



UN/CEFACT

Simple, Transparent and Effective Processes
For Global Commerce

BUSINESS REQUIREMENTS SPECIFICATION (BRS)

Business Domain: Market Research

Business Process: Sourcing of Market Survey information

Document Identification: CEFACT/Forum/2006/TBG/... – part 1

Title: Sourcing of Market Survey Information

UN/CEFACT International Trade and Business Processes Group: TBG1

Document location : <http://www.unece.org/...>

Version: 0.5

Release: 1

Date last modified: 2007.12.07

Document Summary

Document Item	Current Value
Document Title	Business Requirements Specification - Sourcing of Market Survey Information
Date Last Modified	2007.12.07
Current Document Issue	0.5
Status	Work in progress
Document Description (one sentence summary)	Business Requirement Specification for the sourcing of Market Survey results, using the UN/CEFACT Modelling Methodology (UMM) approach and Unified Modelling Language to describe and detail the business processes and transactions involved.

Contributors

Name	Organization
Helge Simonsen	Relation Network Group
Per Jacobsen	Global Market Insite (GMI) / MI Pro
Jostein Frømyr, Editor	EdiSys Consulting AS
Øyvind Aassve	NorStella
Ann Margret Hellberg	EWSOMAR/Mölnlycke
Mounir El Khoury	MKE, Private Consultant

Log of Changes

Issue No.	Date of Change	Changed By	Summary of Change
0.1r3	2007.08.28	Jostein Frømyr	First version released for internal review and comments on process description
0.2r1	2007.08.31	Jostein Frømyr	Incorporated comments on process description, i.e. updates to chapter 5.1, 5.2 and 5.4
0.2r2	2007.09.07	Jostein Frømyr	Incorporated new information model and definition of content in business transactions, i.e. updates to chapter 5.3.
0.3r1	2007.09.12	Jostein Frømyr	Incorporated comments on process and information models from internal review. Removed "distribution of Market Survey information" as part of scope.
0.4r1	2007.11.15	Jostein Frømyr	Incorporated comments from review in TBG1 during the UN/CEFACT Forum meeting in Stockholm September 24-28, 2007.
0.5r1	2007.12.07	Jostein Frømyr	Incorporated comments from review by project team.

TABLE OF CONTENTS

1. Preamble	4
2. References	4
3. Objective	5
4. Scope.....	5
4.1. Context.....	7
5. Business Requirements	8
Business Process Elaboration	9
5.1.1. Provide Information on Available Data on Market Surveys (Business Process)	9
5.1.1.1. Request Information on Available Data on Market Surveys (Business Collaboration)	11
5.1.1.2. Distribute Information on Available Data on Market Surveys (Business Collaboration).....	13
5.2. Information Flow Definition.....	15
5.2.1. Request for information on Available Market Surveys (Business Transaction)	15
5.2.2. Distribute Information on Available Data on Market Surveys (Business Transaction).....	17
5.3. Information Model Definition	19
5.3.1. Business Entity Relationships	19
5.3.2. Business Documents.....	23
5.3.2.1. Request for Information on Available Data on Market Surveys (Business Document)	23
5.3.2.2. Information on Available Data on Market Surveys (Business Document).....	25
5.4. Business Rules	30
5.5. Definition of Terms	31

1. Preamble

The market research (MR) departments in most multinational companies and specialized market research companies sit on a plethora of information, collected through a variety of Market Surveys, that combined will give invaluable information on the different societies, their citizens' behaviour as consumers and political and social actors.

This information can be used by governments and companies alike to improve the societies and also to develop new products and improve products already on the market. Some of this information may be shared openly whereas some may be proprietary and protected.

While trade associations like ESOMAR have established ISO standards (ISO 20252) related to ethics and code of conduct within the MR industry, the industry **has no standardized approach for identifying, classifying, marketing and exchanging this information in a rational way.**

The need for standardization in this area is further strengthened by the fact that information in general has become a commercial commodity. That goes especially for background information on consumer and voter behaviour addressing question such as:

- Why are people buying this and not that?
- Why do they prefer political party A over political party B?
- What is the market behaviour in countries X, Z and Y?
- Why do they differ and on what subjects?

As information in general has become a commercial commodity it may be traded essentially like any other product by applying general trading processes. Market Research is about opinions and attitudes (and not characteristics of a product or service) for which there is a need to define standardised exchange formats for describing the type of information available as well as for providing the actual information.

To address this situation an activity is established within UN/CEFACT TBG1 to "obtain Business Process Models and the business transaction class diagrams for documenting business scenarios and the business transactions involved in the market research, indexing and information exchange processes. These class diagrams will be used to obtain the XML messages to support these business processes."

The purpose of this document is to define consistent processes for sourcing of Market Survey information and to describe in detail the business processes and transactions involved, using the UN/CEFACT Modelling Methodology (UMM) approach and the Unified Modelling Language (UML).

The structure of this document is based on the structure of the UN/CEFACT Business Requirements Specification (BRS) document reference CEFACT/ICG/005.

2. References

- UN/CEFACT Modelling Methodology (CEFACT/TMG/N090R10, November 2001)
- UN/CEFACT –ebXML Core Components Technical Specifications version 2.01 – ISO 1500-5
- UN/CEFACT Business Requirements Specification version 1.5 (CEFACT/ICG/005)
- Unified Modelling Language (UML version 1.4)
- ISO 20252:2006 Market, opinion and social research - Vocabulary and service requirements
- ICC/ESOMAR International code on market and social research

3. Objective

The objective of this document is to propose a standard for the Business Processes, the Business Transactions and the Information Entities used in the process of sourcing for results from Market Surveys.

The Business process is the detailed description of the way trading partners intend to play their respective roles, establish business relations and share responsibilities to interact efficiently with the support of their respective information systems. Each Business transaction is realized by an exchange of Business documents (also called messages). The sequence in which these documents are used, compose a particular instance of a scenario and are presented as use cases in the document.

The Business documents are composed of Information Entities, and represent the business view of structure and content of the data to be exchanged between the trading partners. The contents of the Business documents and the Information Entities are presented using class diagrams.

4. Scope

This section describes the extent and limits of the business process within the Market Research domain described in this document.

Market Research is a complex domain with several key processes some of which are illustrated in figure 4-1. Those processes elaborated in this document are highlighted.

