

Harris Interactive Policy and Guidelines for Surveys for Public Release

Harris Interactive has a long-established policy regarding surveys which are intended for public release.

The Company maintains this policy for very important reasons. High standards are not only in the public's best interest, they also benefit Harris Interactive and its clients. **Unfortunately, some surveys are designed not to inform, but to mislead. That is against the policy of Harris Interactive.**

Harris Interactive Policy for Public Research

- The survey design should avoid bias, be fair, balanced and comprehensive.
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- If only parts of the survey are publicly released, then all the relevant survey data must be made available upon request.
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- We may choose to do research for clients to support their claims, but only if the methodology used to conduct the research is complete, balanced and wholly defensible.
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- Surveys, in general, must not be used to mislead the public, the media, policymakers or anyone else.
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- Harris Interactive reviews the reports, press releases or other materials for public release, prior to release (including prior to press conferences or any pitches made to the media) in order to ensure accuracy, correct interpretation and representation of the data.

The aim is to inform and not to mislead

Our policy is designed to support this so that the public, policymakers and the media can have confidence that we are trying to provide the most honest, reliable, balanced and comprehensive measures of public opinion possible. This is not just a public service. **The policy adds to the *credibility* and *integrity* of our research.**