

INTRODUCING PEOPLE FOR RESEARCH.

Why you should work with the UK's leading
user recruitment agency.



**PEOPLE
FOR
RESEARCH**

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

● **99.2%**

our participants' attendance rate

● **2,500+**

participants delivered per month for research projects around the world

● **98%**

is our participant quality rate, according to our clients

● **98%**

our client's satisfaction score

● **250,000+**

community of engaged participants

● **2,000+**

new members onboarded every month

● **4.7**

star rating on Trustpilot

Our experience enables us to continuously deliver exceptional results for a diverse range of clients:

Deloitte.



HM Revenue
& Customs

 **Meta**

PHILIPS



Office for
National Statistics



OUR EXPERIENCE

With over 25 years in the industry, we've had experience recruiting a vast range of consumer and business profiles. Reach out if you require participants not mentioned.



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**.



Business profiles we have experience recruiting

- Industry specific professionals: healthcare, marketing, IT, legal, teachers, sustainability, finance/tax, trade and HR
- SME owners responsible for business growth, funding, and innovation
- Senior decision-makers in small, medium, and large businesses across industries
- Middle managers responsible for operational decisions and the implementation of company strategies

Our strongest industries are **SMEs, Finance, Trade, Logistics, Fintech, Government Services, Healthcare, Education, SaaS, HR** and **Professional Services**.



Diary Studies



In-depth Interviews



In-home or workplace research



Ethnographic field research



Co-design workshops



Focus groups



Product testing



Personalised/ Specialist panels



Concept testing



Sessions using biometric tools (e.g. eye tracking)



Any other research format required

OUR SERVICES

Explore the wide variety of participants we can connect you with to enrich your research, from the general public to specialised professionals. We ensure inclusivity to help you unlock comprehensive strategic insights.

OUR RECRUITMENT OPTIONS

Consumer recruitment

Connecting you with people with a range of demographics, behaviours and interests.

B2B recruitment

Finding professionals and business owners tailored to your specific requirements.

International recruitment

Accessing consumer and B2B participants from around the globe for cross-cultural insights.

Recruitment for unmoderated tasks

Providing consumer, B2B and international participants for unmoderated studies.

Panel management

Building and managing bespoke panels of participants for ongoing research.

Customer data recruitment

Utilising your customer data to recruit participants familiar with your products for targeted research.

Accessibility recruitment

Recruiting individuals with disabilities to ensure accessible and inclusive research.

Accessibility Collective

A panel of pre-screened accessibility-focused participants, available for clients to select at reduced costs and lead time.

Low digital recruitment

Engaging participants with limited digital access for inclusive research.

MORE SERVICES

Consent form management

Distribute and collect signed consent ahead of scheduled sessions.

Tech checks

Providing participants with internet connectivity and technical support to access the client's chosen platform.

Incentive management

Handling participant incentives on your behalf, ensuring timely distribution in line with your schedule.

Sourcing third-party support services

Identify, commission and manage additional services to help improve research efficiency e.g. BSL interpreter.

User Viewing

PFR's purpose-built facility for user research, located in the heart of Bristol city centre.

External facility booking

Sourcing and managing research venues in line with your research needs.

OUR RECRUITMENT METHODS

At PFR 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

We have a continuously growing database of UK and International professionals who have opted in to take part in paid research.



LinkedIn

Conduct targeted searches to identify suitable profiles and send direct messages to promote research opportunities



Free find

Reaching out to industry groups, networking groups, federations, accreditation groups, charities and LinkedIn groups.



Referral campaigns

Asking those in our network to refer friends, family and colleagues 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

Access to thousands of additional participants, often hidden pools of users. PFR manages the whole process internally to ensure quality.



