

Tokyo ISO Workgroup Meeting Update

ISO 20252 and 26362 to be combined and updated

ISO Technical Committee 225 (TC 225), which has responsibility for the ISO standards relating to market, opinion, and social research ISO standards, met to revise and integrate the two existing ISO standards for market research: ISO 20252:2012 and ISO 26362. The meeting took place in Tokyo in April, 2017. A US delegation represented the US, the Insights Association, CIRQ and ARIA (the Americas Research Alliance). Also in attendance were representatives from VMÖ (Austria), MRS (UK), CMRA (China), JMRA (Japan), MOA (Netherlands), AMSRS (Australia), MRIA (Canada), ANEIMO (Spain), ESOMAR, and WAPOR.

The revision:

- (1) Integrates the two standards (ISO 20252 and ISO 26362)
- (2) Creates separate sections for discrete areas of research activity
- (3) improves ease of use, comprehension and certification.

All current requirements will be incorporated in the new combined standard and will also include updates to accommodate future developments in research. The revision process will extend into the next year with the goal of completion in 2018. The next meeting is September 13-16, 2017 in Amsterdam.

The US was assigned responsibility developing revisions related to sampling, including online sampling and access panels. The US-led revisions were well received and excellent progress was made.

We will continue to keep you updated on the workgroup's progress. For more information, please contact jennifer.ward@cirq.org.