



The Rt Hon the Lord McFall of Alcluith
Senior Deputy Speaker
Chair of the Liaison Committee
House of Lords
LONDON
SW1A 0PW

2nd March 2020

Dear Lord McFall

Select Committee on Political Polling and Digital Media

I am responding on behalf of MRS to your enquiry about actions taken subsequent to the Lords Select Committee on Political Polling and Digital Media Report issued in April 2018.

MRS has taken the lead in developing a Guide for Journalists on the use of Polls. In developing this guide, we worked closely with press regulator IMPRESS. The guide was launched at an event chaired by Lord Lipsey. The guide can be found: <https://www.mrs.org.uk/resources/interpreting-polls-and-election-data-guidance-for-media-and-journalists->

In addition, we brought our content on the subject together in a special hub on the website: <https://www.mrs.org.uk/pdf/IMPRESS%20MRS%20Guidance%20FINAL1.pdf>

Finally, we have also re-issued an updated Code of Conduct. All MRS accredited companies and individual members must abide by the Code. Under the Code, members are expressly forbidden from leading participants to particular points of view (28c & d).

The Code also provides for members to ensure the clarity and accuracy of final reporting in so far as it is possible (Articles 63 and 64 of the Code). The full Code can be found at: <https://www.mrs.org.uk/pdf/MRS-Code-of-Conduct-2019.pdf>

Yours sincerely

Jane Frost, CBE
Chief Executive Officer