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MRS Diploma in Market and Social Research Practice
Unit 5 Case Study – Examination Preparation Materials
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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 may be 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 UK Carbon Monitor

Exploring the general public's attitudes and opinions towards climate change and carbon reduction - Invitation to Tender

About UKCM

The UK Carbon Monitor (UKCM) is a UK based non-governmental organisation dedicated to the pursuance of carbon neutral lifestyles and raising awareness amongst society and businesses of the realities of climate change. Since its formation, UKCM has been constantly active in lobbying national and local governments, public sector organisations, big businesses, and trade and industry associations to take action to help reduce the UK's carbon footprint.

Objectives of the Research

As part of a wider programme of research, UKCM wish to commission research to explore the general public's attitudes and opinions towards climate change and carbon reduction. The research will be used to generate headline findings and to assist in the promotion of UKCM's agenda over the next two years.

In particular, UKCM has identified a number of key areas it wishes to investigate:

- Public trust in government and business in instigating and adopting carbon reduction initiatives
- Public perceptions as to the major causes of climate change
- Public views towards who should take responsibility for implementing and monitoring carbon reducing schemes and methods of production

The research should seek to capture the public's perceptions over a period of eighteen months at intervals of every six months (four waves in total), with a view to measuring any changes occurring in the UK public's attitude.

UKCM expects that the proposal will make recommendations with regards to:

- The most suitable research methodology
- The most appropriate sample size
- Questionnaire design and content

Budget

The maximum budget available for the research programme as outlined is £27,500 (excl VAT). However, we expect agencies to put forward the research approach they feel will best meet our research and business needs while providing a value for money solution.

Output

UKCM intends to produce its own reports and therefore requires:

- PDF computer tables
- SPSS data files

Selection Process and Timings

This tender has been sent to four agencies, from whom written proposals are requested. Copies should be sent electronically and in hard copy. Subsequently two or more agencies will be invited to present and discuss their proposals, following which one will be selected.

We would be grateful if you would confirm your intention to bid or otherwise. Bids should be submitted by midday on Friday 1 June 2007. Presentations will take place on Monday 11 and Tuesday 12 June 2007. The successful agency will be notified no later than Friday 15 June 2007.

Thereafter UKCM will require the delivery of final Wave 1 data no later than 20 July 2007. Exact timings for the three subsequent waves (to be conducted at 6 month intervals following the initial wave) will be agreed at a later date.

Further Information

If you have any questions in relation to this brief, please contact Gemma McCarthy, UKCM Research Manager, at GemmaM@UKCM.org.uk

UKCM - 23 May 2007

MARKET RESEARCH PROPOSAL issued by Gemini Research

Exploring the general public's attitudes and opinions towards climate change and carbon reduction

- A research proposal prepared for UKCM -

1.0 BACKGROUND AND BUSINESS OBJECTIVES

The last few years have seen increased attention paid to the issue of climate change, scientifically, politically and within the media. Issues which were once the sole domain of the scientific and environmental communities are now gaining mainstream acceptance amongst the wider public, whilst politicians are placing environmental concerns at the top of the agenda.

The October 2006 publication of the Stern review on the Economics of Climate Change was followed by the Government announcing its draft Climate Change Bill in March 2007. The draft bill and its accompanying strategy aimed to provide a framework for moving the UK to a low-carbon economy.

Furthermore, in May 2007, more than 100 nations, including the US and China, agreed the third report in as many months from the UN's Intergovernmental Panel on Climate Change, which set out timetables for reducing emissions of greenhouse gases and the ways to achieve the necessary cuts.

The UK Carbon Monitor has been responsible for putting pressure on the UK government to respond to the threat of climate change and implement strategies for carbon reduction. At the same time, UKCM has been lobbying and working throughout the public and private sectors to develop initiatives aimed at contributing to the reduction in the UK's carbon footprint.

Despite recent events at national and international level which have focused on responding to the threats of climate change and currently unsustainable carbon emissions, UKCM recently stated that it views the efforts of the UK government as being "a step in the right direction, but still insufficient in delivering any meaningful and necessary change." Additionally, a recent survey carried out for the Daily Recorder found that just 15% of Britons are satisfied with government action on climate change.

It is against this background that UKCM wishes to undertake research into the UK public's perceptions of climate change and the efforts being taken to develop a low carbon future.

Gemini Research welcomes your research brief. In this proposal we aim to demonstrate that we have a full understanding of your information and business needs, and that we are well placed to design, run and deliver this important research programme.

