

CHOOSING THE RIGHT MARKET AND SOCIAL RESEARCH COMPANY FOR YOUR BUSINESS



As part of your risk management strategy use an AMSRO ISO 20252 certified member for your market and social research

Questions and answers to help buyers of market and social research

1. COMPANY PROFILE AND POLICIES

Is the company accredited to ISO 20252 (Australian Standard for market, opinion and social research) or another Quality System?

ISO 20252 specifies the processes in conducting research projects from proposal, through sampling, fieldwork and data analysis to the final report. ISO 20252 addresses the quality triangle of Design, Process and Fitness. Reporting guidelines in the standard apply to both Quantitative and Qualitative research.

2. YOUR MARKET RESEARCH NEEDS – do you know exactly what they are?

Do you know what market research you need?

Do you know how to define your needs – objectives/outcomes?

ISO 20252 requires the research provider to discuss and scope the project in consultation with you the client, and document agreed arrangements to ensure both parties fully understand the procedure and outcomes.

3. BUYER AND MARKET RESEARCH SUPPLIER RELATIONSHIP

Is there an ongoing communication and consultative process between you and the research provider, in developing the program and throughout the project?

ISO 20252 requires research providers to clearly record relationship management through consultation and approvals throughout the life of the project.

4. SCOPE OF WORKS

Do you understand the project scope of works and how it will impact on the project deliverables?

Are you informed of legal and regulatory requirements by the research provider and how your project complies with these requirements?

You should be informed of regulatory compliance issues; in particular those around privacy law, and how they are managed along with the scope of works – its limitations, risks and reportable outcomes. This is a requirement of the research provider under ISO 20252.

5. PROJECT MANAGEMENT

Are you informed of the research provider's project team, their roles and capabilities?

Are you provided with a project schedule, and kept updated on progress?

Clarity of competency regarding the project team along with a regularly updated project schedule is also a requirement of the research provider under ISO 20252. This must be provided by the research provider and may also include QPMR [Qualified Practicing Market Researcher] status as a measure of best practice.

6. SOURCING RESPONDENT DATA

Are you involved in data sourcing including sample size, nature, context of data collection, its reliability and risk?

ISO 20252 and ISO 26362 jointly provide due diligence of the research provider's data sourcing processes including online data and other technology interfaces. The decisions related to data sourcing, which may include outsourcing to external research suppliers (i.e. subcontractors), must be informed to you, the client, through consultation including risk and reliability issues.

7. DATA MANAGEMENT

Are you kept informed of the research provider's coding and analysis decisions and subsequent outcomes?

Clarity and transparency of the research provider's data management is a due diligence requirement of ISO 20252 and therefore must be replicable for future needs.

8. REPORTS AND REPORTING

Are the research provider's reports presented in a manner that provides the information in a readily usable and coherent form?

Does the report clearly express appropriate use of report outcomes including risks and any limitations?

As a mandatory requirement of ISO 20252, the research provider's reporting process must be compatible and transparent to the proposal that states expected project outcomes. The research provider report must indicate findings, risks and any known limitations.

All AMSRO full member organisations are certified to ISO 20252 and listed at www.amsro.com.au

*Only AMSRO members work under the industry Trust Mark**