

██████████  
Managing Director  
Accent Research  
3 Orchard Place  
London  
SW1H 0BF

From: ██████████  
████████████████████

Direct line: ██████████

Our ref: PROC\_871\_2024  
(please quote on all invoices and correspondence)

Date: 4 September 2024

Dear ██████,

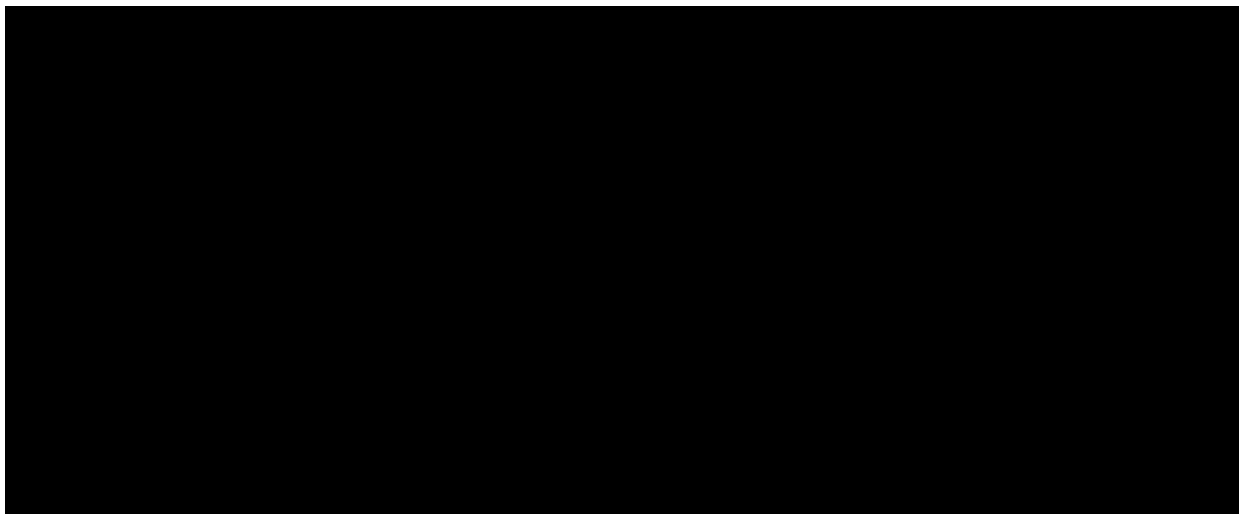
**Letter of Appointment**

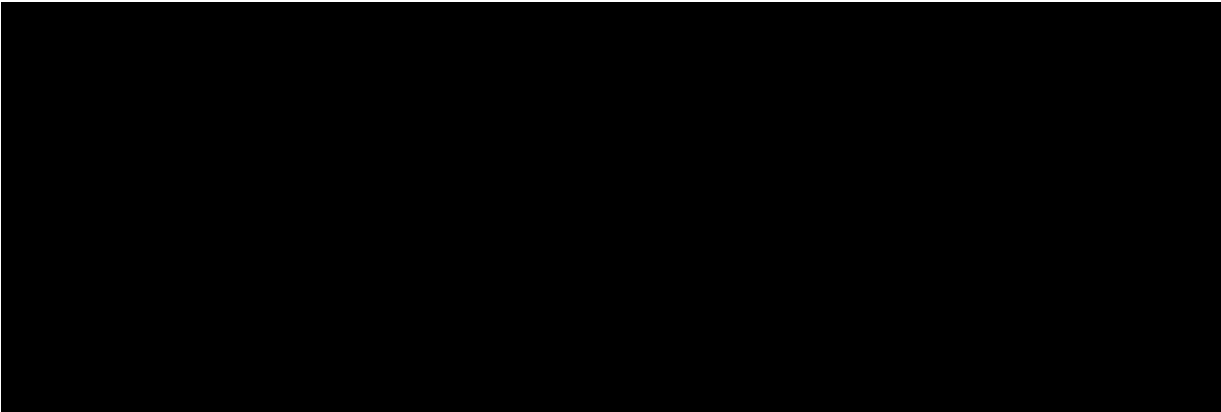
This letter of Appointment is issued in accordance with the provisions of the Research and Insights DPS Agreement (RM6126) between CCS and the Supplier dated 16 February 2022.

Capitalised terms and expressions used in this letter have the same meanings as in the Contract Terms unless the context otherwise requires.

