

UK AND INTERNATIONAL **CONSUMER** RECRUITMENT.

Accessing consumer participants from the UK
and around the globe for cross-cultural insights.



OUR EXPERIENCE

With over 25 years of experience, People for Research has established itself as a trusted leader in the participant recruitment industry. Our mission is to source relevant and reliable participants to help you unlock data driven insights. We recruit consumers and business professionals across a wide range of industries, supporting diverse research methodologies. We save you time and remove the complexities of user recruitment by delivering carefully selected participants tailored to your research needs.

● **270+**

clients decide to work with PFR every year

● **17**

17 UK government clients, including HMRC, DfE, ONS, DWP, and the IPO

● **2,500+**

participants delivered per month for research projects around the world

● **98%**

is our participant quality rate, according to our clients

● **99.2%**

our participants' attendance rate

● **98%**

our client's satisfaction score



Consumer profiles we have experience recruiting

- Range of demographics: age, gender, ethnicity, education, household size, location
- Low and high income groups
- Accessibility needs and low digital confidence
- Targeted experience: life events, time-sensitive situations, user journey stage
- Specific product usage behaviours, spending habits or life experience
- Financial service users
- Public and private healthcare patients
- Vulnerable groups: long-term health conditions, English as a second language

Our strongest industries are **Finance, Healthcare, Utilities, Government Services, Education, Retail, FMCGs, Insurance, Automotive, Transport and Travel/Hospitality.**

OUR RECRUITMENT METHODS

At PFR, we have experience recruiting the general population spanning various age groups, genders, income levels, ethnicities, geographic locations, employment statuses, living situations, interests and behaviours. Our specialist team of recruiters can identify, engage and securing high quality participants across the UK, Europe, the US and further afield.

We take a tailored approach to every project by carefully assessing each brief and drawing on insights gained from previous projects to craft bespoke delivery plans. Our in-house delivery team manages all recruitment activities, allowing us to maintain high quality standards and consistency for our clients.

We are constantly growing our internal community to align with the evolving needs of our clients, while also utilising a diverse range of external strategies to broaden our reach and engage individuals who may be unfamiliar with user research. Our recruitment methods include, but are not limited to:



Internal database

250,000 plus participants opted in to take part in paid research



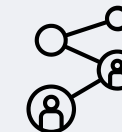
LinkedIn

Run targeted searches to identify suitable profiles, sending tailored direct messages to advertise research and establish engagement



Free find

Reaching out to support groups, charities, networking groups, bloggers, community activists and social media groups/pages.



Referral campaigns

Asking those in our UK and International databases to refer those in their network.



Advertising

Facebook, Instagram, LinkedIn, and TikTok are our go-to options, but our team will research which country-specific platforms are best to use.



Third-party data platforms

These allow us access to thousands of global participants, often hidden pools of users. PFR manages the whole process internally to ensure quality.



Sponsored Gmails

Used to target people using Google Analytics, who are known to have been searching for related topics.



Desk research

Conducting online research to identify data, lists and news to help direct our recruitment approach.

CRITERIA AND PRICING

This criteria is used to highlight how a brief may become more complex, therefore requiring specialist recruitment methods. The criteria included in each category is not exhaustive. Incentives and VAT are excluded from these prices.



Standard criteria

- Recruit across the whole country
- Demographic criteria or high % of the UK population using the product/service
- Up to 5 mandatory layers of criteria
- UK: recruited from our database
- International: database and free find methods.