2.0 RESEARCH OBJECTIVES

The brief outlines the primary research objectives as being to investigate:

- Public trust in government and business in instigating and adopting carbon reduction initiatives
- Public perceptions as to the major causes of climate change
- Public views towards who should take responsibility for implementing and monitoring carbon reducing schemes and methods of production

Additional objectives linked to these primary objectives are:

- Capturing the opinions and attitudes across the UK population utilising a general population sample of the UK
- Measuring opinions and attitudes (and changes in opinions and attitudes) across a period of 18 months, over four waves of the survey
- Sub-group analysis of opinions and attitudes based on demographic information
- Capturing respondents' existing environmental commitment, to allow sub-group analysis of attitudes and opinions based on environmental commitment.

3.0 RESEARCH METHODOLOGY

Having considered your information requirements and the available budget, we would suggest that placing a series of questions on a **face to face omnibus** survey would best meet the objectives of the research, whilst at the same time offering the most cost effective option.

Gemini has a monthly face to face omnibus which we believe would provide an optimum solution for this research programme.

3.1 Arriving at the omnibus solution

The following considerations lead us to conclude an omnibus approach should be the way forward

- As costs are shared across the survey by a number of parties, an omnibus offers a far cheaper option than commissioning ad hoc research (where all costs are borne by one party), without compromising the levels of quality and attention to detail throughout all stages of the research.
- By including questions on our proprietary omnibus survey, we can offer a speedy set-up and fieldwork period, and quicker delivery of final data than an ad hoc research solution would allow.
- Inclusion on an omnibus survey proves suitable for research questionnaires of less than 15 minutes; beyond this, an ad-hoc study becomes more practical and cost effective. However, having reviewed your information requirements, we are certain that these can be contained within an omnibus interview.
- Importantly, an omnibus solution would provide you with a series of structured quantitative research waves, allowing comparability over time, with the same questions and sampling methodology used each time.

3.2 Overcoming potential limitations

We should point out that the omnibus methodology can present certain drawbacks, but we are confident that your research will not be impacted adversely, as we will take appropriate precautions.

The key issue is that, due to the multi-client nature of omnibus surveys, your questions will be asked alongside other questions of varying subject matter. Depending on the nature of other questions appearing on same omnibus wave, it is possible that respondents' answers may be influenced by the topics of other questions. However, as a matter of course we always ensure that all topics appearing on an omnibus are reviewed prior to release, and we would advise if we considered that there was the potential for introducing any bias towards responses. Furthermore, for this research programme, we would aim to ensure that your questions were asked at or close to the beginning of the interview, so that they would not be impacted by other topics.

3.3 The rationale for face to face fieldwork

Face-to-face interviewing (compared to telephone interviewing, our alternative omnibus approach) offers a number of advantages.

- Where we are concerned with selecting a representative sample of the general population of the UK, face-to-face interviewing offers the best option, allowing us to reduce the sampling error compared to telephone interviews, as we are able to sample households with no landline (an increasingly large part of the population).
- A further benefit of face-to-face interviewing is that it allows us to make use of visual stimuli such as showcards, which would allow the respondent to simply select a code number or letter for a given response, rather than being required to give the full answer out loud. This is particularly valuable for topics that might be subject to social desirability bias. We would argue that climate change is one such topic, and that respondents may answer certain questions more honestly if we can allow them to answer in this way.
- Additionally, using showcards in a face-to-face situation will allow for the inclusion of rank order scale questions (e.g. "from this list, what do you consider to be the 3 most important factors contributing to climate change?") (which cannot be asked effectively in a telephone interview), as well as aiding agree/disagree questions which will be used to collect attitudinal data.

4.0 SAMPLE DESIGN

The research objectives state that the research should capture the attitudes and opinions of the general population of the UK.

Gemini's face to face omnibus uses random location sampling, which offers a hybrid between random probability and simple quota sampling by randomly selecting specified areas for interviewers to work in, but allowing a limited degree of flexibility within the specified area in achieving specified quotas. Consequently, it delivers scientifically based samples at a cost and speed closer to non-scientific, simple quota samples.

We have therefore concluded that random location sampling would best meet the objectives of the research in the most cost-effective manner.

4.1 Sample size

Determining the most appropriate sample size for any quantitative research is a trade off between statistical reliability (for the total sample and for any particular sub-samples of interest) and cost.

Gemini's monthly face to face omnibus currently interviews a sample of 1,000 or 2,000 respondents of 16+ years across the UK.

