



***Official Statement from the WIN & Gallup International Network in support of its member company CEDATOS, Ecuador.***

**Milan, April 13th, 2017** — The WIN & Gallup International Association Network (WIN/GIA) is firm in denouncing the reported forced entry into the offices of the Ecuadoran polling firm CEDATOS, member in the Network representing Ecuador. This action allegedly happened as a reaction to the exit polls conducted by CEDATOS on the occasion of the national Presidential elections held on April 2<sup>nd</sup>, 2017.

WIN/GIA Interim President Vilma Scarpino has declared: “As part of the opinion research international industry, we strongly oppose any threat in using power to intimidate researchers and/or to intervene in disputed research findings. CEDATOS has been part of our Association for over 10 years and Polibio Cordova, founder and CEO of the company, is an honest professional with an Economics PhD from the University of Michigan. He has always been a well-known and a respected member of our international community”.

All the members of the WIN/GIA Network agree that the free publication of opinion poll results plays a fundamental role for all societies and it is the best way to ensure that electoral polls improve their accuracy. What is happening to Mr Cordova is a threat to our industry and for democracy as a whole.

Social and opinion research is used by the media to report on citizens’ views about the society in which they live. Infringements on the right to conduct opinion and social research therefore have a negative impact on the delivery of effective, evidence-based policy-making.

We understand that survey results of any election may vary depending on such factors as sampling techniques and question wording, any attempt to discredit particular polls and intimidate and/or harm their authors create a negative atmosphere, aimed at suppressing the free and independent information.

Those in positions of power in democratic governments have a responsibility to encourage, not hinder that flow of information.



**The WIN & Gallup International Association Network** is the leading association in market research and polling and is made up of the **70** largest independent market research and polling firms in their respective countries. Members work together on a daily basis to share knowledge, new research techniques and tools, as well as to provide the most appropriate solutions to international research projects and service our clients to the best of our abilities.

**Disclaimer:** Gallup International Association or its members are not related to Gallup Inc., headquartered in Washington D.C which is no longer a member of Gallup International Association. Gallup International Association does not accept responsibility for opinion polling other than its own. We require that our surveys be credited fully as Gallup International (not Gallup or Gallup Poll).

For further details see website: [www.wingia.com](http://www.wingia.com),