Developing the R-MeX survey

A summary of our proposed approach for R-MeX

| JULY | AUG | SEP - OCT | NOV - DEC | JAN - FEB |

Scoping phase

To get a firmer understanding of key questions that might cause us to adopt our approach.

This is crucial in helping us design the pilot.

Cognitive testing

10 interviews with a range of retailers to test their understanding of, and thoughts on how to improve, the current R-MeX survey.

Feedback will be help inform the design of the pilot.

Pilot exercise

The pilot exercise will involve us sending the updated R-MeX survey in Excel to all retailers.

This will replace the usual R-MeX survey to avoid duplication and burden.

Follow-up qual

Follow-up qualitative depth interviews to test refined R-MeX survey and explore any additional issues that might arise during the pilot.

Analysis and reporting

Presentation of key results and recommendations.

Final report to be published online.

Guidance documents for shadow runs of surveys in Spring 2024.

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Cognitive testing will focus on the following areas

- Overall thoughts on the survey and their understanding of the questions

- Views on how easy / difficult the current survey is to complete and why

- Thoughts on the Excel format and whether elements on this could be improved

- Thoughts on the 0-10 scoring system and what each score means to retailers

- What could potentially be done to encourage retailers to fill the survey in more thoroughly in the future and provide more detailed responses to open-ended questions

- The extent to which the introduction of the R-MeX measure could impact on how retailers engage with the survey going forward and why

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Changes made after the cog phase will be tested in the pilot

More specifically, the pilot exercise will help us to test whether any changes impact on:

- **the overall experience of completing the survey** – to what extent do any changes made on the back of feedback collected in the cognitive interviews improve retailers' experiences of completing the survey? To what extent do they reduce the amount of burden involved?

- **reliability of survey findings** – for example, do any changes have a marked impact on the scores that retailers give on the questions that use a 0-10 scale?

- **coverage of responses** – do any of the changes implemented result in more retailers giving feedback on all the wholesalers they deal with (rather than just the main ones)

- the **level of detail** that retailers provide for the open-ended questions

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So far, we have had several discussions with MOSL about

a)   their experiences of conducting the R-MeX survey to date (including the issues they would like us to explore in the cognitive interviews and / or that would ideally like to see improved in future waves of the R-MeX survey)

b)   whether the R-MeX survey should run 'as normal' alongside the pilot exercise or whether the pilot exercise should take the place of the normal run (we agreed on the latter to reduce administrative burden and survey fatigue)

a)   who will administer the R-MeX survey going forward and how they will likely do this (since this will have a considerable impact on how we approach the pilot)

On the back of these discussions, we have designed initial drafts of the topic guides to be used with retailers as part of the cognitive testing.

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At this point, it would be good to address the following…

- What, if any, issues or concerns do you have about past iterations of the R-MeX survey that you would like to us to explore as part of this research?

- And do you have any additional thoughts or questions that have not been sufficiently covered that you would like to explore in further depth now?

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