

UNMODERATED RECRUITMENT.

Providing participants for unmoderated studies,
ensuring flexible research schedules.



FIVE REASONS TO WORK WITH US

Five straightforward reasons to use People for Research's innovative and unique approach to surveys, tree tests, card sorts and any other unmoderated tasks.



Quality of data

We are experts in ensuring your survey/online task generates valid responses. This means it is void of any bias, jargon or leading language. We make sure all questions are relevant, straightforward and asked in an objective, non-judgemental way. It is essential the data being captured is valid, credible and follows best practice.



MRS qualified

Our survey experts have attended training provided by the Market Research Society on how to create unbiased professional questionnaires. This allows us to provide a high-quality survey design and set-up service to our clients.



Validity of data

Our survey experts can consult with you to increase the validity of your response through factoring in error margins, questionnaire design techniques and benchmarking the time spent by the participants completing the tasks. Depending on what you need, we are also able to determine the suitability of the participants.



GDPR compliance

We source your audience from a mix of compliant platforms, social media channels and online research. All the data is anonymised/pseudonymised and our team checks all projects to ensure compliance. As a Cyber Security Plus certified organisation, MRS partner and Fair Data member, we guarantee the quality and validity of the data provided.



Tailored/flexible options

We tailor our unmoderated service to your needs, offering different packages that cover both UK-based and overseas audiences to make sure you get the best results out of your survey, unmoderated task, diary study or in-home product testing.

TWO RECRUITMENT OPTIONS

As part of our unmoderated research recruitment service, we offer two different options: pay-per-submission or pre-qualification of participants for your task. This section explains in detail what each option includes and which one is right for your needs and project requirements.

Pay-per-submission

You pay for access to a group of active people on our database based on a 5%-10% conversion rate*. Select how many participants you would like to email and we will send your survey/task to them.

About this option:

- Pay for one-time access to part of our active database.
- Light touch targeting (age/location/gender).
- Quick turnaround (5-day lead time).
- No guarantee of exact number of responses or suitability of participants.
- Incentive can be a prize draw.
- Task can be open for a maximum of 2 weeks.
- This option is only available for surveys, card sorts, tree tests and similar unmoderated tasks (excludes any tasks such as think-aloud, screen-sharing tasks, etc.).

What we need from you:

- Ensure your survey/task does not take longer than 15 minutes to complete.

**Conversion and drop-out rates are affected by topic and length/complexity of task.*

Pre-qualification

We work from your brief to recruit the exact number and type of participants you need. We can work according to splits and niche criteria, ensuring your task is user-friendly and compliant.

About this option:

- Pay per participant.
- We can recruit any feasible criteria, from standard to niche, and work according to your splits.
- 2-3 week lead time.
- Guaranteed number of responses.
- Participants must be individually incentivised.
- At the end of the project, we provide you with the results of the pre-qualifying questionnaire and the participants' demographic profile.

What we need from you:

- We'll ask you to approve the pre-qualifying screener.
- You must cap the amount of completed submissions your task can collect so it closes once it hits the number of responses you have been quoted for (any extra responses collected will be subject to charges).
- You must provide PFR with a daily completion update while the task is open.

PRICING: PRE-QUALIFICATION

In this section, you can find our pricing for the pre-qualification option, where we find the exact profiles you are looking for and guarantee the final number of submissions according to your splits. We pre-qualify your participants via an online questionnaire sent to our database and, if needed, can go outside our internal panels to find your desired audience.



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 survey/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 survey/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 survey/task. We recommend £2.5 per minute.

