



Anglo American Lafarge – anticipated joint venture

Survey Moderator Report

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Anglo American Lafarge
Quantitative Consumer Research
Survey Moderator Statement

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1. Overview

This was a challenging project, across a number of markets, to be carried out within a tight timetable.

In my view the agency rose to that challenge and worked hard to provide a very good quality study which met the research objectives and provided information which may be used with confidence.

2. Organisation / Planning

Whilst the agency had some previous experience of research in the construction market, understanding the necessary detail of the various types of construction businesses and how materials are bought and sold was a learning curve for all.

Database preparation (cleaning, de-duping and sample construction) and questionnaire development were both carried out efficiently, status was reported regularly and the study kept to the agreed timetable (extended from original).

3. Interviewing

Pilot

Six telephone depth interviews were conducted by the client service team to help develop the questionnaire. Using the draft quantitative questions for structure, they proved extremely useful, providing guidance on questionnaire content and language.

Quality of interviewing

The interviewing was conducted by B2B interviewers at the Luton call centre.

Two briefing sessions were organized. Both were very thorough, including discussion of materials used in the construction industry, as well as going through two versions of the questionnaire on a question by question basis. Interviewers spent ca ½ day in total on this briefing / familiarizing themselves with the questionnaires. This was time well spent.

Most of the interviewers appeared quite experienced and had no problems picking up the study, learning the terms used by those in the construction industry and carrying out fluent interviews. Introductions were clear and confident, questioning accurate and interviewers maintained a good pace, letting respondents talk fully if they wanted to but speeding up if the interviewee made it clear that they had very limited time.

The team leaders (in the same room as the interviewers) kept a close eye on proceedings, mentoring a couple of newer interviewers closely and removing an interviewer who was clearly struggling.

Monitoring quotas

Whilst quotas were monitored and a final sample size of 1000 was achieved, some sub-groups fell short of the specified sample size, even though the fieldwork period was extended.

With respondents in these businesses often being away from the office / on site, it was clearly hard for them to arrange suitable interview times to which they were able to keep. Had more time been available I believe that more interviews could have been achieved and that in the circumstances the agency did everything it could to achieve a maximum and appropriate sample.

4. Analysis

The agency provided a comprehensive set of tabulations. Sub-group analysis was necessarily restricted in some cases because the sample sizes were too small and / or there was a clear risk of loss of respondent confidentiality.

5. Presentation preparation

Care and thought had clearly gone into the first draft presentation, which 'filleted' a large amount of survey data very effectively. Revisions were made between the initial draft and the final presentation.

6. Presentation

The final presentation was a well-structured summary of the research findings, delivered by the Director who managed the study. She was clearly on top of the research information, was able to give more detail on the findings behind the charts, if required, and answered questions effectively.

7. Report

The report was produced on time and provided an accurate summary of the research findings.

8. Survey Moderator Involvement

The opinions in this report are based on:

Date		Venue
12 October	Pilot	GfK - Blackfriars
14 October	Questionnaire development	CC
27 October	Briefing + fieldwork	GfK - Luton
28 October	Fieldwork	GfK - Luton
01 November	Fieldwork	GfK - Luton
22 November	Pre- presentation meeting	CC
01 December	Presentation	CC

In addition there were many telephone conversations and e-mail correspondence with the CC and the agency.