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With more than 15 years in the market research industry, Demetre Eliopoulos leads the Angus Reid research practice. As a seasoned expert in polling, he has provided advice for hundreds of communications professionals and has built insights programs that have yielded impactful results for some of North America's largest organizations. Based in Toronto, Ontario, Eliopoulos works with clients across North America in a wide array of sectors. Eliopoulos is highly respected in his field for his ability to leverage public opinion, helping his clients understand the current trends and forces that shape the evolving landscape.