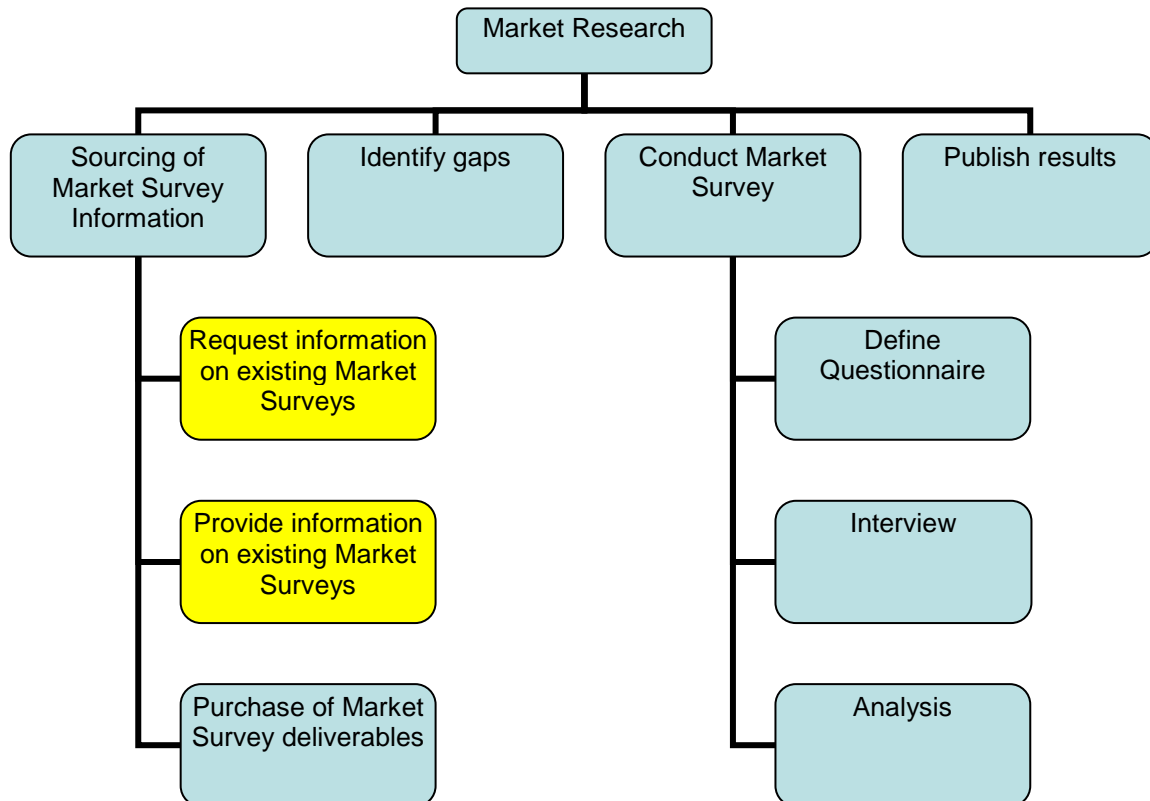


Figure 4-1 Business Process Areas in the Market Survey area.

A Market Research project typically initiated in a setting where the need for certain information is identified, either by a MR company, by a producer or marketer of goods or services, or by an official institution, university etc. This starts a process of more exact definition of the information needs. The

definition process is often iterative, and may involve many parties. The responsible party for the process is appointed (own organization or sub-contractor)

When this process is concluded, the information search process starts, i.e. the Sourcing of Market Survey Information. This may involve different search methods. The results of the search process are evaluated. The outcome can be that

- the requested information exists in format x
- parts of it exist
- it does not exist
- it exists, but is not found
- etc.

Depending on the outcome, different actions are decided on how to continue the process

- Information exists; in which case the relevant information is acquired (after negotiations) and formatted (if necessary) and used by the interested parties. If it is not procured (too high price, owner not willing to sell) item 2 is considered.
- Information does not exist or parts of it exist; in which case a plan with budget is developed in order to produce the information. What format is chosen, methods and costs are evaluated. Are the methods reliable and able to give valid results? What is the result of a cost/benefit analysis? Can the information be produced in time (if timeliness is an issue)
- Information exists but is not found; is a very special case that is hard to describe. However, the more comprehensive and wide distributed global nomenclature system, the more seldom these special cases will exist.

When the results are delivered they are typically evaluated and quality controlled. If the results are OK, the sub-contractor is paid according to the contract. If not, a new negotiation process will probably start – resulting in either agreement or a legal process.

The information from a Market Research is normally stored in the requested format in the organisation's database, and a policy of information usage is developed (if it does not exist): Who are entitled to access the information, on what terms (proprietary information?), conditions for sale (if applicable) etc.

In the MR information process related to Sourcing of Market Survey Information it is foreseen to exchange information between the market research organizations, customers and third party information sources, the relevant information concerning the selection of MR Information, i.e. information related to the availability of Market Survey information. It is also possible to transmit, between the market research organizations and the customers, the data sheet concerning the information requested and/or provided.

The stakeholders involved in the *Sourcing of Market Survey Information* will typically include:

- Market Research Organizations
- Clients
- Data Warehouses / Data bases

In the total business process area of *Sourcing of Market Survey Information* each of these stakeholders can play one of the following roles:

- Information Requestor
- Information Provider

As information in general has become a commercial commodity it may be traded essentially like any other product by applying general trading processes – these general trading processes are not addressed further in this document.

As Market Research is about establishing “facts” about opinions and attitudes (and not characteristics of a product or service) there is however a need to define standardised exchange formats for describing the type of information available as well as for providing the actual information.

4.1. Context

The specification contained in this document is relevant within the following context:

Categories	Description and Values
Business Process	Sourcing of Market Survey results in the Market Research domain
Product Classification	All
Industry Classification	All
Geopolitical	All
Official Constraint	None
Business Process Role	Information Requester and Information Provider
Supporting Role	None
System Capabilities	No limitations

5. Business Requirements

When Market Survey Results are seen as a commercial commodity the *Sourcing of Market Survey information* is generally conducted in two phases:

1. **Providing information on available Market Surveys.** (This process can be seen to be similar to providing a catalogue of available products.) It is typically, but not always, initiated by a request for information on available Market Surveys. The request will provide information on the subject in which the requestor has an interest allowing the provider to find the most relevant Market Surveys. The provider will respond with information about the relevant Market Surveys available.
2. **Providing Market Survey results.** (This process can be seen to be similar to the actual ordering and delivery of a traditional product.) Typically, but not always, also this process will be initiated by a request identifying the Market Surveys to be provided. When treating Market Survey Results as a commercial commodity, the request process is assumed to be fulfilled as part of the traditional Buy-Ship-Pay process and is thus not further elaborated in this document. The provider will respond by providing the results from the requested Market Surveys as ordered. The actual data to be provided may be in a variety of formats (documents, spreadsheets, data files, etc.). The delivery of this data is not further elaborated in this document.

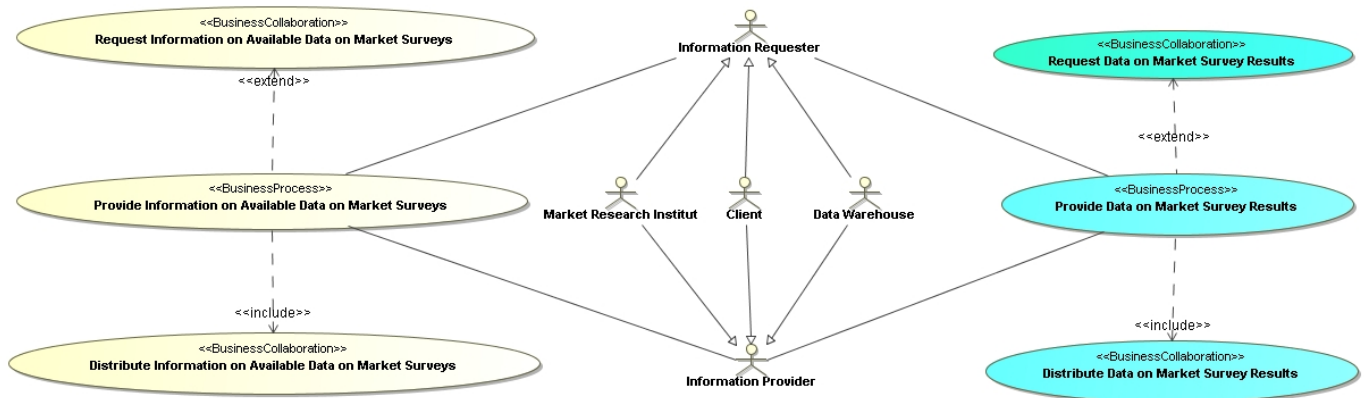


Figure 5-1 Business Processes in the *Sourcing of Market Survey Information* Business Process Area.

