

Editor's note

by Nikita James Nanos



The genesis of this issue can be traced back to an informal luncheon meeting in Toronto, hosted by **Michael Adams** of Environics. Michael

had invited a number of pollsters from across Canada, including myself, to “de-brief” after the most recent federal election. After our usual shop talk on political trends and nuances, an open, unprompted discussion began about our industry, consolidation and competition.

Considering the changes occurring in our industry, I thought it would be helpful to examine what is going on and where we might find ourselves in the future. Whether you are a research practitioner or a buyer, understanding and taking advantage of these trends will be critical.

We lead off with **Darrell Bricker**, the President and COO (Public Affairs) of Ipsos-Reid who provides an inside look at the Ipsos – Angus Reid merger and points to some compelling business trends in our industry. He is followed by **Michael Marzolini**, the Chairman and CEO of Pollara, who insightfully points to a number of sensitive business practices and the need for a strong and well-funded industry association. **Otto Akkerman**, a Vice President with Decima Research then identifies key issues that he believes will reshape the market research industry.

Ellie Sykes, the PMRS National Membership Chair, provides an update on our Society’s proactive initiatives in this area. She persuasively outlines the need for the PMRS to change and adapt to an evolving marketplace. I would also like to acknowledge our friends at the **Canadian Association of Market Research Organizations** who have kindly shared their data on trends in our industry.

Imprints itself is not beyond the influence of change. Beginning with this issue, the number of regular columnists has been expanded to reflect the growing diversity of our members.

I would like to take this opportunity to remind members and readers that our theme for the February 2003 *Imprints* is “Measuring Performance” (deadline December 20th). The March 2003 issue will focus on the upcoming PMRS Conference (deadline January 20th). I encourage you to share your opinions through either a short letter to the editor or a brief article (600 to 1,200 words).

Until next month.

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