Table A indicates the resulting confidence interval around data of different sample sizes. Note that, strictly speaking, analysis of sampling error in this way should only be applied to random probability surveys. However, it is generally accepted that it can be applied to random location sampling as a rough guide to the reliability of the data, rather than being interpreted literally.

Table A: Confidence intervals for different sample sizes			
Sample	10%/90%	30%/70%	50%/50%
250	3.7%	5.7%	6.2%
500	2.6%	4.0%	4.4%
750	2.1%	3.3%	3.6%
1000	1.9%	2.8%	3.1%
2000	1.4%	2.1%	2.3%

The table shows that for an overall sample of 1,000 respondents, the confidence interval would be up to +3.1% (so if the survey found that 50% of respondents held a certain view, we could be 95% sure that the true proportion of adults in the UK that hold that view would be between 46.9% and 53.1%).

Increasing the sample beyond 1,000 interviews would not appear to be cost-effective, as the degree of precision of the data would not be significantly better, bearing in mind the corresponding increase in cost.

We therefore suggest that a sample size of 1,000 respondents is adequate for the purposes of the research, at least for the initial wave.

4.2 Observing change

Subsequent waves of the research will aim to measure any changes observed from the baseline measurements observed in the initial wave, offering the opportunity to track any changes in respondents' opinions. If we are trying to detect change over time, the wider confidence intervals on smaller sample sizes can limit our ability to draw firm conclusions from the data at later waves. Consequently, we would advise that you consider as large a sample as is financially viable in order to maximise the power of the research data in measuring shifts in public attitudes.

5.0 DATA COLLECTION

5.1 Fieldwork

Fieldwork for Gemini Research's face to face omnibus survey is conducted over the period of one week (Thursday to Wednesday), and starts on the first Thursday of each month.

Interviews are carried out in respondents' homes using CAPI (Computer Assisted Personal Interviewing) interviewing. CAPI allows for the instant and accurate capture of respondent data, whilst automatically performing complex routing, thus reducing editing and data processing time.

CAPI technology also means that for certain questions respondents can be handed the interviewer's laptop and be invited to enter their answers themselves, without having to disclose their views to the interviewer. This would help to further minimise the possibility of respondents giving the answers they feel they should rather than what they really think.

5.2 Questionnaire design

We would be keen to work closely with UKCM to develop suitable questions and pre-codes to meet your research objectives and information requirements.

Based on the available budget and the requirements of the research, at this stage we would suggest including the following question types:

- 3 individual attitude battery questions
 - each containing no more than 8 statements
 - seeking level of agreement (on a 5 point agree/disagree scale)
- 2 questions comprising a list of possible perceptions
 - respondents will be required to select the three they most agree with
 - or the three most important
 - or to place them all in rank order
- 5 further closed questions (i.e. each containing pre-coded answer lists)

This would allow the main research topics to be covered within the omnibus survey as follows:

- Public trust in government and business in instigating and adopting carbon reduction initiatives
- Public perceptions as to the major causes of climate change
- Public views towards who should take responsibility for implementing and monitoring carbon reducing schemes and methods of production

The research would also aim to collect respondents' existing levels of environmental commitment.

6.0 DATA ANALYSIS

6.1 Computer tabulations

We would be keen to work with UKCM to develop the most appropriate layout of the final tables, as well as any further groupings of data, in order to best meet your requirements.

In terms of additional outputs, we would suggest applying significance testing to the data. Furthermore, we would suggest the use of mean scores and standard deviations for questions based on a five-point scale, which would assist in comparing changing attitudes between waves, as well as between individual statements.

The standard omnibus survey tabulation set-up includes two pages of cross breaks as standard (maximum 20 per page). In addition to the standard cross break demographics collected in the omnibus survey (e.g. age, gender, social class, etc), we would recommend analysing the data by respondents' existing levels of environmental commitment.

As previously mentioned, we would suggest the inclusion of a set of questions aimed at measuring respondents' environmental commitment and to rate their overall personal stance towards the environment/climate change. This would provide useful sub-group analysis based on the assumption that respondents with existing environmental leanings are more likely to exhibit greater knowledge of carbon reduction and climate change and possibly hold different viewpoints.