Sponsored Emails

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

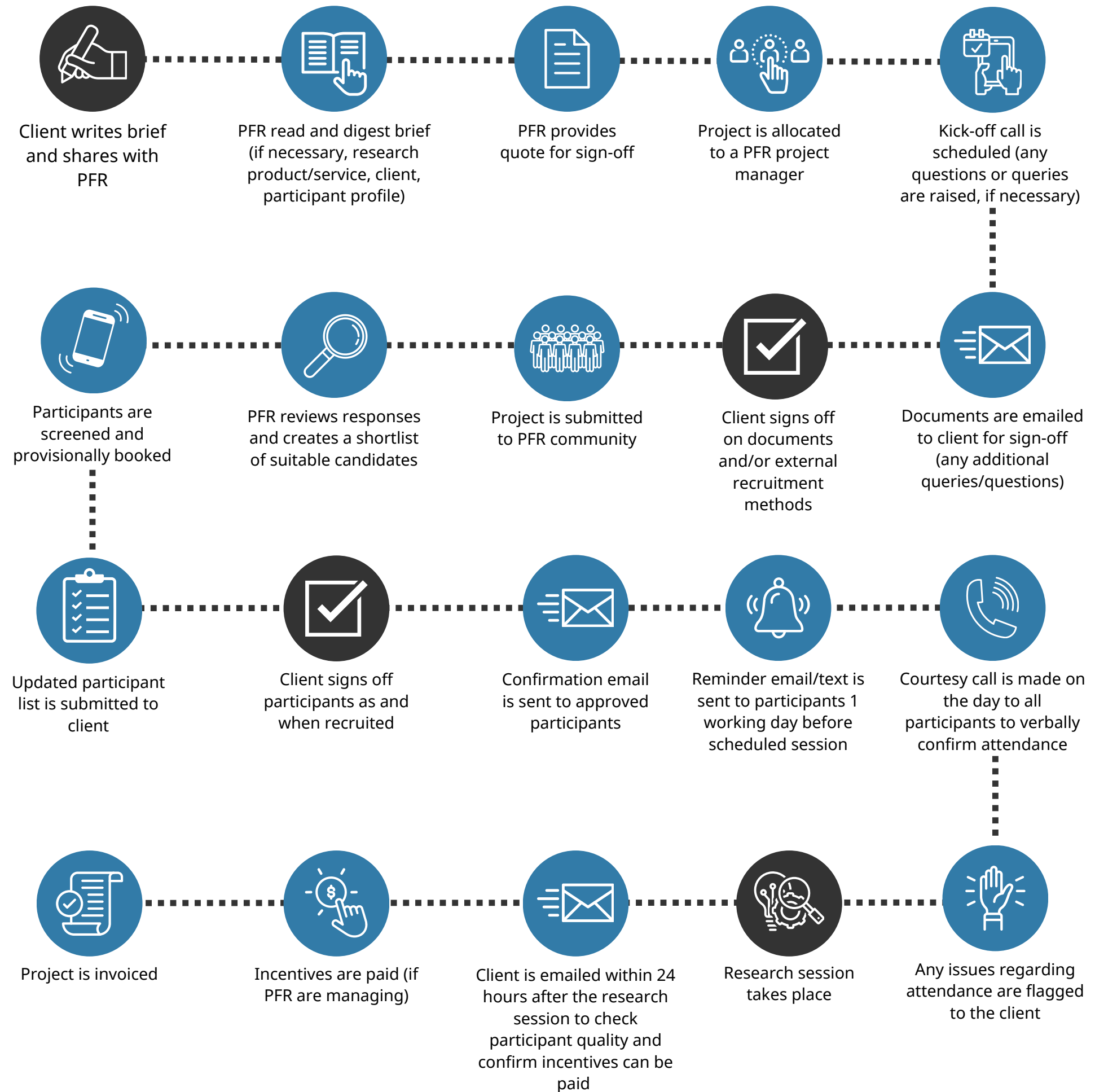


Desk research

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

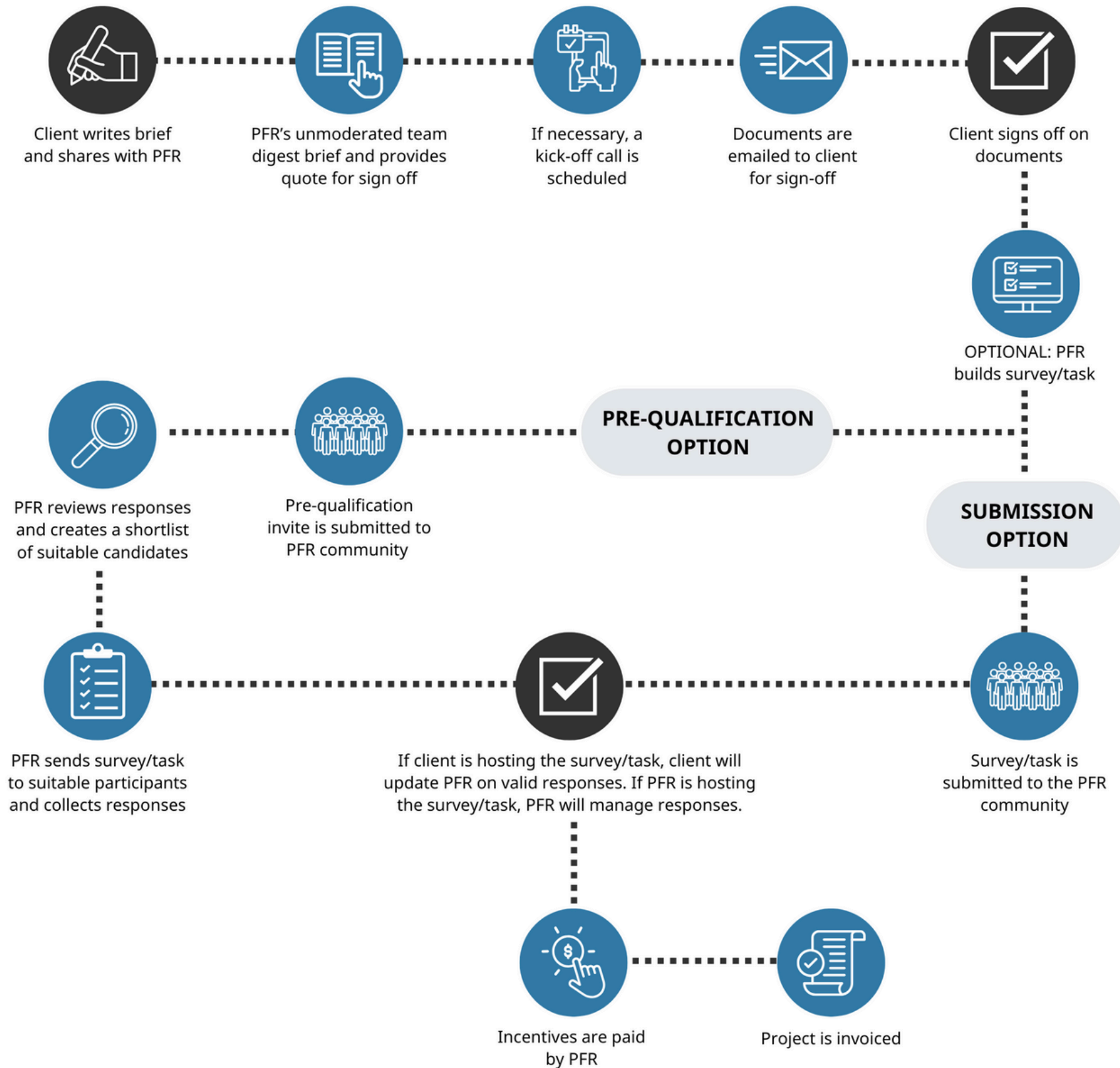
OUR MODERATED RECRUITMENT PROCESS

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



OUR UNMODERATED RECRUITMENT PROCESS

A step-by-step breakdown of our flexible recruitment process for unmoderated research.