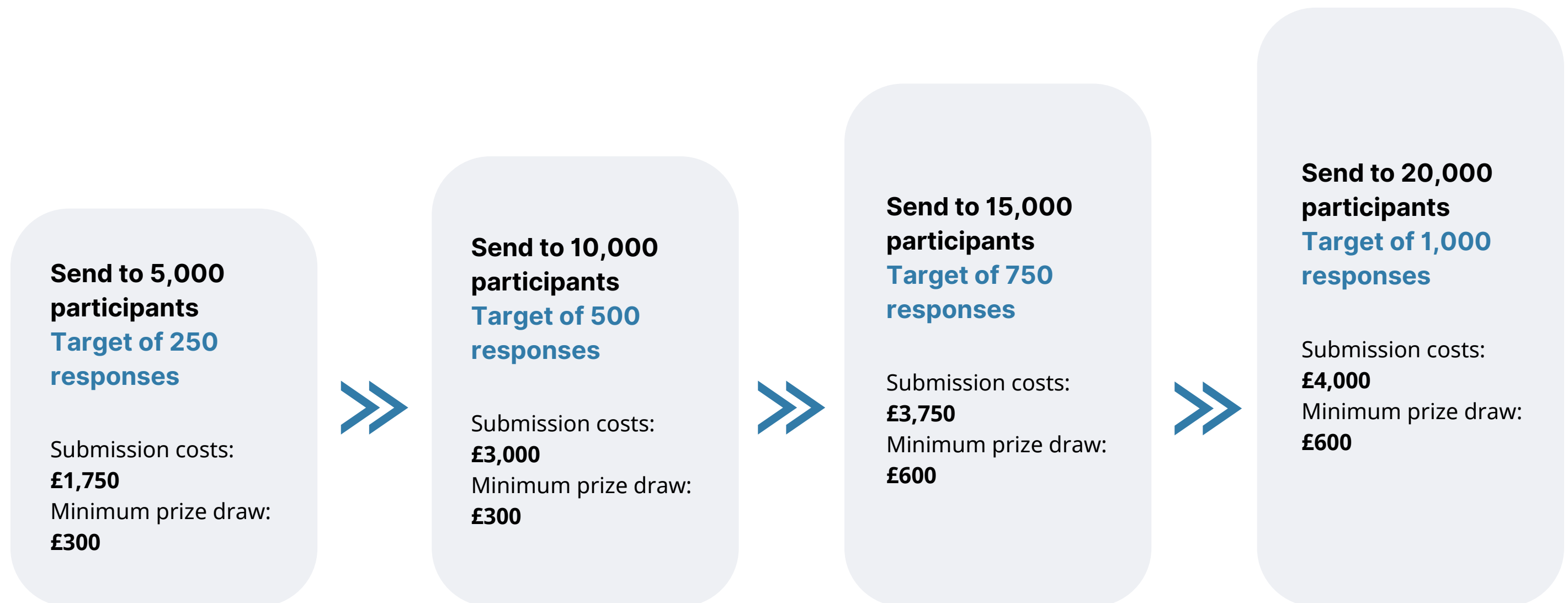
Price per participant starting at:

- 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

PRICING: 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.

UNMODERATED CUSTOMER DATA SERVICE: OPTION 1

PFR's client (or their end client) sends the invitation to take part in research. No customer data is transferred to PFR.

