

With members in more than 60 countries, MRS is the world's leading authority on research and business intelligence.

MRS Diploma in Market & Social Research Practice
Unit 5 – Section 1 – 6th June 2013 Assessment Materials
© The Market Research Society 2013



The Market Research Society
The Old Trading House
15 Northburgh Street
London EC1V 0JR

Telephone: +44 (0)20 7566 1805
Fax: +44 (0)20 7490 0608
Email: profdevelopment@mrs.org.uk
Website: www.mrs.org.uk

Company Limited by guarantee. Registered in England No 518686. Registered office as above.

Instructions for Candidates

Time allowed: up to 90 minutes

- This booklet contains information necessary for Section 2 of this examination.
- You have up to 90 minutes to read this information. You may make notes in the Notes Booklet provided or in this booklet during the 90 minutes preparation time.
- Once the 90 minute preparation time has started, you may not leave the room and then return. The only exception to this is for candidates who need a toilet break. In such cases, you must submit your Exam Preparation Materials and notes to the invigilator before leaving the room. You will be accompanied by an invigilator.
- You may not leave the examination within the first 30 minutes of the start time. Thereafter, candidates wishing to leave before the end of the 90 minutes preparation time are permitted to do so. Exam Preparation Materials and notes **MUST** be handed to the invigilator before leaving the room. You will then not be permitted to re-enter the examination room until the start of Section 2 at 2.00pm.
- This material and your notes **MUST** be returned to the invigilator or examination administrator at the end of both Sections of the examination.
- Any candidate who attempts to remove this material or their notes from the Examination Room at the end of Section 1 may be excluded from Section 2 of this examination.

The research problem and proposal contained in this material are based on a real-life project. Identifiable details relating to the project have been removed and all required permissions have been obtained for its use.

MARKET RESEARCH BRIEF issued by Department of Recreation

Request for proposal for developing a segmentation model for citizen engagement with outdoor activities and pursuits.

Background

It is the view of the UK government and the Department of Recreation in particular that regular outdoor activity helps to keep people fit and healthy, and that a fit and health population is not only happier but also less costly to the state. Promoting outdoor activities and pursuits is thus a key remit for the Department.

An on-going monitor of people's behaviour has been carried out by the Department for some years and provides information on:

- what people do;
- the number of places that they go;
- and the characteristics of the different types of activities including distance travelled and mode of transport.

However, we have little that informs us either of the motivation behind these visits or how to address communications to different groups with different needs.

This study is intended fill that gap in our knowledge and enable us to target our messages better at specific segments of the population in order to increase their effectiveness.

Objectives

Project aim: To develop a segmentation model of citizen engagement with outdoor activities and pursuits.

The research project will develop a segmentation model to support work on engagement with outdoor activities and pursuits. This segmentation will identify the specific needs, requirements and preferences of different groups to enable us to focus our efforts on making outdoor activities and pursuits more interesting, accessible and relevant to all. Gaining a better understanding of people's attitudes and underlying motivations is a key priority and underpins much of our work to deliver our objectives on engagement with outdoor activities and pursuits.

Segmentation will enable us to divide our audience into clearly identified and manageable groups according to a set of agreed criteria. It will underpin our social marketing approach and help us to understand, measure and target our audience more efficiently and effectively.

A better understanding of our audience means we will be able to more effectively tailor our activities and communications to reach target sectors of the public. It will also help us to monitor the effectiveness of both our communications and activities, and to ensure we obtain value for money.

The segmentation will need to be easily applicable in practice to informing policy-making on promoting engagement with outdoor activities and pursuits (including outdoor recreation) and removing barriers to participation.

Although the primary focus will be on attitudes and behaviours around accessing and enjoying outdoor activities and pursuits, the project should also consider practical action to promote outdoor activities and pursuits.

The segmentation would be expected to draw upon a number of different datasets as well as original research.

Methodology

We welcome ideas from suppliers. However, it is envisaged that the project will have desk research, qualitative and quantitative components. Analysis should examine whether different 'segments' can be linked to preferences for different types of pursuits and outdoor activities.

In the proposal we expect to see a detailed programme of research with a justification for each stage. Please be clear what the role of these and other stages are in the research programme.

Where original research is proposed we seek recommendations regarding its size and scope.

We expect the proposal to include a workshop to bring together delivery partners and key stakeholders to agree the issue and identify key insights.

