

NEWS RELEASE

Wilfrid Laurier
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Laurier conference looks at issues in opinion and market research *New research centre hosts symposium on current practices and future of polling*

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WATERLOO – Some of Canada’s leading public-opinion professionals will share their insights on polling and opinion research at a symposium organized by Wilfrid Laurier University’s newest research centre. The Laurier Institute for the Study of Public Opinion and Policy (LISPOP) will host *Issues in Public Opinion and Market Research: The Present and the Future* on Friday, March 23 from 9:30 a.m. to 4:30 p.m. in Laurier’s Paul Martin Centre.

Darrell Bricker, president and chief operating officer of Ipsos-Reid’s public affairs practice, a Laurier alumnus and frequent media commentator, will deliver the keynote address on globalization and the future of the public-opinion industry at 10 a.m. The remainder of the day offers roundtable discussions on the present and future of opinion and market research.

The participants will include 12 to 15 Laurier alumni from companies such as Environics, Decima and Ipsos-Reid, along with academic experts from area universities. The public is welcome and 200 observers are expected throughout the day.

“There is significant interest in what the public-opinion industry does and LISPOP can play an important role in educating the public about this type of research,” says LISPOP director and political science professor Steven Brown. “Since this is LISPOP’s first event, a broad topic like this is a fitting way to connect with these industries, introduce ourselves to the community and define who we are.”

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LISPOP promotes individual and collaborative research on issues related to the creation, use and representation of public opinion in the policy process, and monitors the practices and claims of related industries. The institute opened last fall, offering research and analysis of the federal election campaign.