

# LONERGAN.

## Chris Lonergan elected chairperson for the Australian Polling Council

**SYDNEY 14 September 2023:** The Australian Polling Council (APC), has elected founding member Chris Lonergan of Lonergan Research to the position of Chairperson, commencing 11 September 2023 for a 1-year term.

The APC is a joint initiative from Australia's leading public opinion research companies, looking to advance the quality and understanding of public opinion polling, surveys and research in Australia.

The Council has established a Code of Practice, and a Quality Mark, allowing journalists and media outlets to identify professionally conducted polls with appropriate disclosure standards.

Chris Lonergan, CEO and Founder of Lonergan Research said, "I'm honoured to be elected into such an important position, particularly with a Referendum being held next month. Polls not only impact campaign strategy, they also impact how people vote. Transparency in polling is important to help journalists assess their reliability and helps all users of the data interpret and understand the numbers."

For more on the APC, you can visit [australianpollingcouncil.com](http://australianpollingcouncil.com).

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