

Contact Kim Smouter
Telephone +31-20-664-21-41
Cell +31-6-81-62-05-59
Email Professional.standards@esomar.org
Website www.esomar.org

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ESOMAR CONDEMNS POLITICAL INTIMIDATION TARGETING OPINION RESEARCHERS

Opinion research is an essential safeguard for open, free and fair elections

Amsterdam, the Netherlands, April 13, 2017– ESOMAR, the World Association for Data, Research and Insights emphatically condemns all forms of political intimidation targeting opinion researchers imparting relevant information and trends during an election, thereby informing citizens to make a free and informed decision about their country’s future. It further expresses its support of the AAPOR/WAPOR statement regarding intervention against pollsters in Ecuador and other countries.

“For decades, our sector through its professional standards has made good on its promise to instill public trust and confidence. We recognize the importance of our societal mission to measure and report views and behaviors based on scientifically gathered data and statistical evidence. Accordingly, we urge Governments not to take steps that undermine that public trust and confidence,” said Finn Raben, Director General at ESOMAR.

The Ecuadoran Government’s forced entry and arrest of staff from Ecuadoran polling agency CEDATOS sets a dangerous precedent that cannot be supported nor justified and contravenes international law supporting the freedom to share and disseminate information, the freedom of speech, and the right to fair and free elections. We urge the Ecuadoran Government to cease its actions, release the property and staff of CEDATOS, and refrain from repeating them in the future.

It is useful to recall that far from advocating opinions or promoting political views, social and opinion researchers measure and report views and behaviours based on scientifically gathered data and statistical evidence. Such research is used to report on citizens’ views about the society in which they live and therefore any hindrance to the free flow of information impacts on the delivery of effective, evidence-based policy-making and the reporting of fair and free elections. Opinion research is not an exact science, but it remains the best method to report the views of ordinary citizens.

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If you would like more information about this topic, please contact Kim Smouter at +31-20-664-21-41 or email at Professional.standards@esomar.org.

About the ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics:

Last revised in 2016, the Code is a recognised global standard for the US\$70 billion market research sector. The Code provides a unique set of guidelines for professionals who provide data-driven research solutions for business and social challenges.

The revision of the Code will continue to serve as the self-regulatory framework that has been successfully in place for many decades.

ESOMAR has promoted the use of a market research code since 1948 and joined with ICC in 1977 to create a universal code for the global market research industry, built on the existing international code based on the international ICC Code of Standards of Advertising Practice.

The ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics can be found here: https://www.esomar.org/uploads/public/knowledge-and-standards/codes-and-guidelines/ICCESOMAR-International-Code_English.pdf

About ESOMAR

ESOMAR is the global voice of the data, research and insights community, speaking on behalf of over 5000 individual professionals and more than 500 companies who provide or commission data analytics and research in more than 130 countries, all of whom agree to uphold the ICC/ESOMAR International Code.

Together with national and international research associations, we set and promote professional standards and self-regulation for our sector and encourage, advance and advocate the role and value of data analytics, market and opinion research in illuminating real issues and bringing about effective decision-making.

The ICC/ESOMAR Code and all ESOMAR guidelines are available on www.esomar.org.

ESOMAR: Finn Raben at F.Raben@esomar.org