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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 45746-2025

**Market, opinion and social research - Quality inspection
requirements**

市场、民意和社会调查 质量检验要求

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting is required.

Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents.

This document is proposed and coordinated by the National Technical Committee for Standardization of Market, Public Opinion and Social Surveys (SAC/TC320).

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Requirements for Quality Inspection of Market, Public Opinion and Social Surveys

1 Scope

This document specifies the inspection process management, quality characteristics description and processing, inspection and Process requirements.

This document applies to the inspection activities of market, public opinion and social survey service providers to implement quality control on their services, as well as market Conduct product quality inspection for clients or third parties of market, public opinion and social surveys, and evaluate the service quality of survey service providers.

2 Normative references

GB/T 26315-2025

GB/T 26316-2023

3 Terms and definitions

The terms and definitions defined in GB/T 26315-2025 and the following apply to this document.

3.1 Quality inspection

To determine the quality level of a product, process or service, one or more characteristics of the product, process or service are tested and compared with specified requirements.

Activities of comparing and making conformity assessments.

NOTE. Specific terms are used in different processes of inspecting product formation, such as audit, review, etc.

[Source. GB/T 26315-2025, 3.23, modified]

3.2 Client

The individual, organization, institution or department that requires or commissions a research project can be internal or external.

[Source. GB/T 26316-2023, 3.14]

3.3

The process defined for performing quality inspection activities.

3.4

An operational guidance document that describes the operational requirements, test conditions, test methods of the inspection process, and the conformity determination of the inspected products.

3.5

A specific operational guidance document that standardizes the project inspection process, compiled based on the project contract and special project quality requirements.