



**Market, opinion and social research,
including insights and data analytics —
Vocabulary and service requirements**



AS ISO 20252:2019

This Australian Standard® was prepared by MB-005, Market Research. It was approved on behalf of the Council of Standards Australia on 11 June 2019.

This Standard was published on 28 June 2019.

The following are represented on Committee MB-005:

Association of Market and Social Research Organisations
Australian Market and Social Research Society
Client Networking Group
University of Sydney

This Standard was issued in draft form for comment as DR AS ISO 20252:2019.

Keeping Standards up-to-date

Ensure you have the latest versions of our publications and keep up-to-date about Amendments, Rulings, Withdrawals, and new projects by visiting:

www.standards.org.au



Market, opinion and social research, including insights and data analytics — Vocabulary and service requirements

Originated as AS ISO 20252—2007 and AS ISO 26362—2009.
AS ISO 20252—2007 revised as AS ISO 20252:2018.
AS ISO 20252:2018 and AS ISO 26362—2009 revised, amalgamated and redesignated
as AS ISO 20252:2019.

COPYRIGHT

© ISO 2019 — All rights reserved
© Standards Australia Limited 2019

All rights are reserved. No part of this work may be reproduced or copied in any form or by any means, electronic or mechanical, including photocopying, without the written permission of the publisher, unless otherwise permitted under the Copyright Act 1968 (Cth).

Preface

This Standard was prepared by the Standards Australia Committee MB-005, Market Research to supersede AS ISO 20252:2018, *Market, opinion and social research — Vocabulary and service requirements* and AS ISO 26362—2009, *Access panels in market, opinion and social research — Vocabulary and service requirements*.

The objective of this Standard is to establish the terms, definitions and service requirements for service providers conducting market, opinion and social research, including insights and data analytics (hereinafter referred to as “service providers”).

Non-market research activities, such as direct marketing, are outside the scope of this document.

This Standard is identical with, and has been reproduced from, ISO 20252:2019, *Market, opinion and social research, including insights and data analytics — Vocabulary and service requirements*.

As this document has been reproduced from an International Standard, a full point substitutes for a comma when referring to a decimal marker.

Australian or Australian/New Zealand Standards that are identical adoptions of international normative references may be used interchangeably. Refer to the online catalogue for information on specific Standards.

The terms “normative” and “informative” are used in Standards to define the application of the appendices or annexes to which they apply. A “normative” appendix or annex is an integral part of a Standard, whereas an “informative” appendix or annex is only for information and guidance.

Contents

Preface	ii
Foreword	iv
Introduction	v
1 Scope	1
2 Normative references	1
3 Terms and definitions	1
4 Core requirements for market, opinion and social research	12
4.1 Core framework	12
4.1.1 Statement of applicability	12
4.1.2 Confidentiality of research	14
4.1.3 Documentation and records management	16
4.2 Personnel and infrastructure responsibilities	17
4.2.1 Personnel and organisational responsibilities	17
4.2.2 Personnel — Performance management	17
4.3 Information security	17
4.3.1 Information security risk framework	17
4.3.2 Information handling	18
4.3.3 Information security controls	18
4.3.4 Information security training and awareness	18
4.4 Subcontracting services	18
4.4.1 General	18
4.4.2 Subcontracted project work	19
4.5 Planning, delivery and reporting on projects and research work	19
4.5.1 General	19
4.5.2 Client relationship management	19
4.5.3 Project, work requests or other responses to offer services	21
4.5.4 Providing deliverables to the client	23
4.6 Management review and improvement	24
4.6.1 Input	24
4.6.2 Output	25
4.7 Internal audits	25
4.8 Legal requirements	25
Annex A (normative) Sampling including access panels	26
Annex B (normative) Fieldwork	39
Annex C (normative) Physical observation	48
Annex D (normative) Digital observation	50
Annex E (normative) Self completion	56
Annex F (normative) Data management and processing	60
Bibliography	66

This is a free preview. Purchase the entire publication at the link below:

[Product Page](#)

-
- [Looking for additional Standards? Visit Intertek Inform Infostore](#)
 - [Learn about LexConnect, All Jurisdictions, Standards referenced in Australian legislation](#)
-