
Market, opinion and social research — Vocabulary and service requirements

*Études de marché, études sociales et d'opinion — Vocabulaire et
exigences de service*





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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

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The main task of technical committees is to prepare International Standards. Draft International Standards adopted by the technical committees are circulated to the member bodies for voting. Publication as an International Standard requires approval by at least 75 % of the member bodies casting a vote.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights.

ISO 20252 was prepared by Technical Committee ISO/TC 225, *Market, opinion and social research*.

This second edition cancels and replaces the first edition (ISO 20252:2006), which has been technically revised.

Introduction

The principal objective of international standardization is to facilitate business development and growth, particularly between different national and regional markets. The intention of this International Standard is to follow a linear structure to ensure that its implementation leads to continual improvement of 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 Standard 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 enables data arising from research studies carried out in accordance with this International Standard to be 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 include the need to define the level of requirement for service provision and common work procedures to be applied in processes, including across different countries. Requirements only apply when services are provided.

This International Standard contains extensive terms and definitions.

