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STATEMENT FROM FRANK GRAVES

[Ottawa – April 23, 2010] - In the course of an interview with the *Globe and Mail* columnist, Lawrence Martin, this week, I made some suggestions for a strategic course that presented itself to the federal Liberal Party.

My intention was to foment debate. However, I used incendiary language that had not been carefully enough considered. I recognize now that my stark language was understandably offensive to some Canadians.

In that light, I wish to retract my remarks and unreservedly apologize for making them.

Unfortunately, my comments have led to some misunderstanding about me and EKOS Research Associates, of which I am founder and president.

First of all, let me make it clear that I have never been a member of any political party. EKOS Research has never conducted polling or other public opinion research for any political party, nor has it ever been retained to give advice of any kind.

Journalists frequently ask pollsters what advice they might offer to a party or politician. This journalistic device does not imply that the pollster is in fact a political “adviser”. In the course of the interview with Lawrence Martin I offered the Liberals some unsolicited strategic “advice”. To the extent that readers may have taken the inference I had previously proffered this advice to the Liberal Party of Canada, it was a mistaken inference.

As to the specific issues raised in relationship to EKOS’ work for media organizations:

- Since we do not do any work for any political party, either paid or *pro bono*, there is no question of any sharing of resources whatsoever;
- The data collected in our polls for media clients, as for any client, are held in strict confidence. The political parties get the information at exactly the same moment that the public does: when the media organization chooses to release the numbers.

EKOS takes great pride in the history of superior accuracy of its polling, demonstrated in election after election. We consider it an honour to work with some of the most respected names in Canadian journalism, including the CBC, particularly given its rigorous methodological oversight and high journalistic standards.

Frank Graves,
President