

ENVIRONICS

RESEARCH

Environics Research – ISO 20252:2019 – Statement of Applicability

Environics Research is a market, opinion, and social research organisation. Environics Research is a fully Canadian-owned company that has been providing consulting and research services for businesses, governments and not-for-profit organizations for more than 50 years. Environics is a full-service research firm and offers a broad array of research, consulting and communications services. Environics mission is to unlock human insights to help organizations make better decisions, empowering them to act with creativity and confidence.

Environics Research delivers research services to clients in various sectors including the public sector, private sector and not-for-profit sectors, throughout Canada and the United States of America, offering a wide range of both syndicated and custom research applications.

Environics Research has elected to include Sampling Including access panels, fieldwork, digital observation, self completion, and data management and processing to be attested to this document in accordance with Annexes A, B, D, E and F. Environics Research has elected to exclude physical observation from the attestation.

Details of Environics Research attested annexes are described as follows:

ANNEX	ATTESTED	EXCLUDED	EXPLANATION
Annex A – Sampling Including access panels	<ul style="list-style-type: none"> ● Access panels (subcontracted) ● Databases created for the purpose of research ● Client databases created for other purpose than research activities (i.e. marketing purposes) 	<ul style="list-style-type: none"> ● River sampling 	
Annex B - Fieldwork	<ul style="list-style-type: none"> ● Project briefing (Qualitative and Quantitative projects) in collaboration with subcontractor. ● Qualitative data collection ● Quantitative data collection ● Validation of data - in collaboration with subcontractor ● Client reporting for fieldwork methodologies. 	<ul style="list-style-type: none"> ● Management, recruitment, and training of fieldworkers – subcontracted ● Fieldworker identity document (ID) – subcontracted ● Telephone data collection – subcontracted. 	
Annex C – Physical observation		<ul style="list-style-type: none"> ● Physical observational data collection 	
Annex D – Digital observation	<ul style="list-style-type: none"> ● Proposal and tenders ● Data cleaning and editing ● Sentiment and/or text analysis ● Website usage and measurement analytics 	<ul style="list-style-type: none"> ● Device monitoring 	

	<ul style="list-style-type: none"> • Documentation of data collection methodology • Validation of data collection process • Protection of individuals 		
Annex E – Self Completion	<ul style="list-style-type: none"> • Data collection • Data validation 		
Annex F – Data management and processing	<ul style="list-style-type: none"> • Hard copy data entry • Accuracy of databases not requiring manual data entry • Coding • Data editing • Data file management • Data analysis • Transfer of data to clients 		

Barry Watson, President
 Environics Research
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