Tenders should also include proposals on how the segments could be "brought to life" for policy makers and delivery partners to help raise awareness of key groups, attitudes and barriers towards engagement with outdoor activities and pursuits.

It is a requirement that the segmentation developed in this study will be able to be used in future research by The Department of Recreation and any of its suppliers.

Reporting

Outputs must be designed to communicate effectively with decision-makers in central and local government, government agencies and the voluntary sector.

Expected deliverables of this contract are:

- Project Inception Plan
- Draft Report (3 hard copies and 1 electronic copy in Word format)
- Final Report (6 hard copies and 1 electronic copy in PDF and Word format). This must be suitable for publication.
- An Executive Summary (no more than 3 sides A4)
- Interim reports are expected to enable us to gauge progress.

Timing

The project will be commissioned in May 2013. Ideally we would want the project completed by the end of 2013, but please feel free to recommend a different timescale, including justifications for the revisions.

The **draft final report** (maximum 15 copies) will be submitted **not less than four weeks** before the end of the project.

MARKET RESEARCH PROPOSAL issued by Gemini Research

Segmentation of Outdoor Activities and Pursuits

- A research proposal prepared for a UK Government department –

1.0 INTRODUCTION AND BACKGROUND

This proposal has been prepared by Gemini Research following a written brief from the Department of Recreation (DoR).

One of government's key strategic priorities is to promote outdoor activities undertaken by the population of the UK. This is driven by a desire to have a more active population with associated health benefits. It will be used in the provision of outdoor amenities, both natural (e.g. countryside) and provided (e.g. parks) so that they can be used to their optimum capacity.

There is a need for research that will inform communication strategies to promote the usage of outdoor activities. A requirement has been identified for a segmentation of the population on the basis of *what their needs are and what they want* from both natural and provided amenities which will provide a much clearer picture, ultimately facilitating better decision making and more effective use of resources.

2.0 SUMMARY OF APPROACH

We propose four stages to our study as follows:

- *Phase 1 - Inception workshop with key stakeholders* – this stage will allow for a discussion of how the outputs of this study will be used, the expectations of the different study partners, input on how the segmentation should be undertaken and agreement of the data sources to be used.
- *Phase 2 - A review of existing studies* – this stage will involve a review of relevant population studies relating to engagement with the natural environment and related segmentation work. The review will inform the design of the subsequent stages, identify linkages between this study and existing work and preventing duplication of effort.
- *Phase 3 - Main survey and segmentation analysis* – this will consist of a nationally representative sample of adults in order to collect information on behaviour, attitudes and needs in regards to partaking in outdoor activities and pursuits. This will provide the data input for the segmentation analysis. The segments will be defined by the pattern of responses in the survey data, and not according to pre-conceived groupings.
- *Phase 4 - Qualitative stage* – we propose to undertake a programme of focus groups to obtain an in-depth understanding of the attitudes, motivations and needs of members of each of the segments once they have been identified. We recommend a minimum of 2 focus

groups per segment and that the discussions should be convened in a range of locations across UK.

- *Phase 5 – Reporting and delivery* - In addition to the reports requested in the brief, we propose that results and findings should be made available for use by stakeholders through an interactive portal.

3.0 ENGAGEMENT WITH OUTDOOR ACTIVITIES

Results from behavioural studies suggest that UK residents make between 2 and 4 billion visits to the outdoors per year. Many of these visits take place in countryside locations, with many more in urban settings such as town and city parks and other green spaces such as playing fields. Activities undertaken during outdoor visits and the motivations for taking these visits are also extremely varied. They include 'routine' dog walking, health and exercise reasons and spending time with the family.

Furthermore while the 'average' number of outdoor activities undertaken per week, per adult living in UK is 1.5 this figure masks the large variation in levels of participation from people who regularly partake in outdoor activities to those who never do. Some of those who do not participate state that this is due to a lack of interest while others would like to participate more often but feel unable to do so due to barriers such as age, or disability.

This great diversity in the characteristics of outdoor activities creates a complex picture for those involved in developing communications and interventions which promote engagement with outdoor activities.

4.0 SEGMENTATION

Segmentation is an approach which provides policy makers and marketers with easy access to understandable, actionable information. Segmentation provides a clearer picture of a complex 'market' by dividing the population into identifiable groups of people with similar needs and wants.

Given the complex nature of outdoor recreation demand, segmentation could provide new insight into the behaviours and attitudes of distinct groups within the UK population thereby allowing greater targeting and tailoring of policy interventions and communications. As such, a segmentation exercise will ultimately allow for more efficient and effective use of resources.