Business Process Elaboration

5.1.1. Provide Information on Available Data on Market Surveys (Business Process)

The *Provide information on available Market Surveys* process allows the *Information Requester* to send a request message (*Request for information on available Market Surveys*) to the *Information Provider* asking for information on Market Surveys available from the *Information Provider*. The request will provide information on the subject in which the *Information Requester* has an interest allowing the *Information Provider* to find the most relevant Market Surveys.

The process further allows the *Information Provider* to respond with information about the relevant Market Surveys he may provide and the conditions under which they are available.



Figure 5-1 *Provide Information on Available Data on Market Surveys* Business Process Use Case Diagram

Table 5-1 *Provide Information on Available Data on Market Surveys* Business Process Use Case Description

Business process name	Provide Information on Available Data on Market Surveys
Identifier	MR-BPU-1
Actors	Information Requester Information Provider
Pre-conditions	None
Description	<p>The <i>Information Requester</i> initiates the process by defining his need for Market Survey information. Based on his needs he will establish a <i>Request for Information on Available Market Surveys</i> Message and send this to the <i>Information Provider</i>.</p> <p>The <i>Information Provider</i> receives the <i>Request for Information on Available Data on Market Surveys</i> Message and evaluates the request against Market Surveys available.</p> <p>The <i>Information Provider</i> provides his response in the form of an <i>Information on Available Data on Market Surveys</i> Message.</p>
Post-conditions	The <i>Information Requestor</i> has received a valid <i>Information on Available Data on Market Surveys</i> Message.
Exceptions	Based on prior agreements the <i>Information Provider</i> may send an <i>Information on available Market Surveys</i> message to <i>Information Requester(s)</i> without having received a request message.
Remarks	Identical request messages may be sent to several providers, in which case several instances of the process will run simultaneously.

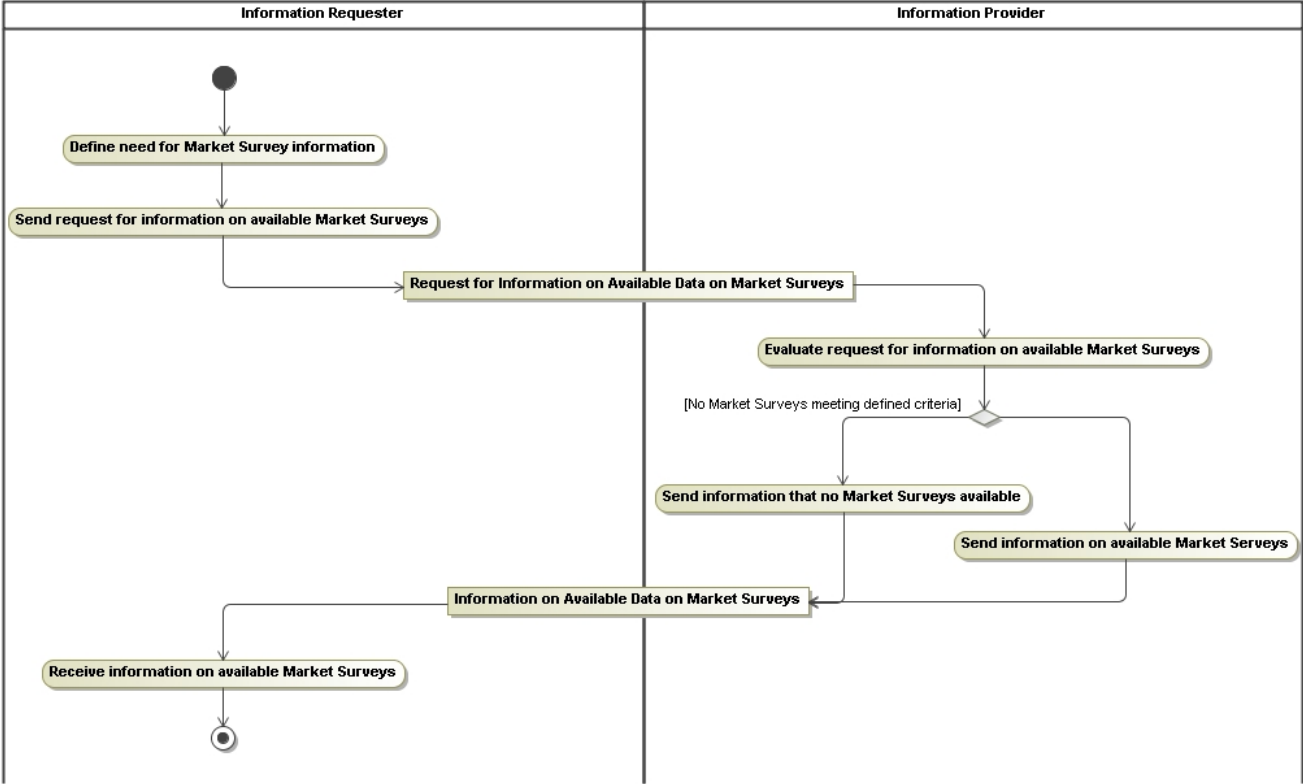


Figure 5-2 Provide Information on Available Data on Market Surveys Business Process Activity Diagram

5.1.1.1. Request Information on Available Data on Market Surveys (Business Collaboration)

The *Request Information on Available Data on Market Surveys* collaboration allows the *Information Requester* to send a request message (*Request for Information on Available Data on Market Surveys* Message) to the *Information Provider* asking for information on Market Surveys available from the *Information Provider*.



Figure 5-3 *Request Information on Available Data on Market Surveys* Business Collaboration Use Case Diagram

Table 5-2 *Request Information on Available Data on Market Surveys* Business Collaboration Use Case Description

Business collaboration name	Request Information on Available Data on Market Surveys
Identifier	MR-BCU-1
Actors	Information Requester Information Provider
Pre-conditions	None
Description	The <i>Information Requester</i> initiates the collaboration by defining his need for Market Survey information. Based on his needs he will establish a <i>Request for Information on Available Data on Market Surveys</i> Message and send this to the <i>Information Provider</i> . The <i>Information Provider</i> receives the <i>Request for Information on Available Data on Market Surveys</i> Message.
Post-conditions	The <i>Information Provider</i> has received a valid <i>Request for Information on Available Data on Market Surveys</i> Message.
Exceptions	
Remarks	

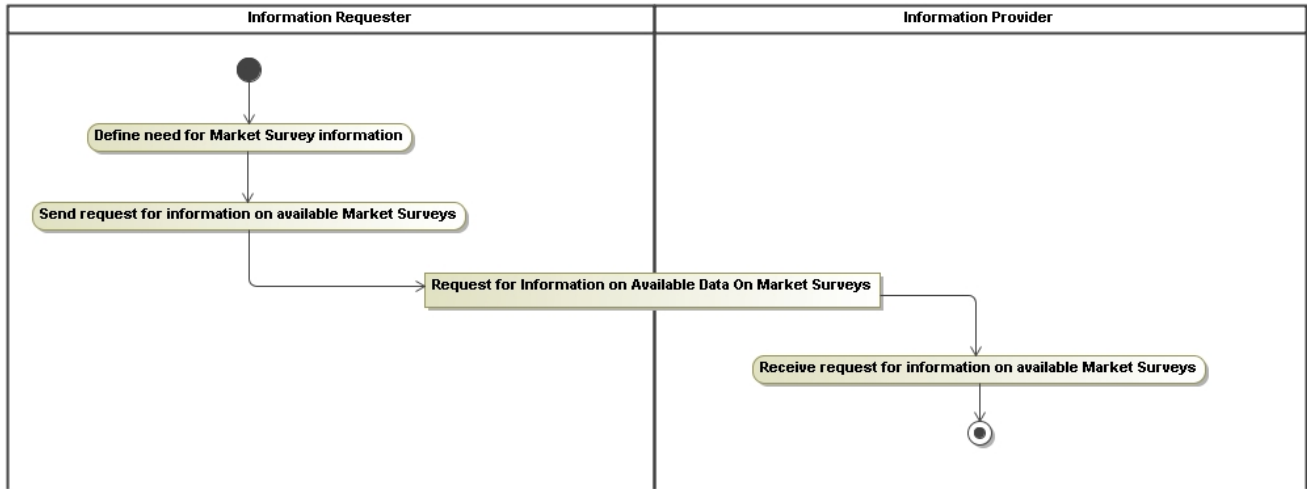


Figure 5-4 Request Information on Available Data on Market Surveys Business Collaboration Activity Diagram

