

Other qualitative research services

Mobile Groups

As a variation to our chattabout focus group sessions, we are also now able to organise groups which either take place entirely or partly outside the traditional 'meeting room'. Increasingly, clients see the value in taking consumers to the place of enquiry itself and having discussions 'in situ'.

Examples of this include town centres, regeneration areas, estate walkabouts, or points of service delivery (e.g. rent payment offices, tourist information centres, libraries). Interestingly, as part of a recent study into attitudes around environmentally-friendly products, part of our qualitative work took place with consumers in retail environments – enabling consumers to better think about their likely shopping habits within a 'real life' point of sale setting.

Our team of experienced moderators will be happy to talk about the evaluation possibilities for your local issue. Our support team are also ready to swiftly put logistical plans into action such as transport, outdoor recording equipment and venue safety permissions.



Stakeholder Workshops



Effective evidence-based decision making often means consulting qualitatively with 'business to business' respondents. These could range from local independent business owners, to health care professionals, to private sector housing landlords – the one factor that these stakeholders have in common is that they are generally 'idea rich' but 'time poor'. This has significant practical and conceptual issues in terms of designing an effective piece of consultation.

M·E·L Research is on hand to use its experience in carrying out stakeholder work with a wide range of business professionals. Because we're close to the policy contexts within which the work is being carried out, we can fuse our knowledge of getting the best out of stakeholders with some of the more creative techniques that we have developed through our consumer resident work.