest-practicing public opinion researcher, is pleased to announce the formation of an all new public affairs research division at Angus Reid Global.

In making the announcement, Dr. Reid has also named **Demetre Eliopoulos** as Senior Vice President and Managing Director for the public affairs consultancy. Eliopoulos brings a wealth of public affairs experience from previous tenures at Maru/Matchbox, Vision Critical, and Pollara and will guide the consultancy on its new mission and set of services.

"It's our objective to ensure that political leaders, business leaders, policy makers and decision makers have access to superior advice to meet today's challenges," says Dr. Reid, Chair and CEO of Angus Reid Global. "I selected Demetre to head up this practice because of his unparalleled research expertise and deep knowledge in the public affairs space."

"We're focused on providing organizations with answers and direction to propel positive, powerful outcomes from well-informed decisions," says **Ed Morawski**, President and COO for Angus Reid Global. "While the data and results do matter, making sure research results drive impactful plans and solutions is paramount. Demetre is a high-level consultant with a proven track record of making a real difference for his clients. We are excited to appoint him to this important position."

Under Eliopoulos, the public affairs team will provide a highly immersive, collaborative, and consultative approach to insights research. This differentiator will help organizations better understand the potential of their organization as well as the levers that inform and drive strategies and tactics. Angus Reid's public affairs practice is set to offer services to a variety of sectors including: communications and public relations; charities; government; not-for-profit; associations; arts & culture; transportation; and education.

**For more information, visit: [www.angusreid.com](http://www.angusreid.com) or follow on Twitter @angusreidinc.**

**For further information on topics in this release, please contact:**

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## **About Angus Reid Global:**

Angus Reid is Canada's most well-known and respected name in opinion and market research data. Offering a variety of research solutions to businesses, brands, governments, not-for-profit organizations and more, the Angus Reid Global team connects technologies and people to derive powerful insights that inform business and policy decisions.

Data is collected through a suite of tools utilizing the latest technologies. Prime among that is the Angus Reid Forum, an opinion community consisting of engaged residents across the country who answer surveys on topical issues that matter to all Canadians.

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