

Jeff Walker
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Mr. Walker is Senior Vice President of Decima Research. He possesses ten years of experience as a qualitative and a quantitative public opinion researcher. His work spans the public and private sectors of the economy, and much of his current work integrates public opinion research with public policy and strategic communications.

His expertise lies in a number of areas, including the economic/financial sphere, the environmental sphere, and in the sphere of new technologies and their impact on the economy and society. He has conducted extensive work on financial, health, transportation and regulatory issues for a several federal departments, and on marketing/advertising and corporate reputation for companies and associations in a number of sectors of the economy.

He has also been the lead researcher on the CAA's public affairs research for the past two years, which has included extensive work on public perceptions of distracted driving.

He possesses a Masters degree in International Political Economy from the Norman Paterson School of International Affairs in Ottawa.