



Verian Group UK Limited

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Holds Certification Number: 4577-1158051324

And operates a Research Process Management System in compliance with ISO 20252:2019.



Statement of Applicability - Effective July 8, 2024

Verian is a world leading, purpose-led and independent research, evidence, evaluation, and communications agency, providing services to government and the public realm with offices in the United Kingdom. Verian Group UK Limited has elected to include sampling including access panels, fieldwork, physical and digital observation, self-completion, and data management and processing to be attested to this document in accordance with Annexes A through F.

Annex A Sampling including access panels – Client purchases samples from panel suppliers, sample providers or samples provided by clients. Any offline or online panel including by sub-contractor where applicable

Annex B Fieldwork – Face-to face (CAPI), online (CAWI), telephone (CATI) and paper (PAPI) fieldwork using qualitative and quantitative research methods including by subcontractors where applicable.

Annex C Physical observation – Ethnographical qualitative research, e.g., in home, focus groups, etc. including by subcontractors where applicable.

Annex D Digital observation – Using online tools to collect passive data e.g., social media research, online behavioral tracking and general media monitoring, including by subcontractors where applicable.

Annex E Self completion – Methodologies include online questionnaires, email surveys, SMS, offline diaries, postal surveys and other similar approaches, including by subcontractors where applicable.

Annex F Data management and processing – Process, analyze and provide outputs e.g., data processing, data cleaning, coding, tabulations, analytics, modeling, and reporting services including by subcontractors where applicable.

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