

# Maru Policies and Protocol for Clients Releasing or Using Opinion, Market Research for Media or Public Consumption

## Polling transparency protection for public release

At [Maru](#), we have a strict policy on how our numbers are used for public release—for media, public relations, advertising, or collateral materials. This policy protects the integrity and validity of our practices and our brand, and it ensures that your use of those results is grounded in defensible factual findings to protect your credibility.

The industry associations we belong to worldwide have instituted transparency codes of conduct that must be strictly followed when we publish a public release on behalf of ourselves or our clients. Failure to do so can result in a serious black mark against us within our own sector.

See below for industry codes of conduct for releasing results:

[European Society for Opinion and Market Research \(ESOMAR\)](#)  
[British Polling Council](#)  
[The American Association of Public Opinion Research \(AAPOR\)](#)  
[Canadian Research Insights Council \(CRIC\)](#)

Allow our team of experts to draw up detailed poll findings to eliminate the risk of your insights being deemed as 'fake news.' Our dedicated and experienced team of research associates have constructed and distributed almost 1,500 polls for public release for multiple client types including major news outlets such as Reuters International, CNN International, the Economist, Associated Press, McClatchy News, CTV, the Globe and Mail, Global news, Postmedia, and more.

Our [Maru Public Opinion](#) research experts will help you avoid the risks. Whether we are designing your insights or purchasing just a few omni questions, all clients are subject to the industry code and standards. Our Maru/Blue Public Opinion experts will be the gatekeepers and provide final approval over the detailed poll findings to ensure your company is aligned with industry standards.

1. While it is imperative to follow the fine print guidelines, outlined below is a condensed polling protocol version for this service that is tailored to your company:
2. Our team completes a review of your idea or questions. Our efforts and brands are intertwined so we will ensure verbiage is in good taste and defensible. Our team will review and revise wording with potential inter-item-contamination that may lead to overt bias. After consultation of your questionnaire design is completed, we will share with you for final approval.
3. We field the study and export the data tables, then write up the results into a Factum which is required as the substance to mirror your release— it is essentially a report of the findings with all the fine print requirements. See [here](#) for final examples.
4. A Microsoft Word document including the data tables will be sent to you to use as substance to produce your collateral or media release. We recommend to cut and paste the salient points to shape your quotes, then embed a link to our polling site so all results are accessible. We will review the media release and interpretation so that it matches with the findings, then schedule the posting of the Factum to our site at the same time you release the results.
5. In terms of speaking to the results, we can refer any enquiries we receive back to you or take the helm if you want us to do so.
6. If the data is used from a custom study, a syndicated study, or another source that we have provided to you, the process will be the same. The rules imposed by our industry outline that any number you reference in the public domain from a study of ours for prominent public display must be backed up by a proof point that includes the methodology, the weighted tables, and a discretion that is posted for full access.
7. Any factum and its underlying data posted to our site will be owned by Maru/Blue for transparency, enquiries and archival purposes.
8. Integrity matters more than anything nowadays. By following this global industry standard, you are helping stamp out any claim of fake news when you release your results into the public domain. We are committed to displaying credible insights and doing the due diligence that is necessary for your release because it protects both our brands and personal reputations. In this new and evolving environment, it is critical that we demand to

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