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**Criticisms of Calgary Police Commission Citizen Satisfaction Survey
Violated Professional Code of Conduct**

– Marketing Research and Intelligence Association

The Marketing Research and Intelligence Association (MRIA), a voluntary industry organization that governs the conduct of its members, has found that the actions and critical comments by Mainstreet Research regarding the Calgary Police Commission Citizen Satisfaction Survey, conducted in 2016 by Illumina Research Partners, violated the MRIA Code of Conduct for Market and Social Research (Code of Conduct). One of the requirements of membership is to comply with the Code of Conduct. The MRIA has imposed a [sanction of censure](#) against Mainstreet Research and its President Quito Maggi.

The MRIA adjudication panel, comprised of independent industry leaders in market research and polling who are MRIA members, found that Mainstreet, through published comments, violated four articles of the MRIA Code of Conduct, including those dealing with Basic Principles, Honesty, Professional Responsibility and Publishing Findings (which in this case included failing to make available data and technical information necessary to assess the validity and reliability of published findings). A review panel of the MRIA, which again included independent industry leaders, reviewed the findings of the adjudication panel and upheld its ruling.

“We are pleased that our complaint has been upheld, and that criticism of our work was found to lack reasonable, evidence-based justification,” said Yvonne Brouwers, President and CEO of Illumina Research Partners, who is an MRIA-Certified Marketing Research Professional. “Illumina is an Accredited Gold Seal Member of the MRIA and our work has always exceeded professional standards of best practice. The criticism by Mainstreet Research of our Citizen Satisfaction Survey for the CPC likely diminished public confidence in Illumina Research Partners, the CPC, the CPS and professional marketing research in general.”

“Public confidence in professional market research methodologies and practice is paramount to our work and our livelihood. This case demonstrates that MRIA’s Code of Conduct, and its enforcement, work well to protect our industry and to instill public confidence in professional market research.”

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