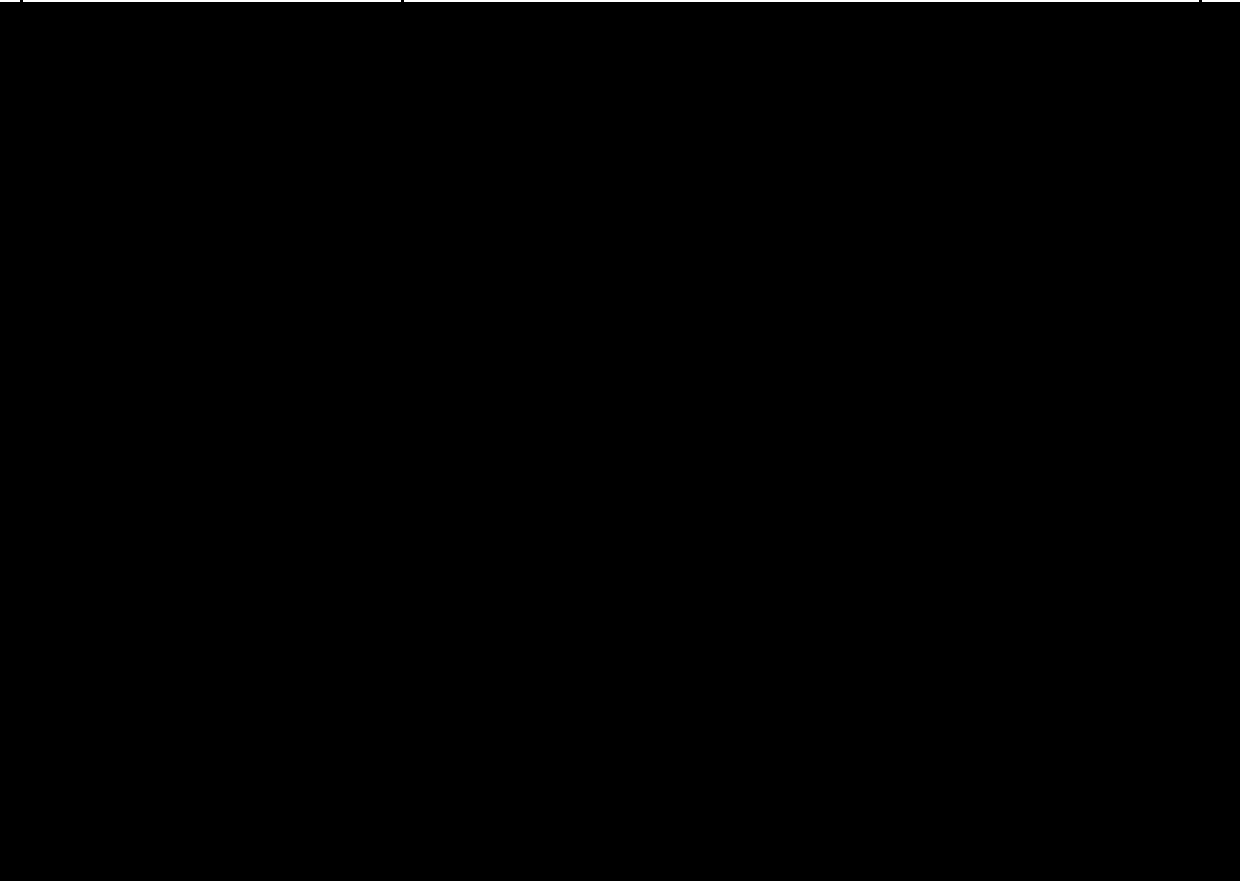
Order Number:	To follow
From:	The Competition and Markets Authority, Finance Team, The Cabot, 25 Cabot Square, London, E14 4QZ ("Customer")
To:	Accent Research ("Supplier")

