

THE COMPANY

Environics Research Group Limited is one of Canada's leading marketing and opinion research firms. Established in 1970, Environics is a private independent Canadian company headquartered in Toronto.

Environics is a full-service research firm experienced in nationwide telephone, in-home and mail surveys. Our clients include business, the media, industry associations and departments and agencies at all three levels of government in Canada.

Environics' clients use our research to influence corporate strategy, marketing, government and public relations and human resources planning.

For nearly 20 years, Environics has undertaken high quality custom research studies on a wide variety of marketing and public policy issues. In recent years, the firm has applied its accumulated knowledge to the development of syndicated studies that enable business and government to understand and track major public policy issues and consumer trends.

Today, Environics has more than 150 clients who subscribe to our eight syndicated/omnibus studies: The FOCUS CANADA Report, The Environmental Monitor, The FOCUS ONTARIO Report, The HOMES NATIONAL Report, The Environics Media Study, The Ethnic Communities Survey, The Media Habits of Toronto's Ethnic Communities and The Yankelovich-Environics North American Environmental Scanning Program.

Environics offers direct access to its data base of over 104,000 interviews going back to November, 1976. This is the most extensive survey database in Canada and contains 56 national surveys with over 5,200 questions covering a wide variety of consumer trends and public policy issues.

Environics produces The Globe-Environics Poll and the Report on Business Consumer Trends Poll for the Globe and Mail, Canada's national newspaper. The Globe-Environics Poll covers national and provincial government performance, party support and leadership, as well as public attitudes towards issues and problems of national importance.

In 1988, Environics began publishing the Sondage Le Devoir-Environics in the most respected daily newspaper in French-speaking Canada on issues of national and provincial importance in Quebec.

1988 also marked the inauguration of Environics' Yvan Corbeil Research Scholarship whereby distinguished Canadian scholars are provided access to our data archives for purposes of secondary analysis and the preparation of a manuscript suitable for publication. The 1988 recipient of the \$10,000 honorarium is University of British Columbia Professor Donald Blake whose topic is Social Structure, Policy Attitudes and Political Choice in Canada.