



CANADIAN RESEARCH  
INSIGHTS COUNCIL  
LE CONSEIL DE RECHERCHE  
ET D'INTELLIGENCE  
MARKETING CANADIEN

### **Join CRIC**

Support advocacy and demonstrate your organization's commitment to the highest standards and best practices in the research, analytics and insights industry.

### **Support Powerful Advocacy**

CRIC advocates with regulators for sound policy and regulations that encourages a supportive environment for research, insights and analytics. CRIC continuously monitors the regulatory environment to ensure new legislation doesn't have unintended consequences for our industry.

### **Demonstrate your Support for the Highest Standards & Ethics**

CRIC member company's commit to following the CRIC Canadian Code of Market, Opinion, and Social Research and Data Analytics and the CRIC Pledge to Canadians. Agencies joining at the Accredited level agree to participate in a third-party review of key research, privacy and security and are recognized with the CRIC Accredited Agency Seal.

### **Grow Thought Leadership and Share Best Practices**

CRIC encourages staff of member companies on both the client and agency side to participate in thought leadership councils aimed at keeping our industry on the forefront of key trends shaping the industry including the rise of big data, UX research, new mobile methodologies and artificial intelligence. CRIC also offers Leadership Forums for senior executives of CRIC companies to share best practices on running a research agency.

### **Access Leading Edge Content and Resources**

CRIC works with its thought leadership councils and global partners to offer webinars and resources from experts and innovators within Canada and from around the globe covering topics ranging from AI & analytics, innovations in qualitative research, essential privacy/security practices, growing a strong client-side insights function, and running a successful research agency.

### **Support Strong Participation of Canadians in Research**

To maintain and grow the trust of Canadians in research, it is essential that we differentiate requests to participate in research from the growing number of requests Canadians receive. CRIC member companies do this by abiding by the CRIC Pledge to Canadians and by registering their research with the CRIC Research Verification Services that allows Canadians to validate the legitimacy of research they are invited to participate in.

### **Additional Value through Strategic Partnerships**

CRIC works closely with and supports CAIP Canada that offers certification to individual research, analytics and insights professionals in Canada. It also works globally with its strategic partners ESOMAR, MRII, GRBN/ARIA, WIRE and QRCA to enhance the value offered to the industry in Canada.

### **Access Insurance Savings**

CRIC has an exclusive relationship with ProLink that offers insurance savings of 20% or more to CRIC member companies and their staff on both professional and personal insurance solutions. Some companies have reported that the savings more than offset their annual dues.