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ISO 20252 Statement of Applicability

BMG Research Ltd is a full-service research organisation. We specialise in market, opinion and social research. We deliver market and customer insights vital to helping our clients succeed in strategy and policy development, implementation and evaluation, campaign management and performance analytics. We deliver research services to the public and private sectors, and charitable organisations throughout the UK.

BMG Research has elected to include research terms 1-4, sampling, fieldwork, self-completion and data processing to be attested to ISO20252:2019 in accordance with Annexes A, B, E, and F. BMG Research has elected to exclude Annexes C and D from attestation.

Details of BMG Research attested annexes are described as follows:

Annex	Attested	Excluded	Explanation	Owner
Annex A: Sampling including access panels	✓	Clauses 4.3.2 & 4.3.3	Purchased samples from panel suppliers, samples provided by clients. All offline or online panel including sub-contracted services. BMG sub-contracts all elements of Clause A.5 and meets the requirements of Research term 4.4	Managing Director
Annex B: Fieldwork	✓		Face to face fieldwork; Telephone fieldwork; Qualitative and quantitative fieldwork including all sub-contracted services to the requirements of research term 4.4	Operations Manager
Annex C: Physical observation		✓	Not attested – service not offered	
Annex D: Digital observation		✓	Not attested – service not offered	
Annex E: Self-completion	✓		Services provided using self-completion methodologies including online questionnaires, email surveys, sms and postal surveys.	Managing Director
Annex F: Data management and processing	✓		Services provided include: Data processing and data tabulation, including the application of statistics in these functions. Development of coding frames and coding of unstructured responses. Reporting and advanced analytics are also provided. BMG may sub-contract clauses F.2, F.3, F.4, F.5, F.6 and F.7	Managing Director

Authorised by:



Simon Wood
 Managing Director
 Date: 14 March 2024