

MRS MARKET RESEARCH STANDARDS BOARD (MRSB) STATEMENT

MRS received a complaint about Savanta an MRS Company Partner. The complainant alleged that, in conducting the data collection activity complained about, Savanta did not ensure that participants were not led to a particular point of view. The complainant also alleged that, in conducting the data collection activity complained about, Savanta did not ensure that responses and/or data collected are capable of being interpreted in an unambiguous way.

Having conducted its investigation, MRSB found that Savanta did not take reasonable action when undertaking data collection to ensure that participants were not led to a particular point of view, in breach of rule 28 (d) of the MRS Code of Conduct. MRSB also found that Savanta did not take reasonable action when undertaking data collection to ensure that that responses and/or data collected are capable of being interpreted in an unambiguous way, in breach of rule 28 (e) of the MRS Code of Conduct.

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

MRSB concluded that it was appropriate that Savanta was formally advised of the breach in accordance with paragraph 43 c (i) of the MRS Company Partner Complaints Procedure.