

Metroline Research Group Inc. Company Profile



Metroline Research Group Inc.
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Dave Kains, CMRP

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Background

Dave Kains has been practicing the art and science of marketing research for 30 years. He co-founded Metroline Research Group in Waterloo Region in 1991.

Dave has worked with large multi-national brands and companies – as a focus group moderator, quantitative analyst, and strategic partner. This work, for brands such as The Economical Insurance Group, Kraft, A&W, General Motors, Labatt, Molson, and Frigidaire has taken him to markets across North America.

Dave has consulted on public policy and planning for municipal and regional governments in Ontario and British Columbia, assisted with the development of branding and communications strategies for corporate clients, and contributed his insight to the evolution of innovative new sections or products for various print publications.

A member of the Marketing Research Industry Association (MRIA), Dave served as the Chair of the 2012 QRD Conference in Toronto, and has achieved professional designation as a Certified Market Research Professional (CMRP).

Recently, Dave joined the team at Communitech, a Kitchener-Waterloo based technology incubator, as a mentor in the Hyperdrive program.

Dave graduated from the Honours Marketing program at George Brown College, with a minor in Psychology and Human Behaviour.

Clients

Metroline Research Group opened in 1991, and has grown to become one of the largest full-service marketing research companies in South-Western Ontario. We have served a number of local, national and international clients. For further information about our company services, please visit us on-line at www.metroline.ca.

Here is a sample of companies/brands that Metroline has worked on:

Consumer/Retail

- Google Canada
- A&W Restaurants of Canada
- Beverage Brands (UK) Co Ltd.
- Biovail Pharmaceuticals
- Brick Brewing Company
- Danish Brewery Group (Faxe)
- Disaronno Amaretto
- Eastforest Homes
- easyhome/easyfinancial
- Electrolux/Frigidaire Canada
- ergoCentric Seating Systems
- Expedia.ca
- Great Western Brewing Company
- Good Humour-Breyers Ice Cream
- Hankook Tire Company
- Lowe's Group
- Novartis
- Pfizer Canada
- Sleeman Breweries
- Sutherland-Schultz
- Vonage

Public Sector

- Regional Municipality of Waterloo
- Regional Municipality of York
- City of Barrie, Ontario
- City of Guelph, Ontario
- City of Hamilton, Ontario
- City of Peterborough, Ontario
- City of Waterloo, Ontario
- City of Welland, Ontario
- City of Vancouver, Ontario
- Metro Vancouver
- Cambridge Memorial Hospital
- Brock University

Media

- The Toronto Star
- The Waterloo Region Record
- The Hamilton Spectator
- The Guelph Mercury
- Reed Construction Data

Business-to-Business

- Covarity (Banking Software Solutions)
- Tourism London
- UUNET
- University of Waterloo
- Atria Networks

Financial

- The Economical Insurance Group
- Manulife Financial
- Clarica/SunLife
- Waterloo Regional Credit Union
- FaithLife Financial
- Ontario Teachers Insurance Plan

Non-Profit/Charitable Organizations

- The Easter Seal Society of Ontario
- Peterborough Green-Up
- The Bruce Trail Association
- Kitchener-Waterloo Art Gallery
- Waterloo Region Children's Museum
- Christian Children's Fund
- Recycling Council of Alberta

Previous Metroline Assignments in Print on the Web

Some examples of our work in the public sector are available online:

City of Waterloo – Infrastructure Management

[http://www.waterloo.ca/en/contentresources/resources/living/Full_Report_Focus_Group_Research -
_Waterloo_Pavement_Condition.pdf](http://www.waterloo.ca/en/contentresources/resources/living/Full_Report_Focus_Group_Research_-_Waterloo_Pavement_Condition.pdf)

City of Guelph – Solid Waste Management Master Plan

<http://guelph.ca/wp-content/uploads/SWMMPSurveyResults.pdf>

Waterloo Region Roundabout Poll

[http://www.therecord.com/news/local/article/748548--residents-endorse-roundabouts-but-perfect-
storm-breeds](http://www.therecord.com/news/local/article/748548--residents-endorse-roundabouts-but-perfect-storm-breeds)

Waterloo Regional Police Services

[http://www.therecord.com/news/local/article/626742--victims-differ-from-others-in-opinions-on-
crime](http://www.therecord.com/news/local/article/626742--victims-differ-from-others-in-opinions-on-crime)

Waterloo Region Transit Poll

[http://www.therecord.com/news/local/article/526816--poll-shows-community-deeply-divided-over-
rapid-transit](http://www.therecord.com/news/local/article/526816--poll-shows-community-deeply-divided-over-rapid-transit)

City of Waterloo Strategic Planning

[http://www.city.waterloo.on.ca/DesktopDefault.aspx?tabid=1049&mid=4114&def=News%20Article%20
View&ItemId=1464](http://www.city.waterloo.on.ca/DesktopDefault.aspx?tabid=1049&mid=4114&def=News%20Article%20View&ItemId=1464)

City of Guelph – Water Efficiency

http://guelph.ca/uploads/ET_Group/waterworks/WCE%20Study/WCES%20Appendix%20B.pdf