5.0 STUDY AIM

It is on this basis that the government department are commissioning a study which will involve the development of *'a segmentation model to support work on engagement with outdoor activities.'* As outlined in the study brief, this segmentation will *'identify the specific needs, requirements and preferences of various groups'* thereby enabling the Department to focus on making outdoor activities more interesting, accessible and relevant to all.

This proposal provides our recommendations for conducting this study.

5.1 Issues and considerations

In designing the approach for this study, a number of key areas must be considered, as summarised in the following sections.

Being clear about reasons for undertaking the segmentation

While the study brief outlines the overall aim of the segmentation process and the policy background, a vital starting point to this study is to clarify the reasons for undertaking it and the expectations of the various end users in terms of study outputs. From our experience of undertaking studies which involve a number of different stakeholders, there may be some variations in priorities for the study making their agreement all the more important.

Phase 1 - Inception workshop

We therefore propose that the first stage would be a workshop involving representatives of all of the stakeholders. During this workshop, key areas such as the reasons for undertaking the segmentation and how results will be used will be agreed.

The inception workshop will also provide an opportunity to obtain the input of 'experts' representing the stakeholders. This could cover areas such as:

- expectations for potential segments within the population,
- the factors likely to 'define' membership of a segment (e.g. demographic, behavioural or attitudinal), and
- sources of data which should be included within the review.

Obtaining input in this way ensures that the study team is fully aware of the context to the study and benefits from the experience of the client group whilst engendering a degree of ownership for the study amongst those involved in the discussions.

Phase 2 – Review of existing information

Another important early stage of this study is a review of existing research regarding outdoor recreation participation in UK and potentially further afield. The purpose of this stage is to provide context to the subsequent analyses (e.g. long term recreation trends, outdoor recreation

in the context of leisure time as a whole). Also, it will enable some first hypotheses to be formed regarding the segmentation and so inform the direction to follow in the design and analysis of the survey and qualitative research

Phase 3 – Quantitative Study

A segmentation study may be approached in many different ways. Our proposed approach is to carry out a large scale quantitative survey to measure behaviour and attitudes and needs, which will provide the data for the segmentation analysis, and the definition of the number and profile of the segments.

Phase 4 – Qualitative Study

The quantitative analysis will be followed by a programme of qualitative research that will refine our understanding of who is in each segment, their needs, motivations and barriers to engagement and how they may be targeted in future interventions and communications.

Phase 5 – Reporting and Delivery

A priority for any segmentation study is that the results provide a clear picture of the actions which need to be taken by policy makers and marketers. This can be done by clearly showing the priorities across the segments such as which offer the 'best prospects' for achieving strategic objectives and the priorities within each group. For example, the action most likely to achieve success amongst one group may relate to building awareness of opportunities by providing more online information while addressing issues relating to a lack of facilities for the disabled may be a priority for another.

The brief is clear regarding the delivery of reports that are required. However, it is our experience that the full benefit of this type of research is only realised when the segmentation is fully embedded in the Department and accepted by all stakeholders. This is aided by end users having the ability to interrogate the data themselves, and address their specific issues. This can be done straightforwardly through the provision of access to the data tables or the anonymised database via an internet portal. Different users can be given different access rights as appropriate.

6.0 THE PROGRAMME - DETAIL

6.1 Phase 1 - Inception workshop

As discussed, a useful starting point for this study would be an inception workshop attended by representatives of all stakeholders. Key areas to be discussed and agreed would include the following:

Setting the scene and expectations

- Why is the segmentation study necessary?
- How will the outputs be used?
- What do stakeholders expect in terms of outputs? What are the priorities?

Agreeing the process and inputs

- Discussing our proposed approach and agreeing the way forward and timings.
- What data sources should be included in the review? Gemini Research will provide initial thoughts to be discussed and added to by those attending.

Obtaining expert input

- The workshop would also form part of the research process by obtaining the viewpoints of those attending on areas such as their perceptions of what people want from the natural environment, variations in needs across the population and the factors related to these variations (e.g. age, socio-economic status).

The workshop would be facilitated by key members of the project team. To ensure the optimum use of the time available we propose that the following techniques should be used:

- We would produce a short presentation to introduce the day, summarising our proposed approaches.
- We would ask attendees to complete a short 'homework' exercise in advance of the meeting, getting them to give some thought to the issues to be discussed.
- It could be useful to split the attendees into smaller 'breakout sessions', allowing for more detailed discussions which could then be presented back to the wider group and discussed further.