LEAD TIME

Lead time for moderated projects

- Minimum of 10 working days for UK consumer recruitment
- Minimum of 15 working days for UK B2B recruitment
- Minimum of 15 working days for consumer and B2B international recruitment

Lead time for unmoderated projects

- 5 working days for submission surveys/tasks
- Minimum of 10 working days for surveys/tasks that require pre-qualification
- Minimum of 15 working days for international surveys/tasks that require pre-qualification

Why is lead time important?

- To give 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 may experience lower engagement compared to remote or unmoderated formats, which offer broader accessibility and flexibility
- **Volume of participants required**
 - For 12+ participants, PFR may require a longer lead time.
- **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 for a service before the session or complete a pre/post-task, the greater the commitment required, the more challenging recruitment can be.
- **Real data**
 - Requiring access to business or personal data can deter people from taking part.

Lead time starts once we have a final brief, a signed-off quote and have onboarded you as a new client.

We understand that you may be working to a shorter lead time and we will try to be as adaptable as possible to ensure you can achieve your deadline. If you would like to start your research sooner, we can schedule participants while we continue recruitment rather than waiting to start research once all recruitment is complete.

PRICING - MODERATED RECRUITMENT

A simplified breakdown of our pricing for our core recruitment services and add-ons. Please note these prices are subject to change based on each project's specific requirements. Incentives and VAT are excluded from these prices.



Consumer recruitment

Standard criteria

- Starting at £90 - £100 per head

Medium criteria

- Starting at £110 - £140 per head

Complex criteria

- Starting at £150+ per head



Business recruitment

Standard criteria

- Starting at £130 - £150 per head

Medium criteria

- Starting at £160 - £190 per head

Complex criteria

- Starting at £200+ per head



Optional add-ons and services

Consent or NDA management

- £12 per person

Incentive service fee

- 15% - 25% of the incentive total

Tech checks or tech support



- £20 - £40 per person

Our per-head rate includes:

- Screener and schedule creation and management.
- Internal and free find recruitment methods.
- For moderated research: Two-stage screening, online and over the phone screening to verify suitability.
- For moderated research: Three-stage confirmation process to mitigate no-shows.
- Scheduling sessions.
- Arrival and tech support.
- The full support from a Project Manager and Digital Operations team available throughout the recruitment lifecycle, on hand to provide a consultative service and solve any unforeseen challenges.

COMPLEXITY DEFINITIONS: MODERATED RECRUITMENT

At PFR, we assess the complexity of each project to provide accurate and informed pricing. Below is an insight into our complexity rating for consumer and B2B profiles for moderated recruitment:

	 Consumer	 Business
Standard criteria	<ul style="list-style-type: none"> • Any location in the UK. • Demographic criteria or high % of the UK population using the product/service. • Up to 5 mandatory layers of criteria. • Recruited from our database. 	<ul style="list-style-type: none"> • Any location in the UK. • Common job title e.g. Accountant, HR Advisor. • Any industry. • Any company size. • 1-2 mandatory layers of criteria. • Recruited from our database. • Most of the audience has the behaviour or uses the product or service requested.
Medium criteria	<ul style="list-style-type: none"> • Recruit from 2+ UK regions or 1 large UK city (London, Bristol, Birmingham, Manchester, Cardiff). • Demographic criteria plus criteria. • Specific usage of a product/service that is not widely used by the UK population. • 5-6 layers of mandatory. • Recruited from our database and free find methods. 	<ul style="list-style-type: none"> • Specific job title, often c suite or decision-maker. • 3-5 specific industries. • 2-3 business sizes (micro, small, medium or large). • 3-4 mandatory layers of criteria. • Recruited from our database and free find methods. • Majority of the professionals have the specific responsibility or use the required product/service. • Can target 80% of the criteria required.
Complex criteria	<ul style="list-style-type: none"> • Recruit from 1 specific 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. • Recruit via free find methods. 	<ul style="list-style-type: none"> • Specific job title, often c suite or decision-maker. • 1-2 specific industries. • 1 business size (micro, small, medium or large). • Low % of professionals have the specific responsibility or use the required product/service. • Low engagement rate (taken from past experience). • 5 plus mandatory layers of criteria. • Unable to or hard to target mandatory criteria. • Recruit via free find methods.

