

Statement of Applicability (SOA)

Owner: Managing Director

Policy #: GB02

Purpose: Statement of Applicability to ISO 20252:2019 – stating the work applicable to McNair yellowSquares

Scope: The boundaries of the applicable disciplines utilised by McNair yellowSquares in the conduct of market, opinion and social research to the standard of quality required by ISO20252:2019.

McNair yellowSquares Pty Ltd Statement of Applicability to ISO 20252: 2019

McNair yellowSquares Pty Ltd are market, opinion and social research strategists, supported by relevant qualifications and experience and applying the quality standards detailed in the McNair yellowSquares Business and Framework Manual attesting to the quality standards outlined by ISO20252:2019. McNair offer a complete range of consulting, quantitative and qualitative research and provide in-house capabilities for the conduct of these services. McNair yellowSquares will select the most appropriate method or mix of methods to best collect the perceptions, insights and behaviours of Australians to inform evidence-based decision making. McNair yellowSquares Pty Ltd's accredited ISO 20252: 2019 Market, opinion and social research system delivers the provision of research services in compliance with the ISO20252:2019 standard. McNair yellowSquares specialises in research services amongst difficult to reach communities or markets including Aboriginal and Torres Strait Islander peoples; Culturally and Linguistically Diverse (CALD); Children and teenagers; Farmers; Small and Medium Enterprise Owners; or People with disabilities; as well as research about communications, social, health and other sensitive issues, including projects for government - local, state and federal - throughout Australia.

In accordance with ISO 20252: 2019, we declare the following research services are included in our portfolio of ISO 20252 certified services as listed:

Annex	Attested	Exclusion	Explanation
Annex A Sampling Sampling design services including the following access panels: <ul style="list-style-type: none">- SurveyVillage – Dedicated research and population-based panel.- SurveyMob – Dedicated research panel for Aboriginal and Torres Strait Islander Peoples- SurveyCulture – Dedicated research panel for multi-lingual / multicultural panellists in Australia- BlokeVote – Dedicated research panel with a focus on tradespeople.	Attested		
Annex B Fieldwork <ul style="list-style-type: none">- CATI (Computer Assisted Telephone Interviews)- CAPI (Computer Assisted Personal Interviewing including face-to-face intercept and door to door) Self-completion surveys (paper or online)- In-depth Interviews – guided conversations with executives or other individuals via CATI, CAPI or Online	Attested		



McNair yellowSquares Pty Ltd
PO Box 898, Crows Nest, NSW, 1585
+61 2 9966 9133 • mcnair.com.au • ABN: 79 096 437 991

Revised: 14 March 2023

Printed: 16 June 2023

- Online (surveys, forums, live chats and discussion platform)
- Focus Groups (in-person)

Annex C Physical observation

Not Audited

This is not audited for the current year as it formed less than 20% of our business during the audited year

Annex D Digital observation

Not Audited

This is not audited for the current year as it formed less than 20% of our business during the audited year

Annex E Self completion

Attested

Self-completion data sourced from paper and online questionnaires

Annex F Data management and processing

Attested

- Data management, analysis, processing and programming
- Advanced software skills including for SPSS, Excel, Q, Dapresy, SurveyCraft, WebSurveyCreator, WebCommunityCreator, Contact Profiler and ID Survey

Authorised: Managing Director
Angela Brooks

Review Date: 14/3/2023

Angela Brooks

