

Statement of Applicability (SoA)

Critical Research Ltd is a market, opinion and social research organisation offering research design, data collection, analysis, reporting and insight

Critical Research Ltd delivers research services to regulatory bodies, financial institutions, membership organisations within the charities, financials, sports sectors throughout the world

Critical Research Ltd attests to Annex A, B, C, E and F has elected to exclude Annex D from the attestation. Details of Critical Research's attested annexes are described as follows:

Annex	Attested	Services	Explanation
Annex A – Sampling including access panels	Yes	Sampling and Access panels (outsourced)	Critical Research manages the sample process in alignment with the research objectives, contracting with selected external providers, including access panels
Annex B - Fieldwork	Yes	Data collection: CATI, CAPI, Qualitative	Critical Research offers various forms on interviewer administered research including: Face to Face fieldwork Telephone fieldwork (in house and outsourced) Respondent recruitment Qualitative fieldwork
Annex C - Physical Observation	Yes	Ethnography	Critical Research provides Physical Observation research service through

			Ethnographic Qualitative research either in a business setting or in- house
Annex D - Digital Observation	None	All	None conducted
Annex E - Self Completion	Yes	Online research Postal research	Critical Research offers clients data collection services using self-completion methodologies including online and paper questionnaires
Annex F – Data Management and Processing	Yes	Data processing, including, coding, data editing, data analysis etc.	Critical Research provides data management and processing services. The services provided are project-specific and encompass coding, provision of data tables and reporting

Dated: 05/11/2024

Authorized by Nigel Marriott