Standard pricing



UK Consumer recruitment
£90 - £100 per participant



International Consumer recruitment
£200 - £280 per participant



Medium criteria

- Recruit across 2+ regions or 1 large UK city
- Demographics plus criteria
- Specific usage of a product/service that is not widely used by the UK population
- 5-6 layers of mandatory
- UK and international: recruited from our database and free find methods

Medium pricing



UK Consumer recruitment
£110 - £140 per participant



International Consumer recruitment
£285 - £345 per participant



Complex criteria

- Recruit across 1 city or 1 UK town/village
- Situational, behavioural or time-sensitive criteria e.g. re-mortgaged with HSBC in the last 8 weeks
- Small % of the population who do a specific task or use a product/service
- Low engagement rate (taken from past experience)
- Over 7 layers of mandatory criteria
- UK and international: recruited via free find methods

Complex pricing



UK Consumer recruitment
£150+ per participant or on retainer*



International Consumer recruitment
£350+ per participant or on retainer*

**A retainer is used when working on a high risk project, it is there to cover the time and resources use to identify and secure the right participants. The retainer is waived when we recruit more than the pre agreed minimum number of participants, at this point you will revert to the per head rate.*

INCENTIVES AND LEAD TIME

We recommend a minimum incentive per complexity level to align with market averages, supporting engagement and retention.

Lead time begins once we have a signed off brief, quote and you onboarded as a client. We aim to adapt to tighter deadlines and can provide participants during recruitment to expedite your research.



UK incentives and Lead time

Standard incentive:

60 minutes remote: **£50 per participant**

60 minutes face-to-face: **£70 per participant**



Lead time:

10 working days

Medium incentive:

60 minutes remote: **£60 per participant**

60 minutes face-to-face: **£80 per participant**



Lead time:

12-13 working days

Complex incentive:

60 minutes remote: **£70 per participant**

60 minutes face-to-face: **£90 per participant**



Lead time:

15+ working days



International incentives and Lead time

Incentive: on request- PFR take into consideration the criteria, type of research, duration, the cost of living rate and the countries per hour rate.



Standard lead time:

15 working days



Medium lead time:

17-18 working days



Complex lead time:

20+ working days

Why is lead time important?

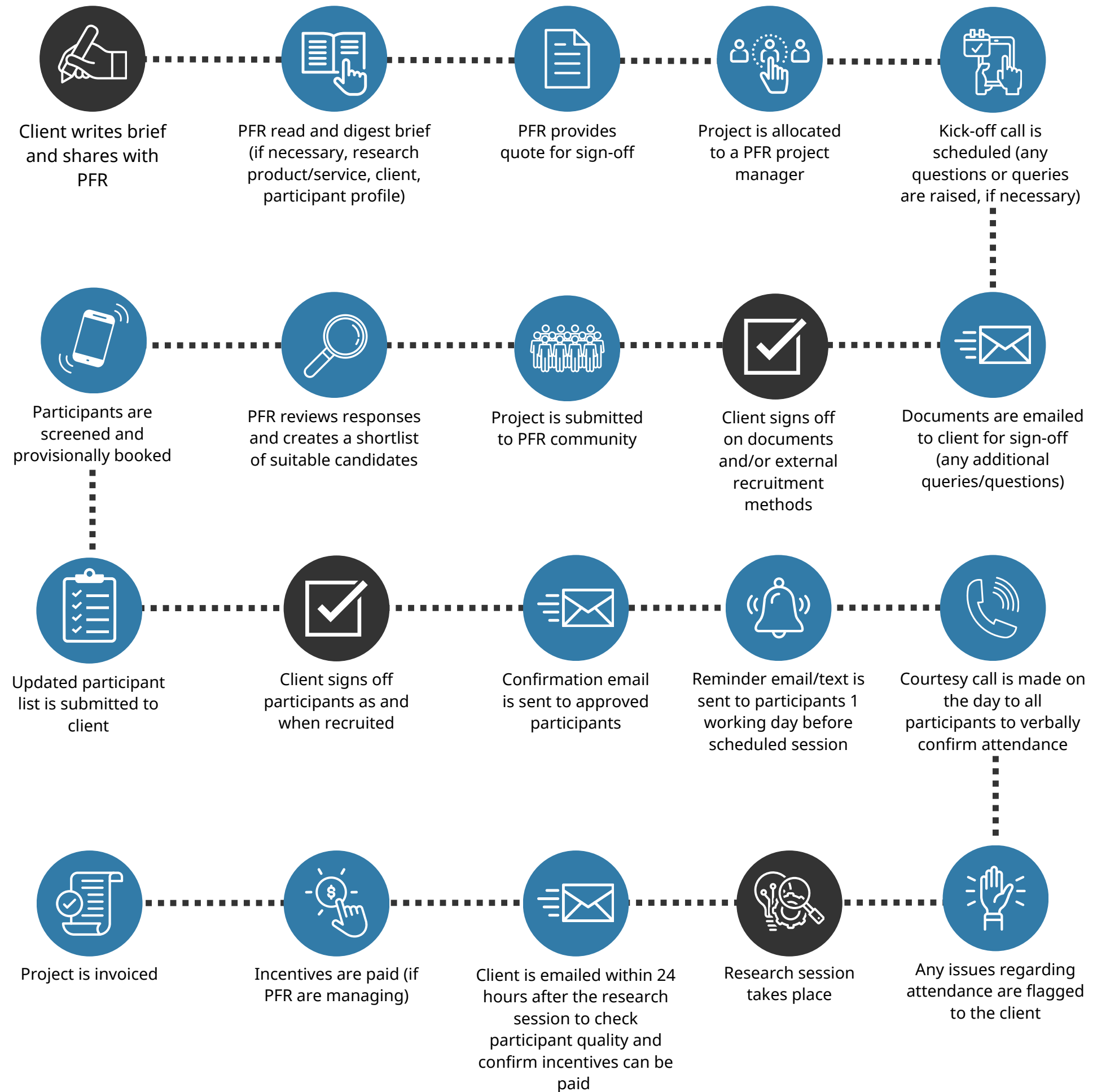
- To gives participants notice, allowing them to adjust their schedules and commit to participation. Especially those who are time poor.
- It allows our external tools (e.g. social media advertising, LinkedIn) time to yield suitable responses.
- It reduces the chances of no-shows and allows our team time to replace them if necessary.
- It allows for thorough screening resulting in high-quality participants.
- It allows us to build interest in your research. Increased engagement means PFR has a larger pool to select from to achieve your mandatory and desirable criteria.

