

NATALIE TAYLOR, Research Manager, GfK NOP Social Research.



Natalie Taylor is a Research Manager at GfK NOP Social Research. She has worked in social research since 2005, managing projects on behalf of government departments and agencies, charities and public bodies.

Natalie is a dedicated qualitative researcher and has managed a range of research studies from those that require sensitive moderation to those with senior government stakeholders, as well as policy evaluations and communications reviews.

She is experienced in interviewing people from hard to reach groups, including disabled people, elderly people and benefits claimants, and is skilled in using a range of qualitative methodologies and techniques, including online methods.

Natalie spoke at the 2009 Social Research Association Annual Conference on the subject of housing and social mobility.