



BSI Standards Publication

**Market, opinion and social research,
including insights and data analytics —
Vocabulary and service requirements**

National foreword

This British Standard is the UK implementation of [ISO 20252:2019](#). It supersedes [BS ISO 20252:2012](#) and [BS ISO 26362:2009](#), which are withdrawn.

The UK participation in its preparation was entrusted to Technical Committee SVS/3, Market research.

A list of organizations represented on this committee can be obtained on request to its secretary.

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