

MRS MARKET RESEARCH STANDARDS BOARD (MRSB) STATEMENT

MRS received a complaint about Omnisis, an MRS Company Partner. The complainant alleged that a research question run by Omnisis was ambiguous and leading.

Having conducted its investigation, MRSB found that Omnisis did not take reasonable action to ensure that others do not breach or cause a breach of the Code, in breach of rule 7 of the MRS Code of Conduct.

In reaching this conclusion, MRSB notes that Omnisis fully co-operated with the MRSB investigation.

MRSB concluded that it was appropriate that Omnisis was formally advised of the breach in accordance with paragraph 43 b of the MRS Company Partner Complaints Procedure.