

## **MICHAEL THOMPSON – Director, GfK NOP Social Research.**



Michael has ten years' experience of carrying out qualitative research for central government departments, government agencies and local government and in that time has run high profile studies on the subjects of tax, transport and infant feeding (to name just three).

He has carried out communications and behaviour change research for clients such as COI, the Department for Work & Pensions, the Department of Health and the Gambling Commission.

Michael specialises in researching 'hard to reach' groups and in the last year has interviewed problem gamblers, transgender people and Gypsy travellers.

He has spoken at the annual conferences of the Social Research Association and Association of Public Service Excellence and frequently delivers training on qualitative research methods.