

FOR IMMEDIATE RELEASE

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SIENA RESEARCH INSTITUTE AT SIENA UNIVERSITY STRENGTHENS RESEARCH REACH THROUGH STRATEGIC INTEGRATION WITH RECONMR

Albany, NY— The Siena Research Institute at Siena University has announced a strategic integration with ReconMR, a national research and analytics firm known for large-scale public opinion data collection and analytics operations with over 30 years of experience.

"This integration positions us to do what we've always aspired to do: advance the science of public opinion with even greater depth, precision, and integrity," said Don Levy, Ph.D., director of the Siena Research Institute. "By combining Siena's academic rigor and polling expertise with ReconMR's exceptional data collection and analytics capacity, we are expanding what's possible for researchers, policymakers, and the public. Together, we'll deliver insights that are not only more comprehensive, but more meaningful for the communities we serve."

The strengths of these two powerhouses in research and analytics will be combined into one organization, with each division focusing on its core competencies, while also collaborating to offer clients more value and expertise. ReconMR delivers large-scale, high-quality data collection and advanced analytics capabilities while Siena University Research Institute offers rigorous academic expertise, expert polling, and an extensive portfolio that includes conducting regional, statewide and national surveys on business, economic, political, voter, social, and academic issues.

"By joining forces with ReconMR, the Siena Research Institute will be able to broaden its reach, deepen its impact, and continue setting the national standard for high-quality, nonpartisan public opinion research," said Siena President Chuck Seifert, Ph.D. "We are proud of this collaboration and excited for the new possibilities it creates for our students, faculty, and the public."

The integration joins the Siena Research Institute's deep expertise in public policy, civic engagement, and nonpartisan analysis with ReconMR's large-scale survey operations and robust infrastructure for engaging hard-to-reach populations.



Research and analytics produced through this unification will provide actionable insights on issues such as business, economic, political, voter, social, academic and historical.

“We share a commitment to scientific rigor, high-quality sampling, and credible, nonpartisan results. We are honored to have been recognized by Siena University and given the opportunity to continue growing SRI as the gold standard for public opinion research and polling,” said Lyle Durbin, CEO of ReconMR. “This integration sets a precedent for collaboration between expert research institutes and professional data collection and analytics firms.”

Together, Siena Research Institute and ReconMR look to amplify their shared commitment to advancing the quality and impact of public opinion research on a national scale.

About Siena Research Institute

Founded in 1980 at Siena University in New York’s Capital District, the Siena Research Institute (SRI) conducts regional, statewide and national surveys, both expert and public opinion, on business, economic, political, voter, social, academic and historical issues. In 2013, SRI and The New York Times began a polling partnership, developing The New York Times/Siena Poll which currently holds a 3-star rating from FiveThirtyEight, their highest possible rating for a pollster.

About ReconMR

ReconMR is a full-service research and analytics firm, with in-house data collection, insights and analytics capabilities servicing commercial, government, public policy, and social science research entities around the world. As the largest and most experienced data collection provider in North America, ReconMR has grown to include a uniquely qualified insights and analytics division complete with experienced statisticians, methodologists, and program managers on staff. The company leverages innovation and proven research methods to produce highly representative and reliable results. With thirty plus years of experience, ReconMR has the staff, resources, and tools to ensure the success of any project, regardless of complexity level.

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