5.1.1.2. Distribute Information on Available Data on Market Surveys (Business Collaboration)

The *Distribute Information on Available Data on Market Surveys* collaboration allows the *Information Provider* to distribute information about the Market Surveys he may provide and the conditions under which they are made available.



Figure 5-5 *Distribute Information on Available Data on Market Surveys* Business Collaboration Use Case Diagram

Table 5-3 *Distribute Information on Available Data on Market Surveys* Business Collaboration Use Case Description

Business Collaboration Use Case Description	
Business collaboration name	Distribute Information on Available Data on Market Surveys
Identifier	MR-BCU-2
Actors	Information Requester Information Provider
Pre-conditions	A valid <i>Request for Information on Available Data on Market Surveys</i> Message has been established either through successful completion of a <i>Request Information on Available Data on Market Surveys</i> collaboration or by prior agreement between the <i>Information Requester</i> and <i>Information Provider</i> .
Description	The <i>Information Provider</i> initiates the collaboration by establishing an <i>Information on Available Data on Market Surveys</i> Message and sends this to the <i>Information Requester</i> . The <i>Information Requester</i> receives the <i>Information on Available Data on Market Surveys</i> Message.
Post-conditions	The <i>Information Requester</i> has received a valid <i>Information on Available Data on Market Surveys</i> Message.
Exceptions	The <i>Information on Available Data on Market Surveys</i> Message may indicate that no Market Surveys are available.
Remarks	

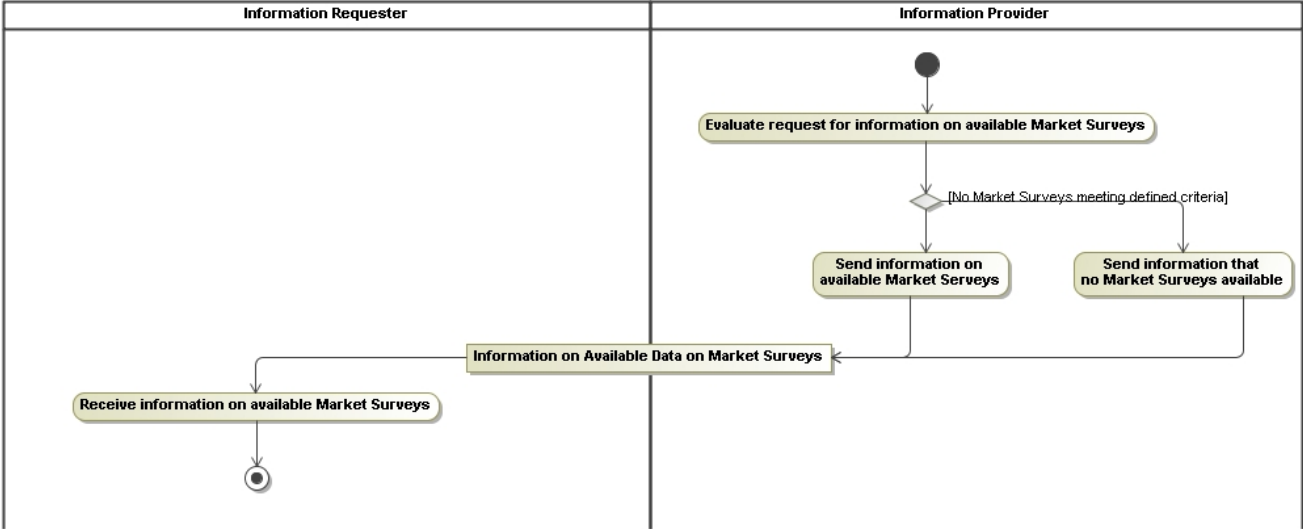


Figure 5-6 Distribute Information on Available Data on Market Surveys Business Collaboration Activity Diagram

5.2. Information Flow Definition

5.2.1. Request for information on Available Market Surveys (Business Transaction)

The *Request for Information on Available Market Surveys* business transaction collaborations allow the *Information Requester* to send a *Request Information on Available Market Surveys* message to the *Information Provider*.

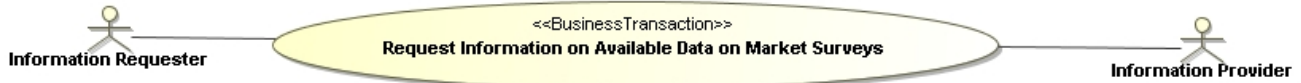


Figure 5-7 *Request Information on Available Data on Market Surveys* Business Transaction Use Case Diagram

Table 5-4 *Request Information on Available Data on Market Surveys* Business Transaction Use Case Description

Identifier	MR-BTU-1
Business Message Type	Request Information on Available Data on Market Surveys Message
Description	A business transaction allowing an <i>Information Requestor</i> to define his request for information on available data on Market Surveys from the <i>Information Provider</i> by specifying the criteria in which he has an interest.
Partner Types	Information Requester Information Provider
Authorized Roles	Information Requester Information Provider
Legal Implications	
Initial/Terminal Events	
Scope	
Boundary	
Constraints	One <i>Request Information on Available Data on Market Surveys</i> Message may only cover one request, i.e. all criteria stated in the message will be used to judge relevance of available Market Surveys.

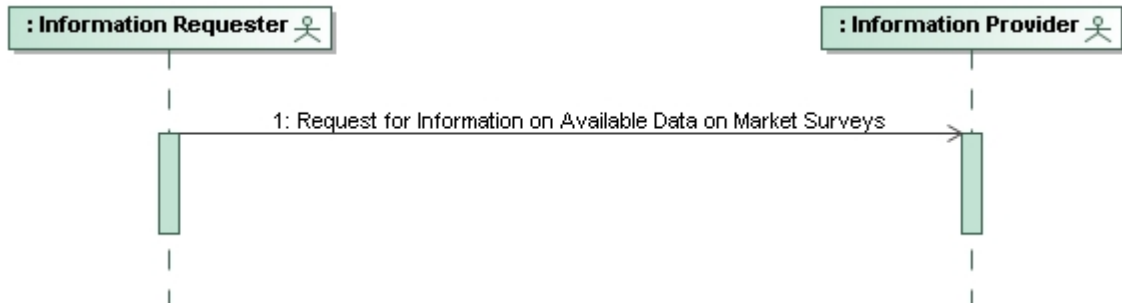


Figure 5-8 Request Information on Available Data on Market Surveys Business Transaction Sequence Diagram

5.2.2. Distribute Information on Available Data on Market Surveys (Business Transaction)

The *Distribute Information on Available Data on Market Surveys* business transaction collaborations allow the *Information Provider* to send a *Distribute Information on Available Data on Market Surveys* message to the *Information Requester*.



