

Ethnicity and Identity Branch
Room D201
Office for National Statistics
1 Drummond Gate
London
SW1V 2QQ

By email: Ethnicity&Identity@ons.gsi.gov.uk

28th March 2007

Dear Sirs

Re: Consultation questionnaire on ethnic group, national identity, religion and language for the 2011 Census in England and Wales

I am writing on behalf of The Market Research Society (MRS) in response to the above consultation.

With members in more than 70 countries, MRS is the world's largest association representing providers and users of market, social, and opinion research, and business intelligence. All individual MRS members and MRS Company Partners agree to self-regulatory compliance with the MRS Code of Conduct. Full details regarding MRS and its activities can be found via: www.mrs.org.uk

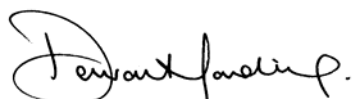
MRS welcomes this opportunity to respond to the ONS consultation and confirms that no part of this submission needs to be treated as confidential.

MRS has an advisory group, the MRS Census and Geodemographics Group (CGG), which recommends MRS policy in relation to geographic and demographic information, within which the Census is the key source. CGG is responding to the detailed consultation questionnaire, which MRS wholeheartedly supports.

In addition to the points raised by CGG, we would reiterate that market and social researchers are interested in the entire range of census topics and it is hoped that the inclusion of additional information regarding ethnic group, national identity, religion and language will not restrict the collection of information that is gathered on other Census-related topics. It is vital that the 2011 Census produces comparable results across all geographical areas on the range of topics that have been previously covered by the Census in addition to providing additional information on ethnic group, national identity, religion and language.

Please do not hesitate to contact me if you require clarification regarding any of the above.

Yours faithfully



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Director, Policy & Communication

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