Prior to this meeting we would agree the approaches to be followed with the client group, obtaining your 'sign off' on the agenda and any materials to be presented.

For the purposes of costing we have assumed that the venue for the workshop will be provided by the DoR and that the client group would provide assistance in terms of identifying and contacting attendees.

6.2 Phase 2 - Review of existing data

Another important part of the initial 'scoping' stages of this study is a review of the results of relevant studies. The review would cover relevant segmentation studies and population surveys undertaken by the client and other related organisations. The inception workshop would provide an opportunity to ensure that all relevant pieces of work were included.

We will use all publicly available sources to identify relevant publications to improve understanding of the size and nature of the market for outdoor activities and that range of attitudes and barriers that might exist. Whilst UK published documents will be appropriate to estimate the number and extent of activities undertaken, published work from other countries may be as appropriate in hypothesising attitudes and barriers.

6.3 Phase 3 - Main survey

Key to the success of the project is the main survey which will be used to collect the data for the segmentation.

Considerations in the design of this survey are:

- a) In order to ensure that the segmentation covers all element of the population in their correct proportions, the sample will be nationally representative of all adults in the UK based upon demographic criteria.
- b) The sample must include both people who participate in outdoor activities and those that currently don't in their correct proportions. This is in order to be able to size and address the needs and barriers of those who currently do not partake in outdoor activities, as well as those who do. However, amongst participants it is more likely that there will be a wide variety of attitudes, linked to the different types of activities that they undertake. We should therefore expect to have a relatively large number of segments amongst activity takers, possibly in excess of 5, and the sample needs to be structured in order to provide sufficient numbers of interviews within these segments for analysis.

We therefore recommend the following:

- a) A sample of 4,000 adults, nationally representative by age, gender and socio-economic group. We know from the behavioural study that the incidence of monthly activity is 40%, giving at least 1,600 adults who undertake some activity once a month or more often. This should be sufficient to provide a sample size of at least 250 within each segment, providing that no segment is less than 6% of the population.
- b) Interviews to be carried out in home, with the sample selected by random location sampling, in 200 sampling points. The sampling points will be selected by stratified random sampling to be nationally representative.
- c) Respondents who undertake an activity at least once a month will be asked about the activity and their needs, motivations and attitudes towards their activities, including a battery of attitude scales. Non participants will be asked their reasons for not undertaking outdoor activities and the battery of attitude scales.
- d) Detailed questionnaire content will be developed following the inception workshop and the review stages.
- e) For the purpose of costing, it is assumed that the average length of interview will be 25 minutes. This will be reviewed upon agreement of the questionnaire.

6.4 Analysis

Segmentation approach

As discussed previously, the approach followed to undertake the segmentation can only be agreed following a detailed discussion with the client group regarding how the outputs are to be used. However, from our experience of undertaking segmentation analyses in studies with broadly similar objectives, we expect to follow a three stage approach.

The first stage will involve **factor** analysis and will be exploratory in that it will provide us with an understanding of relationships within the data, informing us of groupings of variables which are related and providing an initial insight into the underlying attitudes and constructs that influence behaviour.

The second stage will use **Cluster Analysis**, and will build on the results of the previous analyses to identify groups within the survey sample with similar behaviours, motivations, barriers, etc.

These groups will form the basis of the segments which will then be **profiled** in detail in the final stage, using all of the data available. A deeper understanding will then be obtained through the subsequent qualitative research.

Profiling and sizing segments

Following the above definition of the segments, we propose that further analysis is undertaken to profile and estimate the size of each group in terms of proportion of the population, actual numbers and numbers of visits taken.

This profiling could be enhanced by undertaking analysis by ACORN groupings. This is a geodemographic analysis that links respondent postcodes to the results of the Census and numerous other national data sets. This would allow us to determine more information and insight about each of the segments – for example the newspapers they are likely to read, broader leisure and holiday taking behaviours' and the areas and types of places they are most likely to live in.

Future surveys

It is anticipated that the segmentation will be used in future research both to develop and monitor communications. It is therefore important that a manageable way of being to identify respondents into their appropriate segment developed as part of this project. Gemini Research will develop a set of "Golden Questions" that can be used to allocate respondents to segments and which can be used in future research. These will be developed using a technique known as

Discriminant Analysis.

