

PPI forms consumer testing - Qualitative Research
Survey Moderator Statement

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1. Overview

Insight Research have conducted this research competently and I feel have met the research objectives. The study has been carried out in line with the specification, the quality of the interviewing which I observed was high and discussions at the analysis stage and the initial debrief showed involvement and thoughtful analysis. In my opinion this is therefore a robust study, the results from which can be used with confidence.

2. Organisation / planning

The study was well planned and controlled effectively. The sickness of a team member was a potential set back but responsibilities were quickly re-jigged and an experienced replacement found.

The study ran to schedule, with meetings, fieldwork and presentations all taking place at the agreed date/time.

3. Recruitment

Recruitment appeared satisfactory and the great majority of the consumers were within quota.

Two groups, however, were light (two / three consumers attended). Both of these groups were recruited from lists, which may have been less effective e.g. small change in area may reduce preparedness to attend, but the changed structure worked and the information from them was still helpful.

It was clear that a few attendees had had discussions with IFAs but this did not appear to materially affect their responses (they voiced their own opinions and these were in line with others in that group).

Administration of the recruitment, however, was in my view only average. I would expect all recruitment questionnaires to be available at all groups and for all questions to

be completed in ink. This was not the case and there was an impression of some disconnect between recruiter and location of group in both Edgware and Bury, the locations I was able to view.

4. Interviewing

The interviewing I observed was of a high standard. Both moderators (Jane Barrett and Andrea Williams) were clearly experienced qualitative practitioners. I understand (from Stephen Brown) that Tim Williams also ran effective groups, but I did not personally see them. The large amount of stimulus material and need to rotate its introduction made for very structured groups, but the researchers achieved a good rapport with the consumers who were open and forthcoming.

Sensible modifications were made as the groups progressed (e.g. giving quotes in individual envelopes was quickly realized not to add anything to the process and was discontinued)

5. Analysis

Whilst I was not present during the analysis discussions within Insight Research the following day I spent half a day discussing the brainstorm which had been held (all three moderators and the Director attended this).

In addition I was provided with typed up summaries of some groups / content analysis.

The discussion gave me confidence that the Director of this study had a clear understanding of the findings and how these would be used to answer the research objectives.

6. Initial Presentation

The presentation reflected the fieldwork I had attended and the discussions of analysis. In my view therefore the presentation can be deemed a fair reflection of true consumer understanding and opinions on the topics discussed. The modifications discussed at that meeting were of presentation style not content viz less wordy charts / improving clarity of understanding for those who had been less involved in the research process.

7. Report / final presentation

I was not present at the actual presentation and so cannot comment on the quality of delivery of that debrief. Reading the charts, however, the findings and interpretation expressed again reflect the consumer opinions and attitudes that I encountered.

8. Survey Moderator Involvement in this research

The opinions expressed in this report are based on:

Date		Venue
9 Feb 2009	Briefing meeting	CC
23 Feb 2009	Field / Ops / general discussion	Insight Research
2 March 2009	Fieldwork –2 groups	Edgware
3 March 2009	Fieldwork –2 groups	Edgware
4 March 2009	Field / Ops / Quality control	Insight Research
11 March 2009	Fieldwork –2 groups	Bury, Lancashire
26 March 2009	Analysis	Insight Research
2 April 2009	Initial debrief	CC