Figure 5-9 *Distribute Information on Available Data on Market Surveys* Business Transaction Use Case Diagram

Table 5-5 *Distribute Information on Available Data on Market Surveys* Business Transaction Use Case Description

Identifier	MR-BTU-2
Business Message Type	Distribute Information on Available Data on Market Surveys Message
Description	A business transaction allowing an <i>Information Provider</i> to inform about available data on Market Surveys and the conditions under which they may be made available.
Partner Types	Information Requester Information Provider
Authorized Roles	Information Requester Information Provider
Legal Implications	
Initial/Terminal Events	
Scope	
Boundary	
Constraints	One <i>Distribute Information on Available Data on Market Surveys</i> Message may provide information about several relevant Market Surveys.

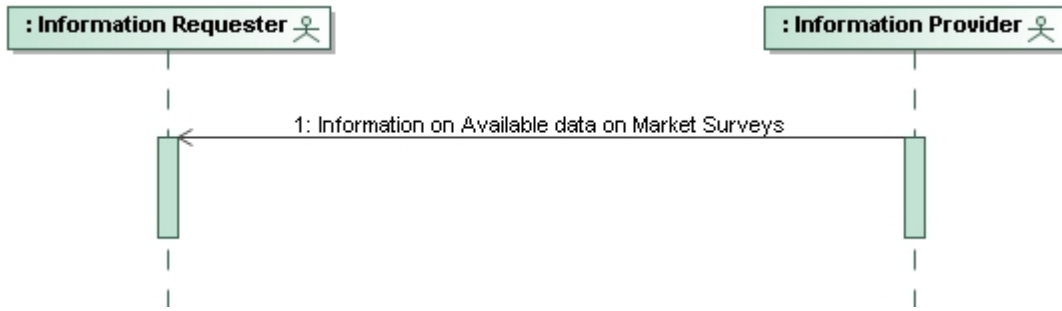


Figure 5-10 *Distribute Information on Available Data on Market Surveys* Business Transaction sequence Diagram

5.3. Information Model Definition

5.3.1. Business Entity Relationships

The model in Figure 5-11 illustrates the logical information model relevant to the *Sourcing for Market Survey Information* domain.

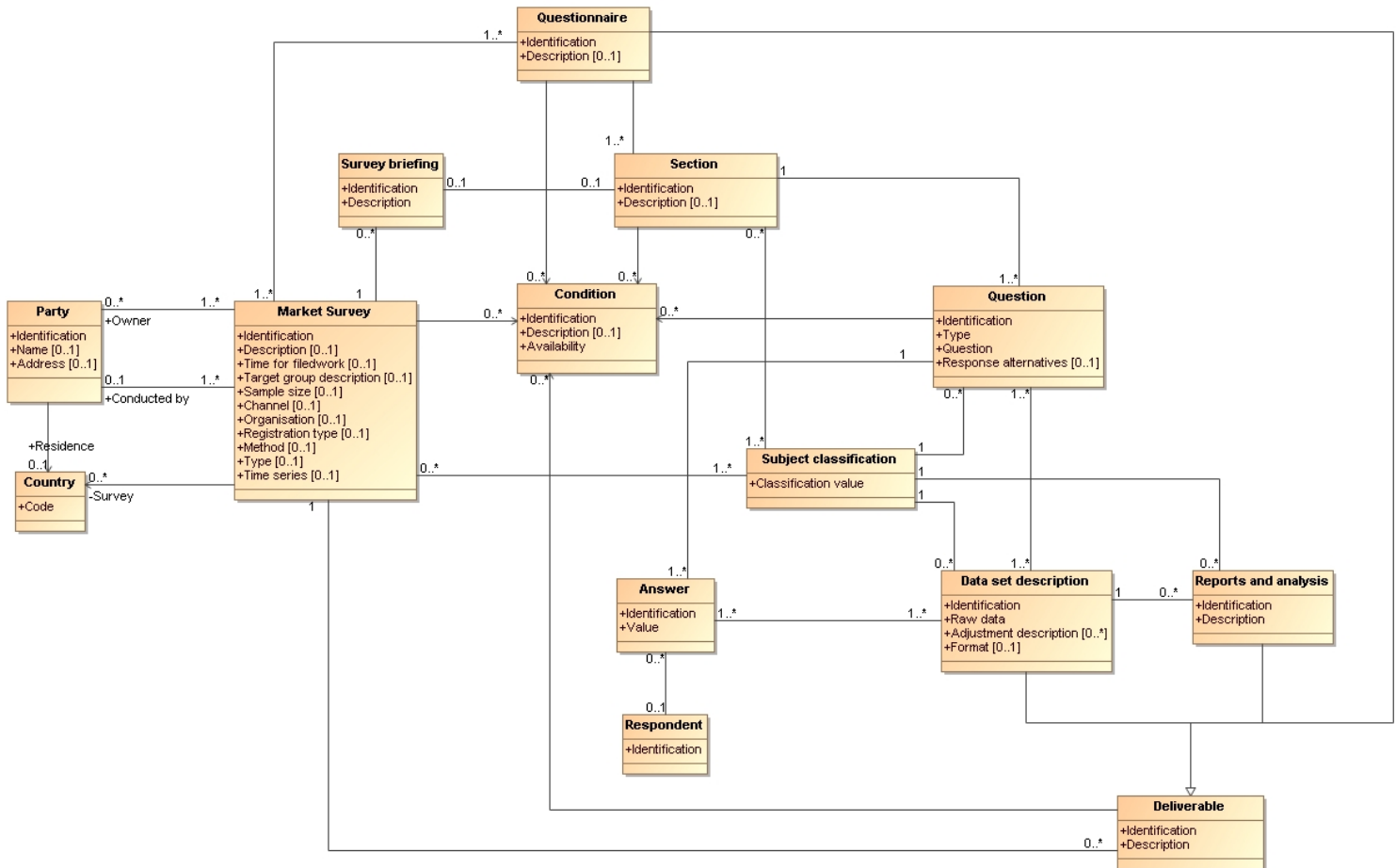


Figure 5-11 Business Entity Class Diagram

The key relationships illustrated in this model are:

A *Market Survey* may be owned by more than one *Party* and may be conducted by a one, and only one, *Party* (typically a Market Research institute). A *Market Survey* may be conducted through one or more *Questionnaires*, and may be supported by more than one *Survey Briefings* (typically the case if the supporting *Questionnaire* contains several sections). A *Market Survey* covers subjects described through one or more *Subject Classifications*, and may be relevant for more than one *Country*. A *Market Survey* may have many *Deliverables* and its content may be available subject to more than one *Condition*.

A *Questionnaire* consists of one or more *Sections*, each containing one or more *Questions*. The individual *Section(s)* cover subjects described through one or more *Subject Classifications* (the subject of the *Questionnaire* itself is thus identified through the subject of its different *Section(s)*). A *Section* (of a *Questionnaire*) will contain one or more individual *Question(s)*, each covering one, and only one, *Subject Classification*. The *Questionnaire* as well as its *Section(s)* and individual *Question(s)* may be available subject to more than one *Condition*.

The *Deliverable(s)* typically made available as a result of a *Market Survey* are *Reports and analysis*, the *Questionnaire*, an individual *Question* or *Data Sets* – in the model represented as *Data set description*. *Deliverables* may be available subject to more than one *Condition*.

A *Data Sets* – in the model represented as *Data set description* – is built up by one or more *Answers* provided in response to one or more *Questions*. An *Answer* is given in response to one, and only one, *Question*, and may have one identified *Respondent*. The subject covered by a data set is described through one or more *Subject Classifications*.

