

Your Views Count in so many ways...

Your views are important. Every day, researchers work on behalf of their clients to find out what people think about:

- Improving products and services
- Important social issues that can have a big impact on the way that:
 - Governments develop policies and make laws
 - Social agencies provide services.

We recognise that your time is precious, so we'll try to call back at a time that is convenient.

How research makes a real difference for our community...

Here are some things that could NOT have happened without people co-operating in research studies:

If residents living in areas of high bushfire risk in Victoria hadn't taken part in a study about awareness of issues about bushfire, the state government wouldn't have understood how under-prepared they were to deal with bushfire and put practical measures in place to help those people in future.

If farmers in Victoria hadn't taken part in a study on plant pests and diseases in the state, the state government and growing bodies would not have known how to communicate with and educate them so that farmers know how to identify, contain and eradicate such threats - protecting crops, the livelihoods of farmers and the quality of life for all Australians.

If people with silent numbers hadn't been reached in a recent survey of victims of crime, the actual incidence of crime would have been under-reported (because people who have been victims of crime are more likely to have silent numbers). This would have meant that governments could not plan the right number of services to provide to the victims of crime and to crime enforcement and prevention agencies to reduce the effects of crimes in the first place. Researchers use dialing services that randomly dial telephone numbers in order to contact people with unlisted numbers for research projects like this.

AMSRS and AMRO

The Australian Market & Social Research Society (AMSRS) is the peak body for professional researchers, many of whom work for companies that are members of the Association of Market Research Organisations (AMRO). Both organisations are committed to the highest levels of professionalism in the research industry and take privacy and ethical standards very seriously. Together, we have developed the Your Views Count initiative. For more information and resources visit our website www.yourviewscount.com.au.



Australian
MARKET & SOCIAL
RESEARCH SOCIETY



Your guide to identifying legitimate research

This leaflet is designed to help you:

Recognise genuine research

Make your views known

Understand more about research



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Identifying legitimate researchers is easy...

Legitimate researchers will

- Respect your privacy
- Keep your individual answers confidential
- Keep your identity confidential
- Tell you who they are, who the client is and what the research is about
- Contact you at appropriate times as prescribed in industry standards
- Provide you with a complaints mechanism, through Surveyline in the first instance.

Legitimate researchers WILL NOT

- Sell you anything
- Pass any of your personal details on to anyone else, not even their client, without your explicit permission
- Mislead you about the time it will take to participate in a survey.

Any doubts... call Surveyline

Want to check that the company calling you is undertaking genuine research?

Then call the AMSRS Surveyline on **1300 364 832** and speak to a real person, 24 hours a day.



Frequently Asked Questions

“ How did they get my phone number? ”

Researchers usually get phone numbers from publicly available telephone lists such as the White or Yellow Pages or from lists of customers provided by their clients.

Some companies can generate lists of random, but real phone numbers by running a special program. This technique is used where it is essential to include the views of all households, not just those listed in the telephone directories.

“ How can I be sure that my information will be kept confidential? ”

All professional researchers operate under a Code of Professional Behaviour which guarantees respondents the right to confidentiality, unless they specifically request a piece of information about them to be made known.

Companies operating in Australia are bound by the National Privacy Principles under the Privacy Act. Most research companies operate under their own special version of the National Privacy Principles called the Market and Social Research Privacy Principles. These guarantee even greater levels of confidentiality and privacy than the Privacy Act.

“ Can information be passed on if I give permission? ”

Yes, if you wish the company to be made aware of your views you can tell the researcher this. The researcher will ask for your explicit permission to pass information on. Some will ask you for written permission or give you details of someone you can contact yourself to protect your privacy even further.

“ Do the same laws govern telemarketing and research? ”

In general, yes. Researchers abide by higher standards than those required by law. Some laws that restrict selling and telemarketing do not apply to research, because research does not involve selling.

“ Why do they call me at night? ”

Reliable research results are only possible when the opinions of all types of people are included. The period between 6pm and 9pm at night is the time when most types of people are available to give their opinions and it the **only** time to reach some of them. Therefore the evening phone calls are essential to ensure that the views of all Australians are taken into account.