

Australian Standard™

Market and social research

This Australian Standard was prepared by Committee MB-005, Market Research. It was approved on behalf of the Council of Standards Australia on 6 May 2004 and published on 3 June 2004.

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- Australian Chamber of Commerce and Industry (ACCI)
- Australian Marketing Institute (AMI)
- Government Communications Unit (GCU)
- Market Research Quality Assurance (MRQA)
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Preface

This Standard was prepared by Standards Australia Committee MB-005, Market Research.

The objective of this Standard is to:

- establish minimum standards for market research;
- increase the internal efficiency of the market research process;
- increase the consistency of market research; and
- clarify the role of market research as credible and valid.

The driving organisation behind the development of this Standard was Market Research Quality Assurance Inc (MRQA). MRQA administers the Interviewer Quality Control Australia (IQCA) scheme which was established in 1991.

This Australian Standard is based on but not equivalent to the British Standard BS 7911:2003, *Specification for organisations conducting market research* and the EMRQS EFAMRO Market Research Quality Standards.

The terms ‘normative’ and ‘informative’ have been used to distinguish between prescriptive and non-prescriptive parts in the Standard respectively.

Guidance is provided in text boxes throughout the Standard.

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