6.5 Phase 4 - Qualitative research

The review of existing data sources and analysis of the survey data will identify segments in the UK population with distinct behaviours relating to accessing and enjoying the natural environment. While the outcomes of this stage will include information on the scale of each of these segments and stated needs and attitudes, finding out more about the interpretations of the *needs* and *attitudes* of these groups may only be obtained through in-depth qualitative research.

Focus groups

We therefore propose to conduct a programme of focus group discussions. While the exact composition of these groups would be subject to the outcomes of the preceding stages of the study, at this point we have assumed that a minimum of 2 focus groups would be undertaken with members of each of the segments identified and that the discussions would be undertaken across a range of locations in UK.

Group compositions

While the exact number of groups undertaken and their composition would be dependent on the outcomes of the preceding stages of the study, we have provided costs for 12 focus groups undertaken at 6 locations (2 groups per location, per night). This is based on 2 focus groups being undertaken within each of 6 identified segments. The final number of focus groups would be determined by the number of identified segments and the number of groups recognised as being appropriate for coverage of each segment. If the analysis detailed in 6.4 had produced a 5 segment preferred solution, it may be adequate to conduct 10 rather than 12 focus groups and hence there would be a commensurate reduction in the fee.

We anticipate coverage of the whole of the UK and the inclusion of residents of urban, urban fringe and more rural areas. It may also be decided that the focus of the qualitative research should be on the segments of most interest, for example those seen to have greatest potential in terms of behaviour change.

Our costs include hire of a suitable venue such as a hotel meeting room, refreshments and the provision of an incentive to encourage respondents to attend.

Topic guide

The development of a topic guide for these discussions would be informed by the results of the preceding stages. However, we would anticipate this covering the following broad areas:

- types of activities undertaken in leisure time, discussing both outdoor and non-outdoor based trips from home, activities undertaken, places visited and the frequency of these;
- other types of engagement with outdoor activities including walking to work, dog walking, and gardening;
- motivations for undertaking the activities they do and the outcomes of these experiences;

- levels of 'satisfaction' with experiences of the outdoor activities – in their local area and on trips further afield – whether their needs are satisfied;
- interest and demand in engaging with outdoor activities in different ways and/or more frequently than currently and barriers/restrictions to making these changes;
- how this interest could be satisfied – obtaining ideas from respondents and then prompting them with propositions such as increased information on what is already possible (e.g. on or off line) and the development of new or improved services and facilities (e.g. improved local green spaces or free walking groups).

The amount of time spent on the areas listed above would vary between the different market segments, reflecting their current levels of engagement with the natural environment.

Bringing the segments to life

As discussed in the study brief, it is vital that the outputs of this study 'bring the segments to life' thereby ensuring that the users of the results are aware of, understand and can 'connect' with the segments.

One of the starting points is to name each of the segments. It is important to get this stage right as moving forward users will make assumptions from the names used. A badly named segment could result in misconceptions of who the members are, their motivations and, ultimately, how to engage with them. The name must be both simple and easy to understand whilst clearly and accurately reflecting the key traits of members of the segment.

The reporting of the segments would employ techniques such as the creation of 'pen portraits' describing a typical member of the segment, such as that shown below. This reporting would be written in a simple and easy to read style, complimented by images and covering areas such as:

- who the person is
- how they feel
- an insight into their lifestyle
- their outdoor recreation behaviour
- their environmental behaviour
- their media habits

Speaking to members of each of the segments during the focus groups also provides opportunities to bring the findings to life. We propose to record parts of the discussions to allow the use of clips in the reporting. These clips would help to build upon the written reports to illustrate the key characteristics, attitudes and needs of a particular segment. The outputs of the projective techniques which we propose to use would also help to bring the results to life. For example, the results of speech and thought bubble exercises and/or mind mapping could be included in our reporting.

7.0 TIMING

We anticipate the following timetable for each phase:

Description	Month
Phase 1 - Inception workshop	June
Phase 2 - A review of existing studies	July
Phase 3 - Main survey and segmentation analysis	End August
<ul style="list-style-type: none"> questionnaire agreed 	
<ul style="list-style-type: none"> Scripting and checking complete 	Mid September
<ul style="list-style-type: none"> Fieldwork 	September-October
<ul style="list-style-type: none"> Analysis & Presentation 	November
Phase 4 - Qualitative stage	January 2014
Final overview presentation and report	February

We appreciate that this is longer than the six months wished for by the DoR but we believe that it would be a mistake to rush the early stages of the project and also to attempt to undertake fieldwork for the main stage during August when response rates will be low because of holidays and behaviour is likely to be atypical.

