

Australian Standard[®]

**Market, opinion and social research—
Vocabulary and service requirements
(ISO 20252:2006, MOD)**



This Australian Standard® was prepared by Committee MB-005, Market Research. It was approved on behalf of the Council of Standards Australia on 20 December 2006. This Standard was published on 30 January 2007.

The following are represented on Committee MB-005:

- Association of Market and Social Research Organisations
 - Australian Market and Social Research Society
 - Australian Marketing Institute
 - Market Research Quality Assurance
 - The University of Sydney
 - Client Networking Group
-

This Standard was issued in draft form for comment as DR 06592.

Standards Australia wishes to acknowledge the participation of the expert individuals that contributed to the development of this Standard through their representation on the Committee and through public comment period.

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Vocabulary and service requirements
(ISO 20252:2006, MOD)**

Originated as AS 4752—2004.
Revised and redesignated as AS ISO 20252—2006.

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Published by Standards Australia, GPO Box 476, Sydney, NSW 2001, Australia

ISBN 0 7337 8001 6

PREFACE

This Standard was prepared by Standards Australia Committee MB-005, Market Research to supersede AS 4752—2004, *Market and social research*. This Standard is identical with, and has been reproduced from ISO 20252, Ed. 1.0 (2006), *Market, opinion and social research – Vocabulary and service requirements*.

The objective of this Standard is to establish the terms and definitions as well as the service requirements for organizations and professionals conducting market, opinion and social research.

The development of Australian Standards for market, opinion and social research has been driven by the shared desire of market research suppliers (companies and individual practitioners) and buyers to operate in an environment that is continually developing and improving.

Recognizing this need for quality standards, Market Research Quality Assurance (MRQA) has managed the Interviewer Quality Control Australia (IQCA) (established in 1991) scheme that specifies standards for data collection. Following the success of this scheme, the MRQA approached Standards Australia in 2001 to develop an Australian Standard for market and social research that specified standards for all elements of the market research process.

The Australian Standard AS 4752—2004, *Market and social research* was developed by Standards Australia Committee MB-005 based on British Standard BS 7911:2003, *Specifications for organizations conducting market research* and the EMRQS EFAMRO Market Research Quality Standards. AS 4752:2004 was launched in June 2004.

Standards Australia Committee MB-005 also participated in the preparation of the International Standard ISO 20252 published in 2006. The Committee has decided to adapt the International Standard to ensure that the local industry is in step with international market, opinion and social research practice. The Committee also required that a number of normative and informative references from AS 4572—2004 be included in this Standard. These are shown as Annex ZA and ZB.

The requirements of AS ISO 20252—2006 are similar to many of those in AS 4752—2004 and only minor changes would be necessary for users of AS 4752 to comply with AS ISO 20252—2006.

As this Standard is reproduced from an International Standard, the following applies:

- (a) Its number does not appear on each page of text and its identity is shown only on the cover and title page.
- (b) In the source text 'ISO 20252' should read 'AS ISO 20252'.
- (c) A full point should be substituted for a comma when referring to a decimal marker.

The terms 'normative' and 'informative' have been used in this Standard to define the application of the annex to which they apply. A 'normative' annex is an integral part of a Standard, whereas an 'informative' annex is only for information and guidance.

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INTRODUCTION

The principal objective of international standardization is to facilitate business development and growth particularly between different national and regional markets. The intention is to apply the principles of international quality standards to market, opinion and social research and to harmonize other national standards already available.

Market, opinion and social research is now a global industry. An increasing proportion of the expenditure of users of the industry is allocated to multi-national projects whose objective is consistent regional and global measurement. An international quality standard directly facilitates the achievement of this important economic and social objective by ensuring that the process elements of such research are undertaken to an appropriate standard and in a verifiable and consistent manner. This will enable data, arising from research studies carried out according to this standard, being used to guide the provision of goods and services to citizens and institutions in a consistent and transparent fashion.

Subsidiary objectives in developing this International Standard have included the need to define the level of requirement for service provision and common work procedures to be applied in processes, including across different countries. To meet the expressed wishes of service providers and clients, this International Standard also clarifies the difference between market, opinion and social research and other activities such as direct marketing. This International Standard also embodies some essential principles of international standardization including openness and transparency, consensus of interested parties and technical coherence.

This first document produced by TC 225 contains extensive terms and definitions.

NOTES

STANDARDS AUSTRALIA

Australian Standard**Market, opinion and social research—Vocabulary and service requirements
(ISO 20252:2006, MOD)**

1 Scope

This International Standard establishes the terms and definitions as well as the service requirements for organizations and professionals conducting market, opinion and social research.

2 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

2.1**access panel**

sample database of potential respondents who declare that they will cooperate for future data collection if selected

NOTE Continuously reporting panels, e.g. TV-rating-panels, consumer-panels, are not covered (see 2.37).

2.2**accuracy**

degree of closeness between the estimate and the true parameter value

2.3**ad hoc**

(research) specifically designed to address a particular objective or issue

2.4**appraisal**

process of monitoring the competency of an individual or group of individuals in carrying out their work

2.5**audit**

systematic, independent and documented process for obtaining audit evidence and evaluating it objectively to determine the extent to which audit criteria are fulfilled

2.5.1**audit criteria**

set of policies, procedures or requirements used as a reference

2.6**auditor**

person with the competence to conduct an audit

2.7**bias**

systematic deviation between the estimate and the true parameter value