A *Reports and analysis* is based on one, and only one, data set covering subjects described through one, and only one, *Subject Classifications*.

UID	Crđ	Short Name	Business Requirement	Rationale / Example / Mapping Notes
	Market Survey			
	1	Identification	A unique identification of the Market Survey	
	0..1	Description	A textual description of the Market Survey	
	0..1	Time for fieldwork	The period of time during which the fieldwork for the Market Survey was performed	
	0..1	Target group description	A description of the target group for the Market Survey	
	0..1	Sample size	The number of respondents included in the Market Survey	
	0..1	Channel	A code stating the channel through which the responses are collected	Phone, PDA, Paper, Web, Capi,
	0..1	Organisation	A code stating how the Market Survey was organised	Omnibus, ad-hoc, syndicated
	0..1	Registration type	A code stating the method by which the results are recorded	Self completion, F2F interview, Group discussion, observation, registration,
	0..1	Method	A code identifying the type of method applicable for the Market Survey	Qualitative or quantitative
	0..1	Type	A code stating the type of Market Survey	Product test, segmentation, Customer satisfaction, Advertising effect, Media coverage
	0..1	Time series	An indication whether this Market Survey is part of a time series or not	
	Owner Party		The entity who owns the Market Survey	Could be an organisation or a person
	1	Identification	A unique identification of the party	GS1, Dun & Bradstreet
	0..1	Name	The name under which the party is known	Legal name
	0..1	Address	The address where the party may be reached	Could be a street address or a postal address
	Conducted by Party		The entity responsible for conducting the Market Survey	Could be an organisation or a person
	1	Identification	A unique identification of the party	GS1, Dun & Bradstreet

UID	Crd	Short Name	Business Requirement	Rationale / Example / Mapping Notes
	0..1	Name	The name under which the party is known	Legal name
	0..1	Address	The address where the party may be reached	Could be a street address or a postal address
		Residence Country	The country in which a party resides	
	1	Code	A codified representation of the country	ISO 3166, e.g. NO for Norway
		Survey Country	A country for which the Market Survey is relevant	
	1	Code	A codified representation of the country	ISO 3166, e.g. NO for Norway
		Survey briefing	Brief information about a Market Survey or a section of it	
	1	Identification	A unique identification of the Survey briefing	
	1	Description	A text providing briefing on the purpose and scope of the Market Survey	
		Questionnaire	A collection of all questions relevant for a Market Survey	
	1	Identification	A unique identification of the questionnaire	
	0..1	Description	A text describing the questionnaire, such as its purpose and scope	
		Section	A grouping of some of the questions relevant for a Market Survey, typically questions relevant for a common subject	
	1	Identification	A unique identification of a section within the questionnaire	
	0..1	Description	A text describing the section within the questionnaire, such as its purpose and scope	
		Question	An individual question	
	1	Identification	A unique identification of the question	
	1	Type	A code stating the type of question	Single/multi answer, multiple choice, closed/open
	1	Question	The textual formulation of the question	
	0..1	Response alternatives	The textual formulation of the pre-coded responses provided for this question	
		Answer	The answer to a given question	
	1	Identification	A unique identification of the condition	
	1	Value	A text stating the value of the answer	
		Respondent	The individual providing the answer	Could be an organisation or a person
	1	Identification	A unique identification of the condition	
		Subject classification	The subject relevant for a Market Survey, a section of a questionnaire, an individual question, etc.	
	1	Classification value	A classification value (e.g. UNSPSC) of the subject	

UID	Crd	Short Name	Business Requirement	Rationale / Example / Mapping Notes
		Deliverable	An identifiable piece that may be made available as the result of a Market Survey	A deliverable would be of one of the following types: <ul style="list-style-type: none"> • Data set • Reports and analysis • Questionnaire • Individual questions
	1	Identification	A unique identification of the deliverable	
	1	Description	A text describing the deliverable that is available	
		Data set description	A description of a data set that may be available as a result of a Market Survey	
	1	Identification	A unique identification of data set	
	1	Raw data	An indicator stating whether this is the raw (not corrected, weighted or adjusted) data set or not	
	0..1	Adjustment description	A textual description of any adjustments that has been done to the data set	
	0..1	Format	A description of the format in which the data set is available	
		Reports and analysis	A description of a report or analysis that may be available as a result of a Market Survey	
	1	Identification	A unique identification of the report or analysis	
	1	Description	A text describing the report or analysis	
		Condition	A description of a condition under which a deliverable from the Market Survey may be made available	
	1	Identification	A unique identification of the condition	
	0..1	Description	A text expressing any condition that may apply	
	1	Availability	A code stating conditions related to availability	Publicly available, available to owner only, not available, may be purchased

5.3.2. Business Documents

5.3.2.1. Request for Information on Available Data on Market Surveys (Business Document)

The *Request Information on Available Data on Market Surveys* Message is a business transaction allowing an *Information Requestor* to define his request for information on available data on Market Surveys from the *Information Provider* by specifying the criteria in which he has an interest.

In addition to identifying the *Information Requester* and the *Information Provider*, the message typically conveys a question like: Do you have any Market Surveys relevant to?