8.0 REPORTING

Given that the audience for the reports will be from a range of marketing and research backgrounds, we feel that it is vital that the outputs produced are as accessible and user-friendly as possible. We will work with all stakeholders to include their knowledge of the needs of the end-users in designing both the content and the format of the reports. Obviously, as a starting point, it is important that each phase of research is reported fully. We will provide a report that presents the study findings, containing an executive summary, data tables and detailed analysis of the survey results. This would also include tables and charting in order to highlight relevant findings and conclusions.

We note the requirements for reporting as outlined in the brief and we would provide the following for each phase:

- Reporting on each phase individually (PowerPoint)
- 200 page summary report (word)
- Final debrief PowerPoint presentation covering all phases

We recommend that the final presentation takes the form of an interactive 'workshop session' whereby the results and recommendations are presented but there is also an opportunity for considerable discussion about the implications of the findings. We have used this approach in previous projects and clients have found it to be very useful.

We also recommend consideration be given to an interactive portal as previously outlined. Costs for that can be provided upon discussion of requirements.

9.0 COSTS

Description	Cost
Phase 1 - Inception workshop with key stakeholders – 3 Gemini personnel for day workshop, preparation, analysis and presentation	£8,050
Phase 2 - A review of existing studies – desk research of 5 days	£4,000
Phase 3 - Main survey and segmentation analysis – n= 4000 adults in home face to face (CAPI) using 25 minute questionnaire with 3 open ended questions. Includes multivariate analysis.	£600,000
Phase 4 - Qualitative stage – 12 focus groups.	£36,000
Phase 5 – Reporting – as specified (does not include interactive portal)	£10,000
Total	£658,050

All costs exclude VAT.

10.0 RESEARCH TEAM

Tim Jones: Head of Travel and Tourism

Tim has almost 25 years' experience in market research for a range of public sector organisations. He carried out postgraduate research on leisure studies at the University of Exeter. He joined Gemini Research in 1989, and has worked with a particular focus on leisure, recreation and tourism studies since then. Tim has had responsibility for research projects in these areas. He is a Full Member of the Market Research Society and also a Fellow of the Tourism Society.

Tim would act as Project Director on this study and would have overall responsibility for the delivery of the project to the client.

Jon Clarke: Associate Director

Jon graduated from the University of Glasgow in 1987 with an Honours degree in Geography and then from the University of Strathclyde in 1988 with a post graduate degree in Tourism. Jon joined Gemini at the beginning of 1999 after spending ten years within the Research Department of Dinky Air. Since joining the company, Jim has been involved in all of the tourism and leisure studies undertaken by Gemini Research and has worked on many multi-country projects in recent years. Jon would be the Project Manager, responsible for day-to-day liaison with the client.

11.0 TERMS AND CONDITIONS

Prices are based on the following assumptions:

1. Costs given are for questionnaire lengths and number of open-ended questions as stated.
2. There will be no more than three meetings at the client offices.
3. Any stimulus material, such as story-boards, visuals or ads, is produced by the client.
4. Costs shall hold valid and shall not increase in 2013. Thereafter, any increase in the costs shall be applied annually and shall not exceed the 2013 costs increased according to the Consumer Price Index.
5. All costs exclude VAT.
6. Upon commissioning, Gemini Research shall invoice the client for 50% of the cost of each phase when the phase commences. The remaining 50% will be invoiced at the conclusion of each phase.
7. All invoices are to be paid within 28 days.
8. Gemini Research is entitled to use subcontractors for data collection or any other service. When doing so it will inform the client as early as possible and, if appropriate, at the time of receipt of the request for costing.
9. The Company is a Market Research Society (MRS) Company Partner and has therefore signed a quality commitment to adhere to the MRS Code of Conduct. All research projects conducted by the Company shall be undertaken in compliance with MRS Code of Conduct, which includes the requirements of the Data Protection Act 1998.

This page is blank



MRS
The Old Trading House
15 Northburgh Street
London EC1V 0JR

Telephone: +44 (0)20 7566 1805
Fax: +44 (0)20 7490 0608
Email: profdevelopment@mrs.org.uk
Website: www.mrs.org.uk

Company limited by guarantee. Registered in England No 518686. Registered office as above.