

Research Standards / Code of Conduct

The Market Research Society (MRS) provides the industry standards for professional researchers. Although the Consultation Team are not members of the MRS, we seek to abide by the MRS Code of Conduct as this represents best practice for our field of work.

If you are interested, you can [read the MRS Code of Conduct in full](#).

The element we get asked about the most is participant anonymity. Here are some extracts from the MRS Code of Conduct regarding anonymity:

Members must ensure that the anonymity of participants is preserved unless participants have given their informed consent for their details to be revealed or for attributable comments to be passed on.

Members should be particularly careful that they do not inadvertently identify participants. For example this may arise:

- *where sample sizes are very small (such as business and employee research);*
- *where data contains sufficient contextual information to permit identification (such as attributes or descriptions of participants)*

In practice this means that we never report on groups with a base of less than ten respondents.