

# ANGUS REID GLOBAL

---

## Angus Reid launches new client-, respondent- and data-centric research company with national scope, capabilities, and a future-forward vision

Canada's most-trusted market and opinion researcher introduces Angus Reid Global – a new research service offering access to a comprehensive opinion community and an experienced leadership team

*-For Immediate Release-*

**VANCOUVER and TORONTO, February 13, 2019** - Businesses and organizations seeking trusted opinion and market research data can once again rely on the most-recognized name in the field to provide them with the insights they need to drive their success. Dr. Angus Reid, Canada's longest-practicing pollster, is pleased to announce the formation of his newest company – **Angus Reid Global**.

Data-driven, client-focused, and technologically advanced, Angus Reid Global is an opinion and market research organization designed to disrupt the research landscape with the same vigour that technology has transformed everyday lives – by being responsive, intuitive, engaging, social, and mobile.

“Over the past 40 years, 10 million people across Canada have participated in Angus Reid surveys – answering the questions that matter to the country and to decision-makers,” says Dr. Angus Reid, Chairman, CEO, and founder of Angus Reid Global. “With this new company, that tradition of trust and excellence meets the mobile-social-digital age, backed by a team that is passionate about delivering insightful data that informs decisions across all sectors of our society and economy.”

### **An Accomplished Insights Team**

Dr. Reid also announces the formation of a new leadership team, headed by a highly accomplished and experienced research professional as President and Chief Operating Officer, **Ed Morawski**.

“Research is changing – because people and technology are changing,” says Ed Morawski, speaking on the new reality of research. “And while data and technology power our organizations, ultimately, we are in the people business; all of us – from research managers to company founders, from politicians to brand managers. People and their opinions, experiences, behaviours, and attitudes affect every single thing we do and every single decision we arrive at. That’s why getting trusted, immediate, and insightful information is so powerful.”

Morawski is joined by a seasoned team of research and opinion community experts. **Demetre Eliopoulos** is Senior Vice President and Managing Director of the company’s public affairs consultancy. **Cailey Asher** is the team’s Senior Vice President of Strategy and Development, helping businesses and organizations identify their research needs and connecting them to the right solutions. And **Sonia Bishop** heads up panel operations as Senior Vice President of Operations.

### **Canada’s Most Trusted Opinion Community**

At the heart of Angus Reid Global lives the Angus Reid Forum, comprised of a representative and inclusive group of Canadians from coast to coast. The Angus Reid Forum is more than a research panel;

# ANGUS REID GLOBAL

---

it's a community. Deeply profiled and engaged respondents provide thoughtful answers to client questions. Forum members can be reached wherever they are online via text, email, or social media.

Intuitive, mobile-first, and built to deliver quantitative and qualitative results, Angus Reid Global's technology elevates the data collection experience, driving ever more powerful data outcomes to businesses and organizations across the country and beyond.

## **A Question of Integrity**

"At a time when there is so much concern over privacy and the inappropriate use of big data, the Angus Reid Forum sets a new standard for transparency, giving its members unprecedented control over the content they share," adds Dr. Reid. "And with a beautifully designed survey experience that is mobile-first and respectful of respondents' time and effort, the Forum delivers quality and integrity on every front."

For decision makers across the country – from the boardroom to government chambers, from the startup shared space to the product launch team – opinion data is essential. Asking the questions that matter will yield the answers that count. Angus Reid Global is on board – and online – to deliver.

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

**For further information or to set up an interview with Dr. Angus Reid please contact:**

Tim Travis  
Director of Marketing  
[tim.travis@angusreid.com](mailto:tim.travis@angusreid.com)  
778.991.2524

---

## **About Dr. Angus Reid:**

Dr. Angus Reid has spent more than four decades asking people what they think and feel about top social, governance and economic issues. From 1979 to 2001, he was founder and CEO of Angus Reid Group, which grew into the largest research firm in Canada, with revenues of \$60 million. It was sold to Ipsos SA in 2000. In 2003, he joined his son Andrew's research software start-up, Vision Critical, as CEO. When he retired as executive chair in 2014, Vision Critical had revenues over \$100 million.

Reid is author of the best-seller "Shakedown: How the New Economy is Changing our Lives" (1996). He received a Ph.D. in Sociology from Carleton University in Ottawa, is the recipient of a Canada Council Doctoral Fellowship, holds three Honorary doctorates, and has been inducted into the Marketing Hall of Legends.

## **About the Angus Reid Forum:**

The Angus Reid Forum is Canada's most well-known and trusted online public opinion community consisting of engaged residents across the country who answer surveys on topical issues that matter to all Canadians.

## **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.