PRICING: UNMODERATED PRE-QUALIFICATION

Our pre-qualification model ensures PFR sources the exact profiles and criteria splits you need. Participants are pre-qualified via an online questionnaire before receiving our clients survey/task.



Standard criteria

Targeting demographics such as age, gender, location, qualifications, income, etc.

Targeting generalised behaviours like 'shopped online in the last six months' or 'bought a smartphone in the last two years'.

Minimum £10 incentive

For up to 10 minutes spent completing the task. We recommend £1 per minute.

Price per participant starting at:

- Up to 100 participants – **£18**
- 101-200 participants – **£16**
- 201-300 participants – **£14**
- 301-400 participants – **£12**
- 401+ participants – **£10**



Medium criteria

Mix of demographics and less generalised behaviours such as 'paid a parking ticket in the last year'. Targeting specific job titles or industries.

Recruiting for think-aloud tasks or any task where the participant is required to download any kind of software or record themselves/share their screens.

Minimum £15 incentive

For up to 15 minutes spent completing the task. We recommend £1.5 per minute.

Price per participant starting at:

- Up to 100 participants – **£28**
- 101-200 participants – **£26**
- 201-300 participants – **£24**
- 301-400 participants – **£22**
- 401+ participants – **£20**



Complex criteria

Targeting micro to large business owners or senior professionals according to specific behaviours. Recruiting profiles with complex layers of criteria or projects with multiple mandatory splits (versus 'nice-to-have' splits).

Minimum £25 incentive

For up to 10 minutes spent completing the task. We recommend £2.5 per minute.

Price per participant starting at:

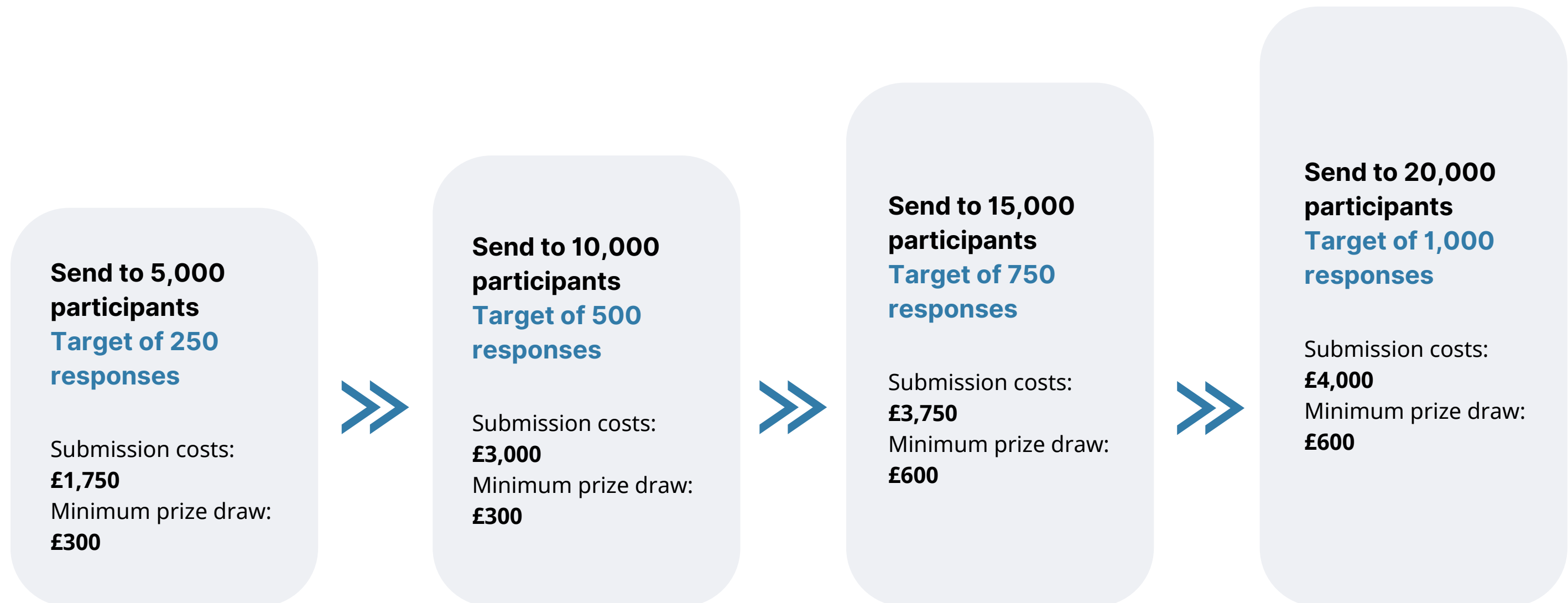
- Up to 50 participants
£40 + £250 one-time fee
- 51-100 participants
£35 + £500 one-time fee
- 101-150 participants
£35 + £750 one-time fee
- 150+ participants
Contact us for more information