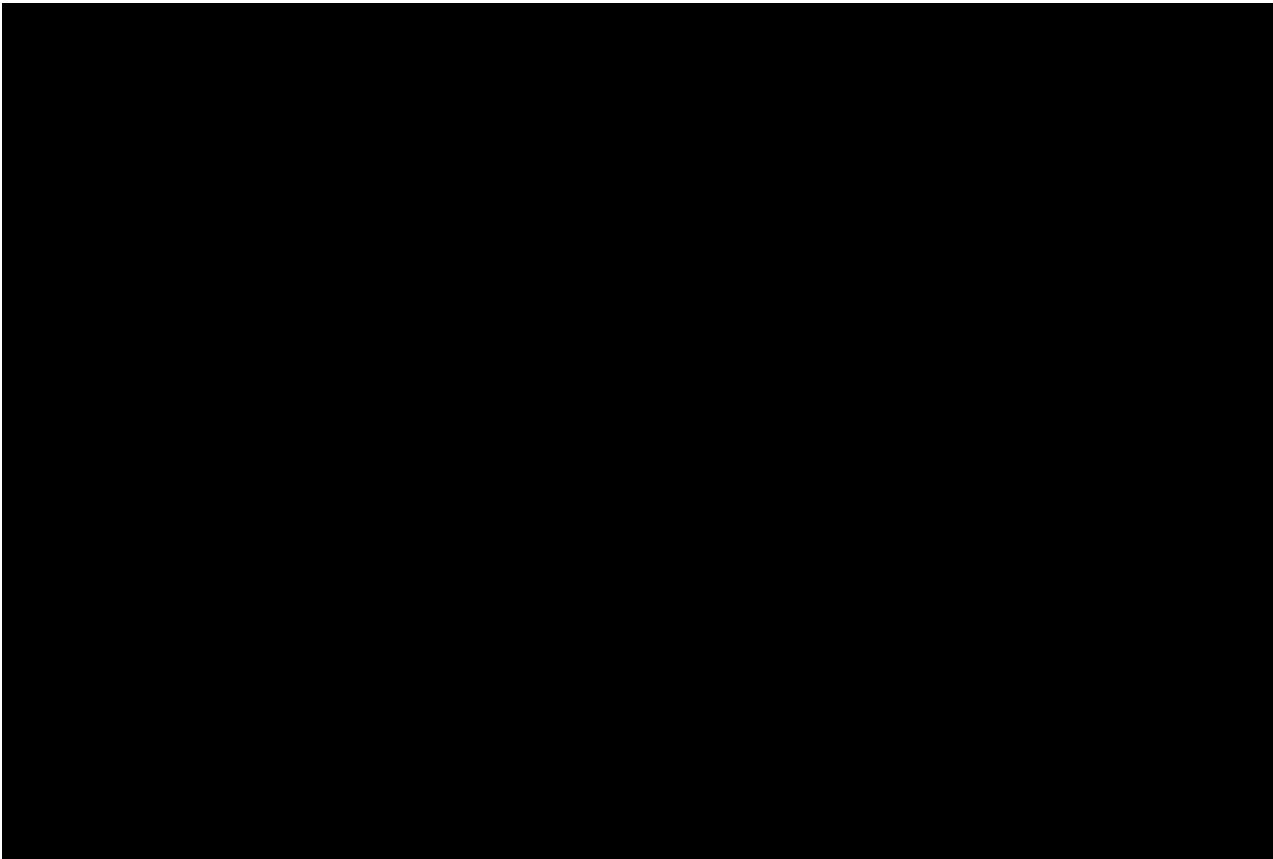
Effective Date:	4 September 2024
Expiry Date:	25 April 2025





Contract Charges (including any applicable discount(s), but excluding VAT):	<div data-bbox="587 560 702 593">£168,410</div> <div data-bbox="587 627 1279 745"><div data-bbox="587 627 684 654"></div><div data-bbox="587 658 1279 685"></div><div data-bbox="587 689 1227 716"></div><div data-bbox="587 721 1126 745"></div></div>
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## DPS Schedule 6 (Order Form Template and Order Schedules)

# Order Form

ORDER REFERENCE:	<b>PROC-871-2024</b> <b>Quantitative survey of pet owners (to inform a market investigation into veterinary services for household pets in the UK)</b>
THE BUYER:	<b>The Competition and Markets Authority (CMA)</b>
BUYER ADDRESS:	<b>The Cabot, 25 Cabot Square, London, E14 4QZ</b>
THE SUPPLIER:	Accent Research
SUPPLIER ADDRESS:	3 Orchard Place, London, SW1H 0BF

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## APPLICABLE DPS CONTRACT

This Order Form is for the provision of the Deliverables and dated **4 September 2024**. It is issued under the DPS Contract with the reference number **CCS RM6126** for the provision of **research**.

Crown Copyright 2021

Symbol	Percentage
○	~5%
■	~45%
▲	~35%
◆	~30%
+	~25%
×	~55%

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**4 September 2024**

**25 April 2025**

## 7 months, 21 Days

\_\_\_\_\_

\_\_\_\_\_

[REDACTED]  
[REDACTED]  
[REDACTED]

**£168,410**

\_\_\_\_\_

\_\_\_\_\_

[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]			
[REDACTED]			
[REDACTED]	[REDACTED]	[REDACTED] [REDACTED]	[REDACTED] [REDACTED]
	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]		
[REDACTED] [REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Crown Copyright 2021

[REDACTED]

[REDACTED]

\_\_\_\_\_

\_\_\_\_\_

[illegible]

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

[REDACTED]

[REDACTED]

Age Group	Percentage of Respondents Vaccinated
18-24	15%
25-34	25%
35-44	30%
45-54	55%
55-64	75%
65+	85%

Age Group	Percentage Vaccinated
18-24	~10%
25-34	~25%
35-44	~35%
45-54	~65%
55-64	~85%
65+	~95%

Duration	Percentage of Respondents
0-1 years	100%
1-2 years	75%
2-3 years	85%
3-4 years	95%
4-5 years	100%

[Redacted]

[Redacted]

[Redacted]

[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