6.2 Weighting

Where the sampling methodology is controlled by quotas, the demographic profile of the final sample should match closely to that of the general population. However, the final sample is routinely reviewed at the end of each wave of the omnibus to ensure that the demographic profile matches as it should. Should there exist any discrepancy between the sample and the general population, weighting will be applied to the data to ensure that it is representative in terms of the following known population data:

- Age within sex
- Social grade
- Number of adults in the household
- Working status
- Region

7.0 TIMINGS

By using our monthly omnibus facilities, we can offer a reduced lead-in period before fieldwork commences and quick delivery of the final data following completion of fieldwork. Following commission, we would therefore be able to propose the following timetable.

Week 1 (w/c 18th June 2007)

- Set-up meeting with UKCM to finalise research objectives and questionnaire topics

Week 2 (w/c 25 June 2007)

- Questionnaire design
- UKCM sign off of questionnaire
- Questionnaire to CAPI for scripting

Week 3 (w/c 2nd July 2007)

- Questionnaire checking by Gemini Research
- Commencement of fieldwork (Thursday)
- Tab spec agreed with UKCM / Tab spec to DP

Week 4 (w/c 9th July 2007)

- Completion of fieldwork (Wednesday)
- Topline data to UKCM by end of week
- Preparation and checking of first tables

Week 5 (w/c 16th July 2007)

- Preparation and checking of final tables by Gemini Research
- Final tables and SPSS file to client

Subsequent waves of the research would benefit from a reduced set-up period, as questionnaire design would not be necessary where initial questions are due to be repeated.

8.0 COSTS

Costs shown are based on the following assumptions:

- Face-to-face set-up meeting to be held between Gemini Research and UKCM at the outset of the research
- Gemini Research to provide the UKCM with consultancy on questionnaire design at the first wave only (we have costed for 1 day of Associate Director time and 2 days of Research Executive time)
- The costs shown assume the question types outlined in Section 5.2
- Wave 1 questions are placed on Gemini Research's Random Location omnibus for one week, with a sample size of 1,000
- Data processing and delivery of data in PDF computer tables (up to 3 pages of cross breaks) and SPSS files

Wave 1

Random Location Omnibus:	£6,100
Data provided in SPSS:	<u>£ 200</u>
	£6,300

Executive time (at wave 1 only):	£1,400
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Total (wave 1):	<u>£7,700</u>
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Waves 2, 3 and 4:	£18,900
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TOTAL (all waves):	£26,600
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Please note, all costs exclude VAT.

9.0 RESEARCH CREDENTIALS

Gemini Research has an established and experienced team of researchers working across a wide range of markets and techniques. We have the following specific objectives: -

- To work closely with our clients to provide them with reliable, well designed research that enables them to make better informed decisions
- To employ the best market researchers and invest in their training and professional development
- To ensure that our internal data collection and processing facilities deliver the highest quality results, to schedule and cost effectively
- To ensure high quality standards are maintained by meeting all industry standards as well as ISO 20252 requirements.

Understanding our clients' needs, and providing effective research solutions to meet these requirements in a cost-effective manner, is of paramount importance. Our clients can therefore expect a high degree of commitment to the provision of the best possible service.

Gemini Research feels particularly well placed to conduct this research, for several reasons:-

(A) Quality of project design

Our suggested project design has been carefully considered. We have aimed to ensure our proposed approach addresses your key business and issues, and will deliver consistent, insightful and actionable data, whilst being mindful of budgetary constraints.

B) Specific experience of topic area

We have extensive experience in the field of Corporate and Social Responsibility (CSR), both within the UK and across Western Europe. Examples of recent projects are given below.

C) Specialist, expert project team

We will assign a project team comprising experts from Gemini's CSR and Omnibus teams. This will ensure that the best possible range of skills and experience is drawn upon for the duration of the research programme.

D) The Gemini Research name

This will add weight and authority to the findings.

9.1 Relevant research experience and tools

Our CSR team was established in 2001 and has worked with many organisations, focusing on a diverse range of topics. Recent examples include:

- Measuring awareness and impact of Wellcare Pharmaceutical's "Green is Clean" campaign; using our face to face omnibus to measure basic awareness of the campaign and its key messages, and then bespoke ad hoc research to explore campaign impact
- Investigating the environmental concerns of residents and small businesses; commissioned by a county council, and comprising both qualitative and quantitative research
- Exploring how oil companies are perceived vis a vis their CRS responsibilities and actions

Gemini's **omnibus** facilities provide a fast, accurate and economical way of gathering public opinion. Our range of omnibus surveys cover national populations as well as specific market sectors, providing a speedy and cost effective way of reaching your target research audience.

