

MRIA Announces Members of the Calgary Elections Polling Review Panel

TORONTO, January 31, 2018—The Marketing Research and Intelligence Association announced today that the following independent experts will lead a [panel](#) to review underperforming and conflicting election polling results published during the municipal elections in Calgary (fall 2017):

- Ottawa, ON—Professor [Paul Adams](#), Associate Professor, Carleton School of Journalism and Communication
- Victoria, BC—Dr. [David Zussman](#), Currently serving on the Board of Governors with the University of Victoria
- Winnipeg, MB—Dr. [Christopher J. Adams](#), Rector, St. Paul's College at the University of Manitoba

Each of the Review Panel members are nationally respected academic experts in political science, policy, and polling standards (to read their detailed bios, scroll to the bottom of the page). As part of the Review, they will consider the following three questions:

1. The degree of inaccuracy in the Calgary election polls;
2. The reasons for the inaccuracy;
3. Whether the polling results were adequately communicated to the general public.

“The significant expertise and depth of knowledge that each Panel Member brings to the Review speaks volumes with regards to the importance of the work they will be doing,” said Dr. Kara Mitchelmore, MRIA’s CEO. “They bring the perfect mix of gravitas, experience, and judgement to conduct an independent and robust review that will help to improve future election polling.”

The Review Panel will be conducting interviews in Toronto and Calgary with key representatives of the firms whose polling results were publicly released during the Calgary election, as well as with individuals and organizations that were involved in the election and its reporting.

MRIA convened the Review Panel due to issues surrounding polling in the mayoral election story in Calgary. These issues have shaken confidence in the market and survey research industry. MRIA is the national body responsible for the development of robust, world-leading industry standards. The organization adopted [standards specific to polling](#) in September of 2016 and it seeks to know the extent to which they were followed.

“Polls are an important tool in a democratic society,” said Panel Member Dr. David Zussman. “It’s critical that they be done right using the most accurate and scientifically-sound methodologies and standards. We hope our review and recommendations will lead to better election polling in the future, such as the upcoming provincial election in Ontario.”

The Panel will conduct its review, commencing immediately and continuing into the spring. The Panel’s final report, including findings and recommendations, is expected to be publicly released in late spring 2018. The Review Panel is an independent body, with secretariat support from MRIA.

MRIA is the national self-regulatory body representing all sectors of the market and survey research industry. Members include over 1,200 individual research professionals and over 150 corporate members, comprised of small-to-large research agencies, and many buyers of research services, such as

financial institutions, major retailers, insurance companies, telecommunications firms, and manufacturers.

About the Panel Members – Bios:

OTTAWA, ON—[Paul Adams](#) was educated at the University of Manitoba, Oxford University and Columbia University. He is currently an associate professor of journalism at Carleton University. He was a lecturer in Political Studies at the University of Manitoba (1982-4), and taught journalism at Massey University in Wellington, New Zealand (2012). As a journalist he worked in the parliamentary bureaus of CBC Television, CBC Radio and the *Globe and Mail*, and also served as the *Globe's* Middle East correspondent. He was involved with the design, interpretation and reporting of political polls with CBC and the *Globe and Mail*. Adams managed and presented focus group research on Palestinian political issues, conducted for the National Democratic Institute, to Palestinian political parties as well as the office of the Vice-President of the United States. He was executive director of EKOS Research (2005-10), during which time he helped manage polling during two elections and worked on political polls with *The Toronto Star*, *Globe and Mail*, *La Presse* and CBC. He is the author of several books, writes a weekly a column on the media for iPolitics.ca and has written recently for healthydebate.ca, the *Ottawa Citizen*, and *The Walrus*.

VICTORIA, BC—[David Zussman](#) has held executive positions in academia, government and the not for profit sector. In academia, he held the Jarislowsky Chair in Public Sector Management at the University of Ottawa and served as the University's Dean of the Telfer Faculty of Management and Director of the Graduate School of Public and International Affairs. Prior to that, he was a professor in the School of Public Administration at the University of Victoria. In the not for profit sector, David was President of the Public Policy Forum and in government he was Assistant Secretary to the federal Cabinet for Machinery of Government and served as Commissioner of the Public Service. David has authored many articles in refereed journals, published a number of books in Canadian public administration and has had a regular public policy column in the *Ottawa Citizen* and *Canadian Government Executive*. Currently, David serves as the Chair of the Board of Directors of the Canadian Centre for Ethics in Sports and is a member of the Environment Canada audit committee. He is also President Emeritus of the Public Policy Forum, an adjunct professor at the School of Public Administration at UVic and Senior Fellow at the Graduate School of Public and International Affairs at the University of Ottawa.

WINNIPEG, MB—[Christopher Adams](#) is a Certified Market Research Professional (CMRP). He holds a PhD from Carleton University. After completing his doctoral studies in 1995, he held senior positions in the polling industry until 2012 for a number of firms, including the Angus Reid Group and Probe Research. In 2012, he was appointed to serve as Rector of St. Paul's College at the University of Manitoba where he also holds an Adjunct Professorship in Political Studies. His areas of teaching include marketing research for MBA students as well as quantitative research methods in business and the social sciences. He continues to be a frequent media commentator on topics relating to polling and his academic writing have appeared in numerous books and journals, including *The Canadian Annual Review of Politics and Public Affairs* and the *Journal of Parliamentary and Political Law*.

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