

ISO 20252:2019

Statement of Applicability (SoA)

Approved by Ian Stevens – Managing Director 1/02/2025 Tosin Igbon – Associate Director 1/02/2025

Organisation: Perspective Research Services
Location: London, UK
Function: Conducting, processing and analysing market and opinion surveys
Vision: Research data, from early discovery to journey's end
ISO 20252:2019 standard: Covers all functions and teams dealing with market & opinion research

ISO 20252:2019	INCLUDED /EXCLUDED	DESCRIPTION	EXPLANATION/STATEMENT OF SERVICES PROVIDED
Core requirements 1-4	Included	Core framework, organisational structure, information security, subcontracting, planning and quality	As an End-to-End data collection agency, we work with clients across all stages of project life cycles from receipt of a client brief / request for work, proposals, project set up, fieldwork, DP, analysis and reporting. We conduct ad-hoc, tracking and syndicated studies.
Annex A: Sampling including access panels	Included	Sampling	Many of our research projects utilise client sample, bought sample from a third party provider, sample created by us, or via an access panel. We manage and set up access panels through our sister company, Alligator, we have procedures in place to ensure they meet the requirements.
Annex B: Fieldwork	Included	Data collection: CATI, CAPI, Qual, F2F	We offer data collection via a range of fieldwork methodologies, namely: <ul style="list-style-type: none"> - Qualitative: Qualitative recruitment is conducted in-house and can involve telephone, in-person, via freelancers and/or subcontracted to approved partners depending on the requirements, for face-to-face/telephone/online depth interviews, groups, workshops and online qual -Qualitative fieldwork is usually conducted In-house for UK based Interviews/groups/workshops/online qual, and occasionally freelancers. BVA BDRC group partners or approved subcontractors tend to be used for qual fieldwork outside the UK. - Quantitative: Interviewer/fieldworker administered face-to-face, CAPI, telephone, CATI, and online/paper self-completion. These tend to be conducted in house, and online recruitment by our sister company (Alligator). Many projects are mixed methodology.

Annex C: Physical observation	Excluded	Data collection: F2F	We offer data collection using physical observational methodologies typically in-setting observation (such as within a visitor attraction, hotel venue, railway station, financial institution, shop) and as part of face-to-face qualitative research where we observe physical responses, facial expressions or reactions to something. This is usually conducted in-house by our Face to Face team or or as a subcontracted service.
Annex D: Digital observation	Excluded	Data collection: as part of larger studies, F2F	We offer data collection using digital/passive methodologies, usually as part of larger studies. This would predominately be conducted in-house or by our sister company (Alligator) or as a subcontracted service with approved specialist suppliers.
Annex E: Self-completion	Included	Data collection: postal	We offer self-completion data collection using self-completion methodologies, predominantly on paper/F2F.
Annex F: Data management and processing	Included	Data processing: scanning, coding, data entry,	We offer data management and processing services. Occasionally some services would be subcontracted to another approved supplier.