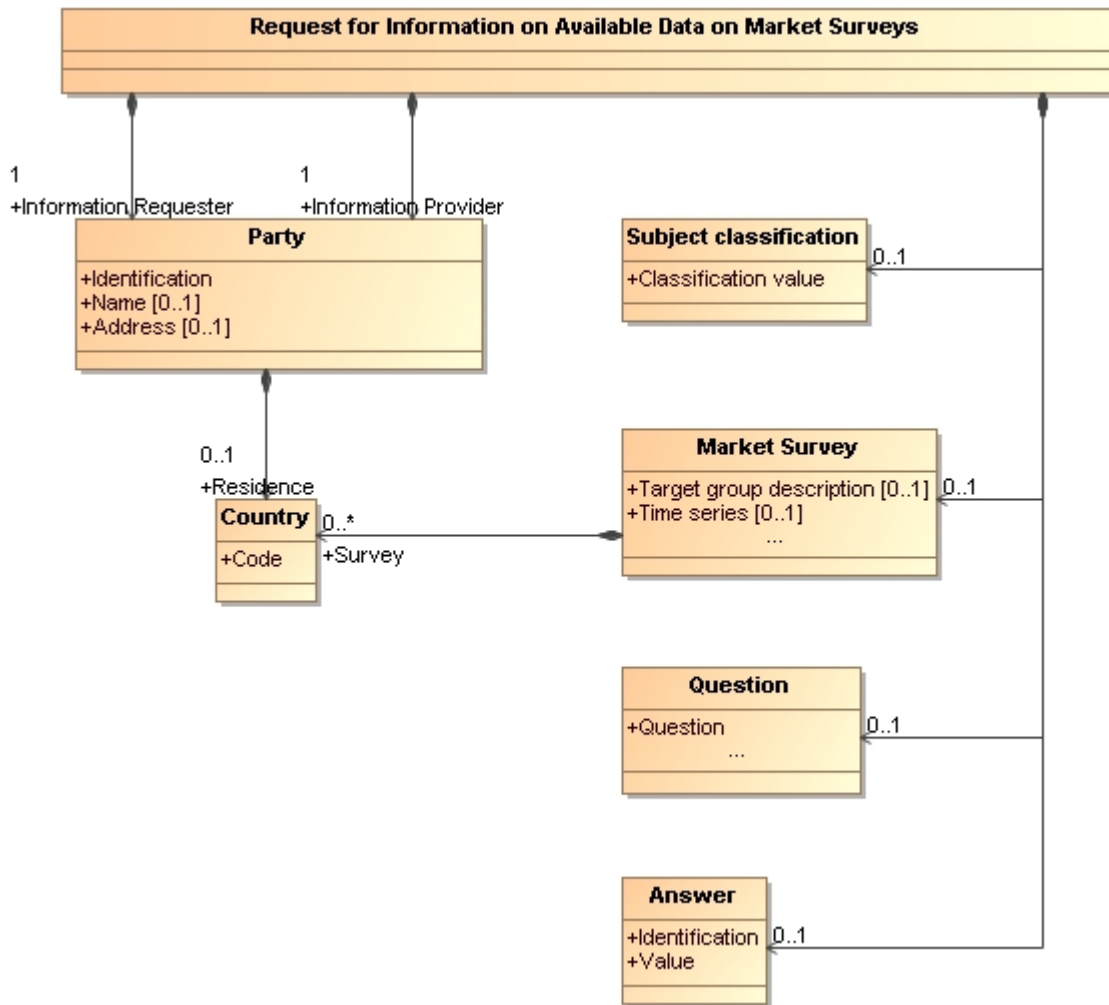


Figure 5-12 Request for Information on Available Data on Market Surveys Business Entity Class Diagram

Table 5-6 Business Requirements List – Request for Information on Available Data on Market Surveys Message

UID	Crđ	Short Name	Business Requirement	Rationale / Example / Mapping Notes
			Request for Information on Available Data on Market Surveys	

UID	Crđ	Short Name	Business Requirement	Rationale / Example / Mapping Notes
		Information Requester Party	The entity who requests information about available data on market Surveys	E.g. the entity from whom the message is originating
	1	Identification	A unique identification of the party	GS1, Dun & Bradstreet
	0..1	Name	The name under which the party is known	Legal name
	0..1	Address	The address where the party may be reached	Could be a street address or a postal address
		Information Provider Party	The entity who is asked to provide information about available data on market Surveys	E.g. the entity to whom the message is sent
	1	Identification	A unique identification of the party	GS1, Dun & Bradstreet
	0..1	Name	The name under which the party is known	Legal name
	0..1	Address	The address where the party may be reached	Could be a street address or a postal address
		Residence Country	The country in which a party resides	
	1	Code	A codified representation of the country	ISO 3166, e.g. NO for Norway
		Subject classification	The subject on which information is wanted	
	1	Classification value	A specification of the subject classification (e.g. UNSPSC) of the data being requested	Allows the <i>Information Requester</i> to ask for data related to one specific classification value
		Market Survey	Characteristics of the Market Survey	
	0..1	Target group	A specification of the target group relevant for the data being requested	Allows the <i>Information Requester</i> to ask for data related to one specific target group (Market Surveys where the target group is female over the age of 30).
	0..1	Time series	A specification of whether the data should be part of a time series or not	Allows the <i>Information Requester</i> to state e.g. that only Market Surveys representing time series are of interest
		Survey Country	A country for which the Market Survey is relevant	
	1	Code	A codified representation of the country	Allows the <i>Information Requester</i> to ask for data related to one specific country.
		Question	An individual question	
	1	Question	A specification of the question for the data being requested	Allows the <i>Information Requester</i> to ask for data related to one specific question (e.g. Market Survey data where the question is: Do you read xyz newspaper?)
		Answer	The answer to a given question	
	1	Value	A specification of the value of the answer for the data being requested	Allows the <i>Information Requester</i> to ask for data for which the answer has a specific value (e.g. data where the answer has the value Volkswagen).

5.3.2.2. Information on Available Data on Market Surveys (Business Document)

The *Distribute Information on Available Data on Market Surveys* Message is a business transaction allowing an *Information Provider* to inform about available data on Market Surveys and the conditions under which they may be made available.

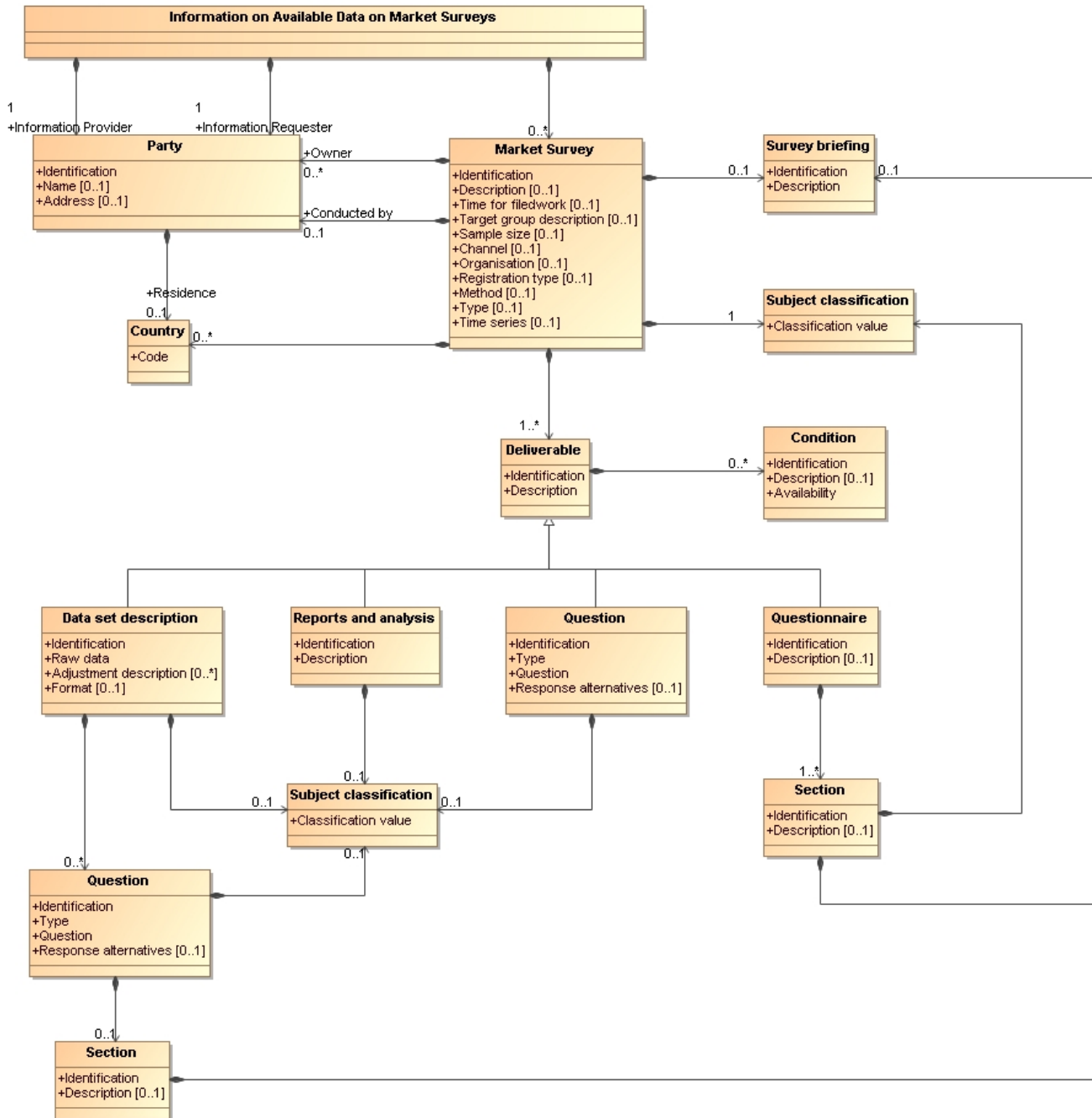


Figure 5-13 Information on Available Data on Market Surveys Business Entity Class Diagram

