



Brightsolid / Friends Reunited

Survey Moderator Report

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Brightsolid / Friends Reunited
Consumer Research
Survey Moderator Statement

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1. Overview

It was necessary to conduct this research very quickly in order to meet the inquiry timetable, and at a particularly busy time of year, for consumers and businesses.

The agency rose to this challenge extremely well and provided a very useful and informative study within a tight timeframe. The researchers managed and delivered a high quality study which clearly met the research objectives.

2. Organisation / Planning

The research was well organized and controlled. When there were potential problems on the horizon (see Interviewing) the agency dealt with them calmly and confidently.

3. Interviewing

It is obviously not possible to observe online interviewing in the same way as for interviewer-administered research. Instead the agency provided online access to the survey as it progressed so that I could see how it was proceeding, look at the top line findings by question and run simple analyses. This was really helpful and proved very informative.

In this study the parties were responsible for contacting their customers and requesting them to do the survey (rather than the agency using their own

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panel). The initial mail out from one of the parties was significantly higher than requested. In addition there was a much lower level of response (than expected) among Free users of one party.

In both cases the agency picked up the potential problem very quickly and agreed a pragmatic way forward.

The agreed sample specification was achieved within the time frame.

Follow up qualitative interviews

These telephone interviews were with people within the sample who were happy to be re-contacted, so should be seen as extending the value of the quantitative study, but not as a stand-alone qualitative element.

The interviews were conducted from the homes of qualitative interviewers at times specified by the consumers. It was not therefore possible to listen in to these conversations at the time.

On request the agency provided a CD with eight recorded interviews, where the respondents had given permission for a third party to listen in. I have done this and the quality of the interviewing was excellent. The conversations were very natural, the respondents talked at great length about their experiences with various web sites and the probing was good.

4. Analysis and preparation of presentation

This was taking part in the immediate run up to Christmas, which is always an extremely busy period.

Attending a meeting to discuss weighting / analysis, I was impressed by the amount of basic analysis that had already been carried out. It was clear that the agency were in firm charge of the data and beginning to draw conclusions from it.

An initial draft of the presentation was comprehensive and needed few modifications to make it suitable for a wider (than researchers) audience.

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5. Presentation

The presentation to Members was given in a teleconference, as adverse weather conditions precluded everyone attending the meeting at the CC. This generally makes the role of the presenter more difficult as it is necessary to ensure those who are not present in the room are still following and understanding the findings. The presenter handled this very professionally. He was very familiar with the data and findings and presented the information clearly and competently.

A number of additional analysis requests were subsequently made and the agency responded promptly and carefully to these. In particular they were careful not to over-interpret the data.

6. Report

The written report for the research follows the presentation and is a fair representation of the research findings. Qualitative comments in the report were helpful in fleshing out consumer attitudes and behaviour.

The opinions expressed in this report are based on:

Date		Venue
18 Nov 2009	Meeting	CC
27 Nov 2009	Meeting	CC
30 Nov 2009	Overview / quality discussion	Harris Interactive, Brentford
1 Dec 2009	Telephone Conf.	CC
8 – 10 Dec 2009	Access to topline data	
14 Dec 2009	Weighting / analysis meeting	Harris Interactive, Brentford
5 Jan 2010	Pre-pres debrief	CC
7 Jan 2010	Presentation to Members	CC
Jan 2010	Listening to qual interviews	
Jan 2010	Reading report	

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