

Using the 'Right' Market Research Techniques

Lessons from data collection in the workplace

by

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‘Right’ is often a matter of judgement – the important issue is knowing what the choices are and how to choose

omnibus
web surveys
depths
telephone interviews
focus groups
accompanied depths
mini groups
stated preference
on vehicle interviews
paired depths
hall tests
HATS
workshops
conflict groups
triads
observation work
self completion
household surveys
email surveys

Approaches Offered

Quantitative



- Stated preference
- Telephone
- Internet/web
- Email
- Face-to-face
- On-street
- On bus/train
- Hall tests
- Mystery Shopping

Qualitative



- Full range of group and depth formats
- Auto-ethnography
- Discourse analysis/ psycholinguistics
- Online communities
- Qualitative case studies
- Over 112 elicitation techniques

Once qual and quant
were considered
opposed approaches



Both methodologies potentially have advantages

Qual



- Depth of information
- Flexibility
- Discovery and exploration
- Sensitive
- Naturalistic

Quant



- Precise measurement
- Statistical power
- Generalisability
- Reliability

Detailed techniques...

- The following slides will describe a few common research methodologies examples used in market research.

Self Completion

- Used to be very popular, especially for public sector work – the ‘numbers’ game
- Relatively inexpensive
- Can lead to quite low response rates with potential for bias towards either end of spectrum (positive/negative)
- As do email/web applications (eg how purchase Congestion Charging permit for TfL)
- Can include some quite complex questioning (eg Stated Preference)

The TfL logo consists of the letters 'TfL' in a white, sans-serif font, centered within a dark grey rectangular background.

On street

- Can be very inclusive, quick and inexpensive
- But needs to be short (up to ten minutes)
- Used successfully for ten years to measure retail impact of Red Routes (TfL)

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Telephone

- Very powerful, popular and provides good value for money
- Provides the opportunity for completely random approaches (eg Random Digit Dialling)
- Can interview for up to 30 minutes (residential) and 45 minutes (business)
- Easy to control
- Can screen and then send show material with subsequent appointment
- Can coordinate international studies from Britain

In vehicle or hall tests

- Can be very powerful and flexible
- Can interview for lengthy periods of time (eg up to 1¼ hours for London Underground Customer Priorities)
- Hall tests easy to control
- Can include product testing and lots of show material/videos (eg Transport Direct prototype for Department for Transport)



Household

- Good for complex, lengthy surveys and especially if material needs to be left (eg Travel Diaries)
- But can be expensive and not particularly random (eg clustered households)

Depths

- Excellent for detailed survey requirements
- Business (eg views on workplace parking)
- Consultation (eg Women's Groups on impact of congestion charging on safety)
- Can talk for up to an hour

Focus Groups

- Excellent for exploring issues creatively and interactively (eg use of projective techniques)
- Needs careful segmentation consideration
- Provides an opportunity for clients to observe
- Many variations
 - mini groups
 - telephone groups
 - conflict groups
 - paired depths

Market Research: Five Ws

- **Why**, questions to be investigated?
- **What** are we expecting?
- **When** is the best time to study?
- **Which** technique is the best?
- **Who** should be interviewed?



Western extension zone: social and behavioural impacts research

- Accent is conducting research for Transport for London (TfL) to monitor the social impacts of congestion charging in the western extension zone (WEZ).
- This study explores the effects that the scheme has on the ways in which people and communities live, work, travel and relate to one another