What variables impact the lead time required?

- **Criteria:** The lower the incident rate, the longer the lead time required as multiple recruitment strategies will be needed to achieve full delivery.
- **Format of the research:** in-person or in home research can see reduced engagement when compared to remote or unmoderated formats due to the broader accessibility and flexibility offered.
- **Time zones:** This can slow down communication between PFR and the participants, resulting in delayed responses and scheduling challenges. PFR may need to adapt their working hours to screen.
- **Additional commitment:** For example, if a participant needs to sign up to a service prior to the session or complete a pre/post-task. The more commitment required, the more challenging it can be to recruit.

OUR MODERATED RECRUITMENT PROCESS

A step-by-step breakdown of our tried-and-tested recruitment process for moderated research.



OUR HAPPY CUSTOMERS

Don't just take our word for it - see what our happy clients have to say about their experiences with us.

Swift recruitment of suitably backgrounded users



"Recruiting users with a suitable background was paramount for the project and we wouldn't have been able to do it so swiftly without People for Research. The participants were all perfectly suited to the tasks we wanted them to undertake."

Prompt and concise communication for swift recruitment



"PFR has been fantastic on all of the projects we've worked on so far. Their communication is prompt and concise, evidenced by the speed at which they are able to sign off quotes, screeners and ultimately go from brief to a full list of recruited participants."

Smart and efficient service with great quality participants



"We've had great experiences with the People for Research team. They deliver smart, efficient service, responding to briefs with engaging and creative screeners and advertisements. The project managers are really thorough, and always on top of timings and logistics. We've found the participants recruited to be great quality, enthusiastic and to spec."

GET IN TOUCH

If you have any questions, please get in touch with the team on info@peopleforresearch.co.uk or **0117 921 0008**. To get a quote, please click below to fill in our form and we'll get back to you within the next working day. For more information, please read our terms and conditions.

[Empower your research insights. Contact us today.](#)

