



**Marketing Research Association**

## **CODE OF RESEARCH STANDARDS**

*Board Approval March 13, 2003  
Member Ratification May 12, 2003*

All MRA members must sign and adhere to the MRA *Code of Research Standards*. The standards are enforced, and complaints of alleged unethical behavior may be filed against an MRA member who is suspected to have violated the *Code*.

The official MRA document: *Code of Research Standards* has been provided to you in a PDF downloadable format from the MRA Web site at this link: [http://www.mra-net.org/pdf/expanded\\_code.pdf](http://www.mra-net.org/pdf/expanded_code.pdf). If you prefer the complete 47-page version of the *Code* to be sent to you via e-mail or mail, please call MRA Headquarters to request a copy.

After you have read the full version of the *Code*, please read the Endorsement Agreement below, as a member of the Marketing Research Association sign it and fax back (or mail) this Endorsement Agreement with your Membership Application to MRA Headquarters at 860-682-1010.

### **Endorsement Agreement**

By signing here I indicate that I have read, understand and agree to follow the principles of honesty, professionalism, fairness and confidentiality that are outlined in MRA's *Code of Marketing Research Standards*. I further understand that not conforming to this *Code* may result in termination of my membership in the Marketing Research Association.

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