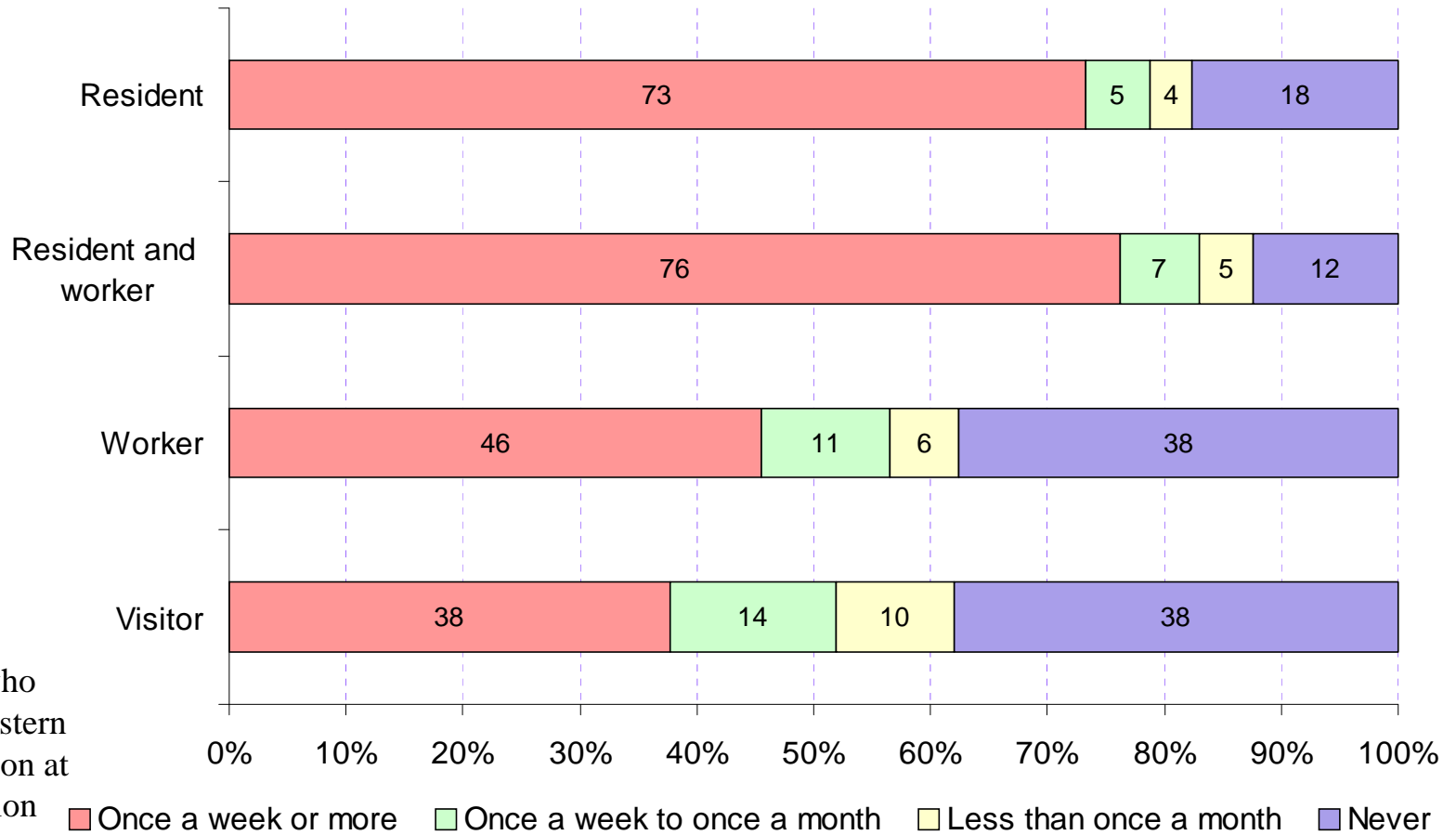
WEZ Methodology

- CATI (General Panel) and CAPI ('hard to reach' Panel)
- Recruitment for a panel was on street and 4,000 panel members took part in the first stage of CATI interviews.
- Individuals (workers, residents and visitors) who travel into and within the western extension zone
- Up to five surveys among the panel over two years
It therefore seeks to observe change over time in a consistent group of individuals who are likely to be directly impacted by the extension scheme.

Weighting

- Samples for this survey are optimised to give good resolution for small socio-demographic groups likely to be of particular interest that might otherwise be missed in a general sample.
- Provisions are in place for the western extension users survey to ensure consistent panel size and characteristics to deal with inevitable panel attrition as the survey progresses.

Frequency of driving in or into the western extension zone during charging hours (7:00 – 18:00)*



*respondents who drove in the western extension zone on at least one occasion per year

So what this chart means?

- Resident and resident/worker respondents tended to drive in the western extension zone during future charging hours more frequently than did other western extension zone users.
- About three quarters (76 percent) of resident/worker drivers drove in the area at least once a week, with 43 percent doing so every weekday.
- For resident drivers, 73 percent drove in the area at least once a week, with 33 percent saying they did so every weekday.

What next?

- The 'before' findings will be compared to 'after' waves findings to estimate the change in the frequency of driving (amongst other research questions).
- This will allow further understanding of the social impact of the Western Extension.

Q&A

Thank you!

If you would like to discuss any of these methods further
please contact

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