



# Sports Retailers

## Survey Moderator Report

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Sports Retailing  
Quantitative Consumer Research  
Survey Moderator Statement

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1. Overview

The planning and fieldwork stages of this research proceeded smoothly and well.

The initial presentation draft provided an overview of key results, and analysis of the impact of competitive stores on consumer attitudes and behaviour, as requested by the CC. However following further discussions more work was done and the final presentation was more thorough and showed more insight into consumer attitudes and behaviour.

The presentation and report gave a clear understanding of consumer attitudes and behaviour when shopping in these stores and the information may, in my view, be used with confidence.

2. Organisation / Planning

Work on the questionnaire and pilot interviewing considerably improved the quality of this research. It is essential that a shopper exit interview is short and slick, whilst still asking the key questions. In my opinion the final interview worked really well and this contributed greatly to the overall quality of the research.

Organisation of the interviewing points was smooth and last minute changes were communicated effectively.

The survey ran to schedule. 'Stopping the clock' allowed more time for analysis, which was very helpful.

### 3. Interviewing

I was able to observe six interviewers in the course of this study. Two, including the pilot interviewer in Isleworth were excellent, three were of a good standard and one was poor.

All of the interviewers were polite and courteous to the store staff and the customers and all had positioned themselves in a sensible place to contact shoppers on exit.

The difference in the standards of interviewing lay in three main areas;

- Ability to engage busy shoppers and achieve an interview (excellent interviewers were particularly adept at this)
- Keeping closely to the interview wording and recording responses accurately
- Collection of classification data

The weak interviewer was too casual in approach to the questionnaire and somewhat cavalier with question wording and collection of demographic classification data. The interviewing was however in no way dishonest.

The agency took the matter seriously, did not use the interviews from the poor quality interviewer and immediately organized replacement interviewing.

### 4. Analysis and preparation of presentation

With a sample size of ca 3000 respondents and information gathered across twenty-three stores, there was a great opportunity for very interesting and comprehensive analysis and understanding of the market.

The initial draft of the presentation focused analysis on the impact of competitor stores, as stated earlier, and therefore did not seem to take full advantage of this opportunity. I understand that further discussions then took place to effect improvements.

The final presentation showed considerably more insight into customer behaviour and attitudes.

#### 5. Presentation

The presentation to Members was informative and was well received.

#### 6. Report

The management report was clear and concise, providing a good summation of the research. The balance of text and charts was appropriate and the report will be a good reference document for this research study in future.

#### 7. Survey Moderator Involvement

The opinions expressed in this report are based on :

Date		Venue
3 Sept 2009	Meeting	CC
w/c 7 Sept	'Phone + e mail discussions re questionnaire	
10 Sept 2009	Pilot interviewing	Stores
18 Sept 2009	Interviewing	Stores
22 Sept 2009	Interviewing	Stores
24 Sept 2009	Interviewing	Stores
October	'Phone and e mail discussions re analysis / presentation	
6 Nov 2009	Presentation to Members	CC
16 Nov 2009	Receipt of draft report	