Prices do not include VAT. Incentives for unmoderated tasks must be paid to participants by PFR to ensure the participants' data remains non-identifiable. PFR will charge a 25% incentive provision fee for this service.

PRICING: UNMODERATED PAY-PER-SUBMISSION

As part of this option, you can select one of the four submission brackets available depending on how many responses you need to collect. Depending on the topic and the length/complexity of the survey/task, we predict your conversion rate will sit somewhere between 5% and 10%.

Please note: we do not guarantee number or suitability of responses as part of this service. For example: if you need 500 gardeners and decide to send your survey to 10,000 participants to get 500 responses, it's unlikely that all submissions are going to be gardeners and, therefore, considered suitable according to your requirements. If you have specific criteria and are planning to go for the pay-per-submission option, we would recommend you to increase your potential response and send to more people so you are more likely to get the number of suitable responses you need.



Prices do not include VAT. Incentives for unmoderated tasks must be paid to participants by PFR to ensure the participants' data remains non-identifiable. PFR will charge a 25% incentive provision fee for this service.

PRICING: UNMODERATED PRODUCT TESTING

We can help facilitate your product testing needs by recruiting participants for in-home or centralised location testing. We have experience in a wide range of product testing projects and will help support you and the participants throughout. Similar to our pre-qualification model, we will find the exact profiles you are looking for and can guarantee the number of testers according to your brief. Participants will be invited to complete a comprehensive recruitment screener to verify their suitability. During screening, we can confirm their product usage, specific habits relating to the product(s), verify their income and decision-making responsibilities, brand awareness and anything else we need to capture to ensure we recruit the most suitable profiles.

Incentive:

For product testing, you will need to offer a monetary incentive alongside keeping the product, or we can assist in collecting the product to be returned to you.

Testing:

Participants can test one or multiple products at the same time or consecutively.

Services we offer:

- Participant recruitment
- Facilitating consent forms/NDAs
- Survey/task build, host and consultation
- Product logistics management
- On-hand support throughout the project
- Rebooking participants for a post-research survey, further testing or in-depth interview

Feedback collection methods:

- Online surveys and tasks
- In-depth interviews
- Document collection and verification
- Focus groups
- Diary studies

Costs starting from:

- UK: **£70 per head**
- Europe: **£120 per head**
- USA: **£120 per head**
- Asia-Pacific region (APAC): **£140 per head**

All product testing quotes will come with a project management fee to cover our time and resources to support both our clients and participants during the whole process. The fee will vary depending on the complexity of the study and volume of recruitment and will be confirmed during the quoting stage.

READ THE CASE STUDY:



Philips x PFR: global product testing with new mums



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 **+44 (0)117 921 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.](#) 