Table 5-7 Business Requirements List

UID	Crd	Short Name	Business Requirement	Rationale / Example / Mapping Notes
Information on Available Data on Market Surveys				
	Information Requester Party		The entity who requested information about available data on market Surveys	E.g. the entity to whom the message is sent
	1	Identification	A unique identification of the party	GS1, Dun & Bradstreet
	0..1	Name	The name under which the party is known	Legal name
	0..1	Address	The address where the party may be reached	Could be a street address or a postal address
	Information Provider Party		The entity who provides information about available data on market Surveys	E.g. the entity from whom the message is originating
	1	Identification	A unique identification of the party	GS1, Dun & Bradstreet
	0..1	Name	The name under which the party is known	Legal name
	0..1	Address	The address where the party may be reached	Could be a street address or a postal address
	Residence Country		The country in which a party resides	
	1	Code	A codified representation of the country	ISO 3166, e.g. NO for Norway
	Market Survey		Description of a Market Survey that meets one or more of the criteria of the request message	
	1	Identification	A unique identification of the Market Survey	
	0..1	Description	A textual description of the Market Survey	
	0..1	Time for fieldwork	The period of time during which the fieldwork for the Market Survey was performed	
	0..1	Target group description	A description of the target group for the Market Survey	
	0..1	Sample size	The number of respondents included in the Market Survey	
	0..1	Channel	A code stating the channel through which the responses are collected	Phone, PDA, Paper, Web, Capi,
	0..1	Organisation	A code stating how the Market Survey was organised	Omnibus, ad-hoc, syndicated
	0..1	Registration type	A code stating the method by which the results are recorded	Self completion, F2F interview, Group discussion, observation, registration,
	0..1	Method	A code identifying the type of method applicable for the Market Survey	Qualitative or quantitative
	0..1	Type	A code stating the type of Market Survey	Product test, segmentation, Customer satisfaction, Advertising effect, Media coverage
	0..1	Time series	An indication whether this Market Survey is part of a time series or not	

UID	Crd	Short Name	Business Requirement	Rationale / Example / Mapping Notes
		Owner Party	The entity who owns the Market Survey	Could be an organisation or a person
	1	Identification	A unique identification of the party	GS1, Dun & Bradstreet
	0..1	Name	The name under which the party is known	Legal name
	0..1	Address	The address where the party may be reached	Could be a street address or a postal address
		Conducted by Party	The entity responsible for conducting the Market Survey	Could be an organisation or a person
	1	Identification	A unique identification of the party	GS1, Dun & Bradstreet
	0..1	Name	The name under which the party is known	Legal name
	0..1	Address	The address where the party may be reached	Could be a street address or a postal address
		Survey Country	A country for which the Market Survey is relevant	
	1	Code	A codified representation of the country	ISO 3166, e.g. NO for Norway
		Survey briefing	Brief information about a Market Survey	
	1	Identification	A unique identification of the Survey briefing	
	1	Description	A text providing briefing on the purpose and scope of the Market Survey	
		Subject classification	The subject relevant for a Market Survey	
	1	Value	A classification value (e.g. UNSPSC) of the subject	
		Deliverable	An identifiable piece that may be made available for the Market Survey	A deliverable would be of one of the following types: <ul style="list-style-type: none"> • Data set • Reports and analysis • Questionnaire • Individual questions
	1	Identification	A unique identification of the deliverable	
	1	Description	A text describing the deliverable that is available	
		Condition	A description of the condition(s) under which a deliverable from the Market Survey may be made available	
	1	Identification	A unique identification of the condition	
	0..1	Description	A text expressing any condition that may apply	
	1	Availability	A code stating conditions related to availability	Publicly available, available to owner only, not available, may be purchased
		Data set description	A description of a data set that may be available as a result of a Market Survey	
	1	Identification	A unique identification of data set	

UID	Crd	Short Name	Business Requirement	Rationale / Example / Mapping Notes
	1	Raw data	An indicator stating whether this is the raw (not corrected, weighted or adjusted) data set or not	
	0..1	Adjustment description	A textual description of any adjustments that has been done to the data set	
	0..1	Format	A description of the format in which the data set is available	
	Question		The question(s) relevant to the data set included in the deliverable	
	1	Identification	A unique identification of the question	
	1	Type	A code stating the type of question	Single/multi answer, multiple choice, closed/open
	1	Question	The textual formulation of the question	
	0..1	Response alternatives	The textual formulation of the pre-coded responses provided for this question	
	Section		The section of a Questionnaire to which the question belongs	
	1	Identification	A unique identification of a section within the questionnaire	
	0..1	Description	A text describing the section within the questionnaire, such as its purpose and scope	
	Reports and analysis		A description of a report or analysis that may be available as a result of a Market Survey	
	1	Identification	A unique identification of the report or analysis	
	1	Description	A text describing the report or analysis	
	Question		A question that may be made available as a separate deliverable	
	1	Identification	A unique identification of the question	
	1	Type	A code stating the type of question	Single/multi answer, closed/open
	1	Question	The textual formulation of the question	Single/multi answer, multiple choice, closed/open
	0..1	Response alternatives	The textual formulation of the pre-coded responses provided for this question	
	Subject classification		The subject relevant for a Data set, a Report and analysis or a Question	
	1	Value	A classification value (e.g. UNSPSC) of the subject	
	Questionnaire		A questionnaire that may be made available as a separate deliverable	
	1	Identification	A unique identification of the questionnaire	
	0..1	Description	A text describing the questionnaire, such as its purpose and scope	
	Section		A section of a Questionnaire	

UID	Crd	Short Name	Business Requirement	Rationale / Example / Mapping Notes
	1	Identification	A unique identification of a section within the questionnaire	
	0..1	Description	A text describing the section within the questionnaire, such as its purpose and scope	
	Subject classification		The subject relevant for a section of a Questionnaire	
	1	Value	A classification value (e.g. UNSPSC) of the subject	
	Survey briefing		The Survey Briefing relevant for a section of a Questionnaire	
	1	Identification	A unique identification of the Survey briefing	
	1	Description	A text providing briefing on the purpose and scope of the Market Survey	

5.4. Business Rules

The specifications provided in this document are based on the following key business rules:

- The subject covered by a Market Survey is classified according to an agreed nomenclature, such as UNSPSC.
- One Market Survey may cover more than one subject.
- Specific conditions may apply to the availability and/or distribution of Market Survey results. I.e. the *Information Owner* and/or *Information Provider* may define conditions (trading conditions) related to the availability (e.g. public, secret, ...) and/or distribution (e.g. further distribution not allowed) of the information. Such conditions may be defined within the information exchange or in separate agreements.
- An *Information Provider* may distribute information on available data on Market Surveys without having received a request from an *Information Requester* or even without having prior agreement to do so, i.e. as part of a sales campaign.
- An *Information Provider* may distribute data on Market Surveys without having received a request from an *Information Requester*, i.e. based on prior agreement.
- One *Request Information on Available Data on Market Surveys* Message may only cover one request, i.e. all criteria stated in the message will be used to judge relevance of available Market Surveys.
- One *Distribute Information on Available Data on Market Surveys* Message may provide information about several relevant Market Surveys.
- Comply with international and national legislation, regulations and ESOMAR code of ethics.

5.5. Definition of Terms

Term	Definition	Source
Omnibus		