
SIMON FRASER UNIVERSITY

Honorary Degree Citations The degree of Doctor of Laws, *honoris causa*, conferred on Angus Reid Friday, October 4, 2002

Mr. Chancellor it is my privilege to present Angus Reid. For more than twenty years, Canadians have looked to Dr. Reid to help them understand the major social and political issues of the day. Indeed, his name is synonymous with social research in this country.

Angus Reid began his remarkable career first as an academic. With a newly earned Ph.D. in Sociology, he was appointed Associate Professor at the University of Manitoba. But Dr. Reid had more pressing interests in applied rather than theoretical sociology, and in the resolution of the most urgent public policy questions rather than in the often petty internal politics of the university. In 1979, he founded the Angus Reid Group. The company had modest beginnings, with an office above a small store in Winnipeg, but under Angus Reid's visionary leadership, the firm soon became a vital force in market research across Canada. He was the catalyst whose foresight, tenacity and stewardship catapulted the company from a start-up to a national corporation grossing more than \$60 million annually with ten offices in North America.

As the company grew, so, too, did Angus Reid's reputation as a wise and knowledgeable observer. He has been consulted on every major national issue, his insights guiding Canadians coast-to-coast. His advice has been sought by governments, individuals, corporations and special interest groups both here and abroad. He is an engaging and knowledgeable speaker and a best-selling author of books like the recent *Shakedown: How the New Economy is Changing our Lives*, and the forthcoming *Brand America: How the World Sees the USA*. In work such as this, and in his speaking engagements around the world, he is very much admired for his ability to explain complex trends with grace and wit.

In 2000, the Angus Reid Group was acquired by Paris-based Ipsos, and a new multi-national, Ipsos Reid, was born. Very recently, Angus Reid has returned to university life as Director of the Centre for Public Opinion and Democracy at The University of British Columbia and as Senior Fellow at the Liu Institute for the Study of Global Issues, bringing back to the university a technical and analytic sophistication in the study of public opinion and its impact on the democratization of societies around the world.

Angus Reid has received many honours for his innovative contributions, including the National Health Research Scholar Award, the David Dunston Award as Carleton University's graduate of the year and the Ernst & Young Entrepreneur of the Year Award. Friends and colleagues describe him as an invaluable Canadian and a true westerner who has devoted his life to better understanding our country and its people. We are fortunate that he chooses this province as his home and that he has given so generously of his talents, not only to British Columbians but to all Canadians. Mr. Chancellor, on behalf of the Senate of this University, I ask that you now confer upon Dr. Angus Reid the degree of Doctor of Laws, *honoris causa*.