A summary of the approach

Mar 2007 – April 2007	May 2007 - Dec 2008			Nov 2007 – Mar 2008
Phase 1 SCOPING	**Phase 2 CUSTOMER RESEARCH**			**Phase 3 EMBEDDING**
Desk research Knowledge trawl Stakeholder interviews Omnibus	***Initial qualitative research*** 42 depth interviews with the public Exploration of individual and societal attitudes and behaviours around tax Initial segmentation ideas emerging	***Quantitative research and analysis*** 3017 interviews (nationally representative + 6 ethnic boosts) Final segmentation developed through statistical analysis and modelling Segments profiled	***Qualitative validation*** 10 focus groups with public, groups recruited to segment Validation and illustration of segments	**Communication of the segmentation within ICU and the wider business. To include;** • Customer film • Workshops •Communications events