Our **face-to-face in home omnibus** interviews 1000 or 2000 adults (aged 16+) across the UK each and every month, using random location sampling, and thus allowing for detailed statistical analysis and providing methodological rigour.

Our data tables provide core demographic breakdowns as standard: (sex, age, working status, social grade, marital status, region) and further demographics can also be provided (tenure, household and personal income, household composition, tv region). As noted earlier, we will also add "level of environmental commitment" as a key analysis break, to allow for greater and deeper comparisons and insight.

We believe our understanding of your research objectives, together with our substantial resources and research expertise will provide robust, insightful and timely data that will fully meet UKCM's information requirements.

9.2 Research team

The proposed project personnel for the study comprises a team well versed in conducting research in the CSR arena. The senior team will be as follows:

Harvey Graham – Project Director

Harvey heads Gemini's CSR research team, and will oversee all aspects of the project from design to data delivery, for the duration of the research programme.

Harvey has more than 15 years' market research experience, researching both consumer and business-to-business markets, using both qualitative and quantitative techniques, and has been working in the CSR arena since 2001, when he formed Gemini's CSR research unit.

Harvey has a masters degree in Applied Environmental Studies from Oxshire University.

Jane Smith – Project Manager

Jane is a researcher within our CSR team. She will oversee the day-to-day management of the research programme and will have responsibility for ongoing liaison with the UKCM project team.

She is an Associated Director and joined Gemini Research in 2005, having worked at JRS Opinions for the previous five years.

Ashley Phillips – Omnibus Manager

Ashley oversees our Omnibus services, and will be responsible for ensuring the thoughtful incorporation of your questions on each omnibus wave, and the timely delivery of the associated data.

Further resource from within Gemini Research will be drawn upon as and when appropriate.

9.3 About Gemini Research

Gemini Research was formed in 1990, by Piers Anderson and Jennifer Logan, who both remains actively involved in the company and are Fellows of The Market Research Society.

We address wide and diverse research needs, and pride ourselves on delivering thoughtful and insightful research of the highest quality. Whether it's customer research, employee research or development of knowledge capital, our teams go beyond the delivery of data to applying our sector knowledge and insight to address your business problems and information requirements. We combine established methodology and delivery systems with the latest techniques and technology.

Our understanding of your information needs together with our in-house research expertise and resources, means we can and will develop effective, tailored, timely solutions that fully meet your research requirements.

Our commitment to quality is second to none, far exceeding industry requirements

- Gemini Research has been fully accredited to ISO9001 since 1996, and we were one of the first agencies to achieve MRQSA accreditation
- We have recently been awarded the new international research process standard ISO 20252, and are one of the first companies in the world to achieve this status.

An established set of procedural checks applies to all our research projects, and is constantly under review. A Best Practice Group is drawn upon from all divisions of the company

10.0 Terms and conditions

- Cost Basis

The costs shown above are based on the project specification outlined in this proposal.

Costs shown are valid for acceptance by the research unit up to 3 months from the date it was provided.

All costs are exclusive of VAT.

- Revised Estimates

Gemini Research may submit a revised estimate where the final project specification varies from that against which the estimate was provided. This variance can result in higher or lower costs depending on the nature of the variation and the precise design of the project.

Given the duration of the contact, we also reserve the right to revise costs if changes in Government legislation and/or regulatory requirements impact statutory payments to project-related personnel (for example, changes to the minimum wage and interviewer holiday pay)

- Invoicing

Upon commissioning, Gemini Research shall invoice the client for 50% of the cost for Wave 1. The remaining 50% will be invoiced at the conclusion of Wave 1.

Subsequent Waves will be invoiced at the conclusion of each Wave.

All invoices are to be paid within 28 days.

- Cancellation or Delay

Should the research be cancelled or delayed by the client company after it has been commissioned, the client will be invoiced for any costs incurred by Gemini Research to cover all work carried out and financial commitments entered into on their behalf, and any financial losses incurred as a result of cancellation or delay. Gemini Research shall have an obligation to mitigate such sums and to demonstrate to the client that the same have been incurred.

- Limitation of Liability

Gemini Research will make best endeavours to complete the project in accordance with the timing and to the required standards but shall not be held liable for events caused by factors outside its control including, but not limited to, postal or other communication delays, industrial disputes, fire, accident, or natural catastrophe.

- Subcontracting

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.

The use of subcontractors does not relieve Gemini Research from any of its obligations under the contract. Gemini Research is responsible for the performance of any subcontractors.

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