

M3 Global Research

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Holds Certification Number: **I002**

And operates a Research Process Management System in compliance with ISO 20252:2019.

Statement of Applicability - Effective 30 April 2020

M3 USA, including M3 Global Research and QQFS ('M3') is a market, opinion, and social research organization which operates panels of healthcare providers in the US, Asia, and Europe and provides market research recruitment and support services available to the industry reaching respondents in more than 70 countries worldwide. M3 provides data collection and project management capabilities that cover the spectrum of quantitative and qualitative techniques utilized today. M3 services incorporate all of advanced statistical and attitudinal methodologies allowing clients to provide world-class offerings and support services to their end-client customers throughout multiple industry sectors.

M3 USA, including M3 Global Research and QQFS has elected to include sampling including access panels, fieldwork, self-completion, and data management and processing to be attested to this document in accordance with Annexes A, B, E, and F. Details of M3 attested annexes are described as follows:

M3 has elected to exclude Annex C – Physical observation and Annex D – Digital observation from the attestation.

Annex A – Sampling including access panels: M3 owns and manages a non-probability access panel comprised of members who have consented to be members for the purpose of participating in market research data collection activities.

Annex B – Fieldwork: M3 offers data collection services using fieldwork methodologies. Fieldwork methodologies include face to face interviews, telephone interviews, screening of research participants over the phone and qualitative research methodologies that do not consist of the respondent self-completing a questionnaire.

Annex E – Self-completion: M3 offers clients data collection services using self-completion methodologies including online questionnaire, diary studies, online pre-test interviews as well as online follow-up interviews.

Annex F – Data management and processing: M3 provides data management and processing services. The services provided are project-specific and encompass coding, and provision of data tables. For provision of these services, M3 partner with specialized agencies. Data tables are created by M3's vetted partners using primarily Quantum and to a lesser extent MERLIN. For internal checking of data and of data tables, M3 use Microsoft Excel and IBM SPSS Statistics.

Original Date: 1 February 2011

Latest Issue Date: 30 April 2020

Expiration Date: 30 April 2023



CIRQ Managing Director

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