

# Statement of Applicability (SoA)

**Owner:** Managing Director

**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 offers a complete range of consulting, quantitative and qualitative research and provides 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.

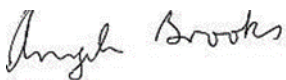
In accordance with ISO 20252: 2019, we declare the following research services are included in our portfolio of ISO 20252 certified services as listed:

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



Annex	Attested	Exclusion	Explanation
- Online (surveys, forums, live chats and discussion platforms) - Focus Groups (in-person)			
<b>Annex C Physical observation</b>		Not Audited	This is not audited for the current year as it formed less than 20% of our business during the audited year.
<b>Annex D Digital observation</b>		Not Audited	This is not audited for the current year as it formed less than 20% of our business during the audited year.
<b>Annex E Self-completion</b> Self-completion data sourced from paper and online questionnaires	Attested		
<b>Annex F Data management and processing</b> - Data management, analysis, processing and programming  Advanced software skills including for SPSS, Excel, Q, Dapresy, SurveyCraft, WebSurveyCreator, WebCommunityCreator, Contact Profiler and IDSurvey	Attested		

Authorised:



Angela Brooks  
Managing Director

Review Date: 3/4/2024

