

Australian Standard<sup>®</sup>

**Access panels in market, opinion and  
social research—Vocabulary and  
service requirements**

**STANDARDS**  
Australia



This Australian Standard® was prepared by Committee MB-005, Market Research. It was approved on behalf of the Council of Standards Australia on 26 November 2009. This Standard was published on 10 December 2009.

---

The following are represented on Committee MB-005:

- Association of Market and Social Research Organisations
  - Australian Market and Social Research Society
  - Australian Marketing Institute
  - Client Networking Group
  - University of Sydney
- 

This Standard was issued in draft form for comment as DR A 5 2636...

Standards Australia wishes to acknowledge the participation of the expert individuals that contributed to the development of this Standard through their representation on the Committee and through the public comment period.

---

#### **Keeping Standards up-to-date**

Australian Standards are living documents that reflect progress in science, technology and systems. To maintain their currency, all Standards are periodically reviewed, and new editions are published. Between editions, amendments may be issued.

Standards may also be withdrawn. It is important that readers assure themselves they are using the current Standard, which should include any amendments that may have been published since the Standard was published.

Detailed information about Australian Standards, drafts, amendments and new projects can be found by visiting [www.standards.org.au](http://www.standards.org.au)

Standards Australia welcomes suggestions for improvements, and encourages readers to notify us immediately of any apparent inaccuracies or ambiguities. Contact us via email at [mail@standards.org.au](mailto:mail@standards.org.au), or write to Standards Australia, GPO Box 476, Sydney, NSW 2001.

---

Australian Standard<sup>®</sup>

**Access panels in market, opinion and  
social research—Vocabulary and  
service requirements**

First published as AS ISO 26362—2009.

**COPYRIGHT**

© Standards Australia

All rights are reserved. No part of this work may be reproduced or copied in any form or by any means, electronic or mechanical, including photocopying, without the written permission of the publisher.

Published by Standards Australia GPO Box 476, Sydney, NSW 2001, Australia

ISBN 0 7337 9331 2

## PREFACE

This Standard was prepared by the Standards Australia Committee MB-005, Market Research. This Standard is identical with, and has been reproduced from, ISO 26362:2009, *Access panels in market, opinion and social research—Vocabulary and service requirements*.

The objective of this Standard is to specify the terms and definitions, as well as the service requirements, for organizations and professionals who own and/or use access panels for market, opinion and social research. It develops the criteria against which access panel providers can be evaluated and against which the quality of access panels can be assessed.

This Standard complements AS ISO 20252—2007, *Market, opinion and social research—Vocabulary and service requirements*.

Australian Annexes ZA and ZB, which contain normative and informative references specific to Australia, have been added to this document. These references are common to this Standard, AS ISO 20252 and AS 4752—2004, *Market and social research* and provide additional requirements and guidance for the application of this Standard in Australia.

As this Standard is reproduced from an international standard, the following applies:

- (a) Its number appears on the cover and title page while the international standard number appears only on the cover.
- (b) In the source text ‘this International Standard’ should read ‘this Australian Standard’.
- (c) A full point substitutes for a comma when referring to a decimal marker.

References to International Standards should be replaced by references to Australian or Australian/New Zealand Standards, as follows:

<i>Reference to International Standard</i>		<i>Australian Standard</i>	
ISO		AS ISO	
20252	Market, opinion and social research—Vocabulary and service requirements	20252	Market, opinion and social research—Vocabulary and service requirements

The terms ‘normative’ and ‘informative’ are used to define the application of the annex to which it applies. A normative annex is an integral part of a Standard, whereas an informative annex is only for information and guidance.

## CONTENTS

	<i>Page</i>
Introduction .....	iv
1 Scope .....	1
2 Normative references .....	1
3 Terms and definitions .....	1
4 Requirements .....	3
4.1 General requirement .....	3
4.2 Organization and responsibility .....	4
4.3 Recruitment of new panel members .....	4
4.4 Access panel structure and size .....	6
4.5 Access panel management .....	7
4.6 Access panel usage .....	9
4.7 Client reporting .....	11
4.8 Professional rules of conduct .....	11
Annex A (informative) References to clauses of ISO 20252 in this International Standard .....	13
Annex ZA (normative) Normative references for Australia .....	14
Annex ZB (informative) Informative references for Australia .....	15

## INTRODUCTION

The intention and objective of this International Standard is to apply the quality requirements as specified in ISO 20252 to market, opinion and social research by the use of access panels and to harmonize already available national standards on this issue. Requirements only apply where these services are provided. This International Standard is intended to supplement and be used in conjunction with ISO 20252.

Currently in preview, click buy full vers.

## AUSTRALIAN STANDARD

# Access panels in market, opinion and social research— Vocabulary and service requirements

## 1 Scope

This International Standard specifies the terms and definitions, as well as the service requirements, for organizations and professionals who own and/or use access panels for market, opinion and social research. It develops the criteria against which access panel providers can be evaluated and against which the quality of access panels can be assessed.

This International Standard is applicable to all types of access panels, whether recruited and used online (e.g. via internet) or offline (e.g. via telephone, post or face-to-face interaction).

NOTE 1 Some individual access panel providers carry out only some processes relevant to the requirements of this International Standard. Relevant processes could also be the responsibility of separate organizations, e.g. an access panel owner and a research service provider carrying out a survey using the access panel.

NOTE 2 Access panels are actively managed and, in this way, differentiated from sampling frames, simple databases and lists of addresses and names including respondents to previous surveys.

## 2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 20252:2006, *Market, opinion and social research— Vocabulary and service requirements*

## 3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 20252 and the following apply.

### 3.1

#### access panel

sample database of potential respondents who declare that they will cooperate for future data collection if selected

NOTE 1 Continuously reporting panels, e.g. TV-rating panels, consumer panels and re-contact databases (asking for permission for follow-ups) are not covered.

NOTE 2 Adapted from ISO 20252:2006, definition 2.1.

#### access panel provider

service provider that manages and is responsible for the access panel(s) to be used by researchers for conducting surveys

NOTE For the purposes of applying requirements of ISO 20252 to this International Standard, “research service provider” and “access panel provider” are regarded as having equivalent meaning.