

Statement of Applicability (SoA)

Accent Marketing & Research Limited is a full-service market research agency, specialising in behavioural change, branding, customer journey, segmentation, tracking, and trade off analysis projects.

Based in the UK, Accent conducts research both nationally and internationally, using a dedicated (Edinburgh-based) telephone unit, and a 500 strong field force – as well as online (access panels, client supplied lists, purchased email lists); all with an in-house designed and programmed specialist data collection software. The main sectors in which Accent is a market leading operator are transport, utilities, and regulatory settings.

Accent has elected to include Sampling including access panels, Fieldwork, Self-completion, Data management and processing to be attested to this document in accordance with Annexes A, B, E and F.

Accent has elected to exclude Physical Observation and Digital Observation from the attestation.

Details of Accent attested Annexes are described as follows:

| Annex | Attested | Excluded | Explanation |
|--------------------------------------------|----------|----------|-----------------------------------------------------------------|
| Annex A – Sampling including access panels | ✓ | | Including access panels, multi-methodology, sample blending. |
| Annex B - Fieldwork | ✓ | | Including CATI, web, Face-to-face, qualitative and quantitative |
| Annex C – Physical Observation | | ✓ | Accent rarely conducts this type of research |
| Annex D – Digital Observation | | ✓ | Accent doesn't conduct this type of research |
| Annex E - Self Completion | ✓ | | Including online and other methods |
| Annex F – Data management and processing | ✓ | | Generation, storage, processing of survey-generated data |

This Statement of Applicability is dated 9 September 2022.



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