

## Information sheet

### ABOUT MARKET AND SOCIAL RESEARCH

Market and social research provides accurate and timely information on the needs, attitudes and motivations of a population:

It plays a vital social role, assisting governments and businesses to develop services, policies, and products that are responsive to an identified need.

It contributes to Australia's economic wellbeing, by ensuring that organisational responses to these needs are relevant and properly targeted.

Consumers of market and social research include State and Federal government agencies, companies and non-government organisations – in fact, any organisation that needs to better understand the community, trends of any kind or its own customers will use research.

Research projects educate the response of decision makers to a range of important issues, including planning for major transport and infrastructure projects, responses to climate change, taxation policy and many other areas.

Market and social research is not marketing and cannot be used to “push” a product or service: Under the Trade Practices Act and the Privacy Act, it is illegal to pretend to be doing market or social research if the real purpose of the call is to sell something.

The market and social research industry operates under strict, government-approved codes of conduct that ensure ethical behaviour and professional standards are upheld. Complaints can be investigated and sanctions applied by AMSRO and AMSRS.

### AUSTRALIAN MARKET AND SOCIAL RESEARCH INDUSTRY

Demand for research continues to increase as organisations recognise the need to ensure key policies, programs or strategies are based on rigorous research and facts, not guesswork. The industry turns over around \$750 million annually. It employs more than 4,100 full time staff and many more part-time.

### PROFESSIONAL STANDARDS

The Australian market and social research industry is governed by strict professional standards.

These include:

- The Code of Professional Behaviour
- The International Standard for market, opinion and social research (ISO 20252)

The Quality Standard for Online Access Panels (QSOAP)

The Qualified Practising Market Researcher scheme (QPMR)

The Market and Social Research Privacy Code, approved by the Privacy Commissioner under the Privacy Act.

Membership of the industry's professional bodies is contingent on individuals and companies adhering to these standards.

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The Australian market and social research industry is also closely involved in setting international market and social research standards. It is represented on the market and social research committee of the International Organization for Standardization (ISO) that sets global industry standards.

### AMSRO & AMSRS

The Association of Market and Social Research Organisations (AMSRO) is the peak body for Australia's market and social research companies. AMSRO represents more than 100 Australian member companies that enjoy a reputation as leaders in many areas of research. Australian researchers are in demand internationally and have developed techniques and approaches that are used worldwide.

The Australian Market and Social Research Society (AMSRS) is the industry's not-for-profit professional membership body – representing over 2,100 professionals who are dedicated to increasing the standard and understanding of market and social research in Australia.

Together, AMSRO and AMSRS promote:

- High quality standards for the conduct of market and social research
- Stringent ethical standards.
- Professional development and training for market research practitioners.

### INDUSTRY CONTACTS

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