



Market Research Society response to Consultation on the Code of Practice for Statistics – proposed change to 9.30am release practice

About the Market Research Society (MRS)

1. The Market Research Society (MRS) is the UK professional body for market, opinion and social research, insight and analytics. MRS is the world's largest research association, representing 5,000 individual members and over 500 accredited Company Partners in over 50 countries and has a diverse membership of individual researchers within agencies, independent consultancies, client-side organisations, the public sector and the academic community.
2. MRS promotes, develops, supports and regulates standards and innovation across market, opinion and social research and data analytics. MRS regulates research ethics and standards via its Code of Conduct. All individual MRS members and Company Partners agree to regulatory compliance of all their professional activities via the MRS Code of Conduct and its associated disciplinary and complaint mechanisms.
3. This response has been drafted in conjunction with the MRS Census and GeoDems Group (MRS CGG) an MRS advisory board that recommends MRS policy in relation to geographic, demographic and census information. As part of this role, they represent the profession by responding to important consultations on behalf of MRS and their members.

Our response

4. There is no reason why all statistics need to be released at the same time of day. However, for each statistic the time should be the same for all releases and this time should be pre-announced when the publication date is announced. It should be made explicit that there should be no pre-release access to ministers, special advisers or civil servants other than those involved in the production of the figures.

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