

About Marketing Sciences

Founded in 1977, we are a full-service agency offering expertise in a number of fields, including social research. With 23 researchers (including two qualified statisticians) and 22 support staff (mainly in the Fieldwork and Data Processing departments) we are large enough to handle over £6 million of commissions per year, yet small enough to retain a very client-centred and flexible approach to projects.

Our philosophy is based on talking to clients about their needs, then working in partnership to design and implement appropriate research. The senior researcher assigned to a project retains close contact with the client throughout.

Quality control procedures

We are ISO 9001 accredited and are members of the Market Research Quality Standards Association and Market Research Society Company Partners Service.

In relation to the NHS patient surveys specific quality measures are:

- Sample check (e.g. all have gender, address in UK, all aged 16/18+, all discharged on or before specified date, etc.)
- 100% check of stuffed envelopes (contain numbered questionnaire, covering letter, return envelope)
- Full data verification (i.e. entered twice)
- Computer check to highlight out-of-range codes, missing gender, etc.

In addition, researchers take a “hands-on” approach, closely overseeing fieldwork and data processing in order to ensure high quality, reliable results.

Survey experience and confidentiality

We have been an approved agency since 2002 and have worked alongside several Trusts in the implementation and analysis of their surveys.

We have also carried out further work with some of these Trusts. In addition, many of our other projects, for both public and private sector clients, relate to customer experience and satisfaction.

It is vital that answers cannot be linked to an individual. We would never supply data from questionnaires along with information that could link the answers to a particular person. Data collected for a project is never used for any other purpose. Paper questionnaires are securely stored and destroyed after a set period. We comply with the Data Protection Act and Code of Conduct of the Market Research Society.

Customising the survey for local questions and local reports

Trusts may wish to customise a survey, e.g. by adding local interest questions or “boosting” the sample with a specific patient type. For additional questions not taken from the central bank, we will advise on wording and placing, and ensure they are thoroughly piloted. For any sampling issues we have two in-house statisticians.

We can provide a typed list of comments given at open-ended questions, or carry out coding of answers into appropriate categories.

As standard, we will provide tabulations showing the total number and proportion of respondents giving each answer to each question. Tables will include a breakdown by age and gender. We can also cross-tabulate the answers by other factors (e.g. hospital or speciality).

We offer written interpretative reports, if a Trust would like an objective analysis of the survey results. This can be a summary report or a more detailed version. The reports include bar/pie charts to illustrate results visually.

Contact details

Eileen Sutherland, Associate Director – see top of page for details

Services and costs

| | Price (£) – 2006/7 |
|---------------------------------------|--------------------|
| Sampling advice and support | £135 |
| Printing q’aires and other documents | £630 |
| Distribution of q’aires | £950 |
| Handling receipt of completed q’aires | £90 |
| Data entry | £550 |
| Data cleaning and transfer | £970 |
| Project management | £490 |
| Overheads | Inc. above |
| Profit | £580 |
| Total cost of standard survey | *£4,395 |

***Consortium reductions**

2 to 5 Trusts = £4,100 each

6 to 10 Trusts = £4,000 each

11+ Trusts = £3,900 each

(* Assumes C5 return envelopes – if C4 return envelopes cost increases by £100. Also assumes 8 page questionnaire. If 12 pages cost increases by £250)

Indicative costs of additions/variations to the core survey per Trust

| | Price (£) – 2006/7 |
|--|----------------------|
| Ethical approval | £500 |
| Design and testing of new questions | £2,500 |
| Additional costs of extra 3 pages of questions | £1,000 |
| Additional costs of extra 6 pages of questions | £2,000 |
| Additional sample of 200 achieved respondents | £800 |
| Additional sample of 500 achieved respondents | £1,700 |
| Additional run of tables | £100 |
| Written report - full | £1,500 |
| - summary | £900 |
| Coding of open-ended question | £300 per 100 q’aires |



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