BENEFITS

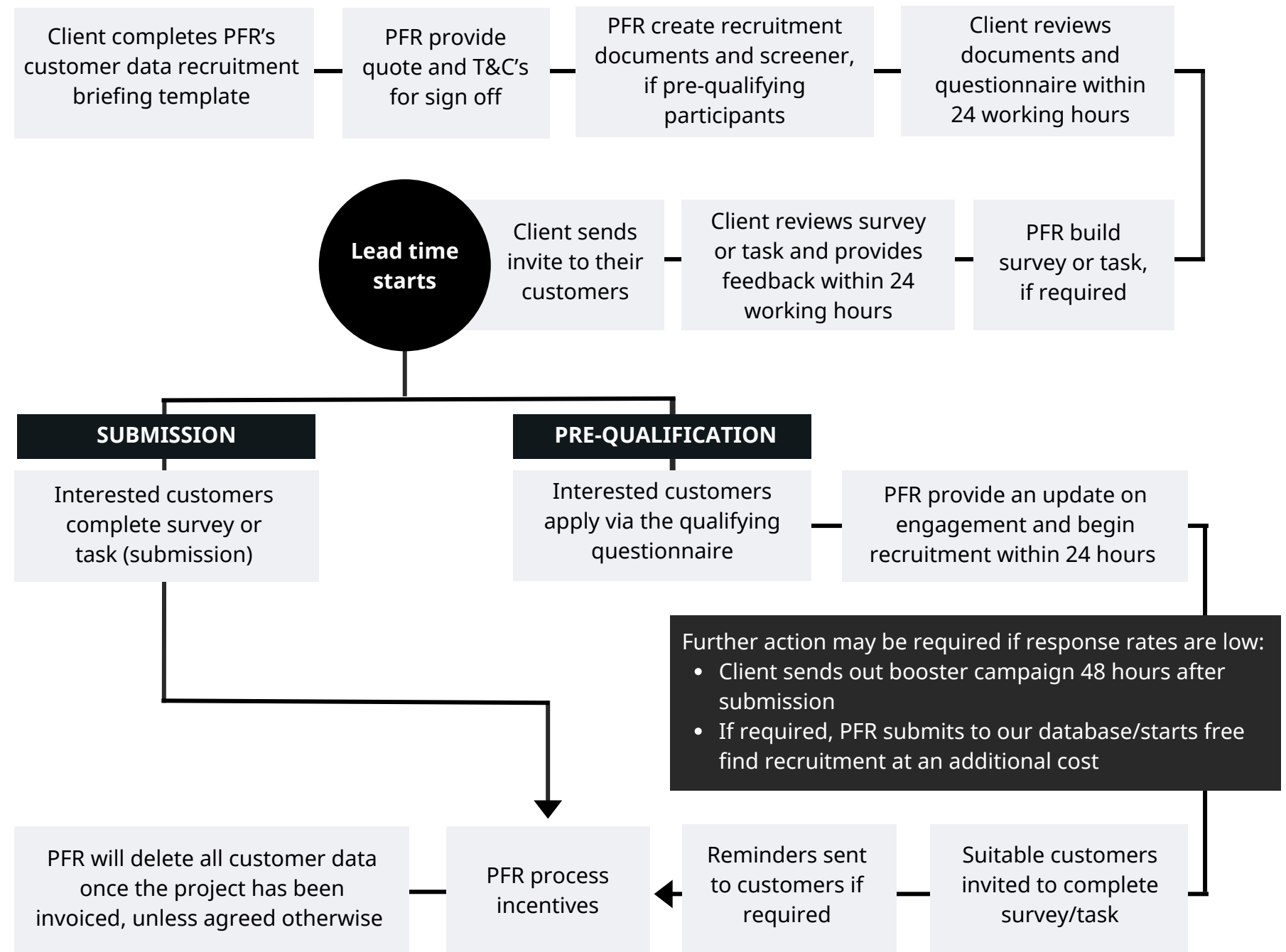
- GDPR friendly – no transfer of data
- Lower project cost
- Improved engagement as the customers are warm to the client's brand
- Greater control over the initial submission and incremental resend campaigns
- Advice on achieving a healthy response
- If a booster is required PFR can provide customer details for those who have expressed interest to remove duplication

LEAD TIME

- For submission, we require a **7 working day lead time** once invite is sent
- For pre-qualification, we require a **10 working day lead time** once invite is sent

COSTS

- Recruitment per head if pre-qualifying: **£10-£20**
- Questionnaire creation: **£500***
- Incentive service fee: **25%** of the total value of incentives
- Minimum project fee: **£850** (excluding incentives and services fees)



*Price includes one round of amendments to the landing page/questionnaire.

UNMODERATED CUSTOMER DATA SERVICE: OPTION 2

Client transfers data to PFR and we send the invitation to take part in research.

BENEFITS

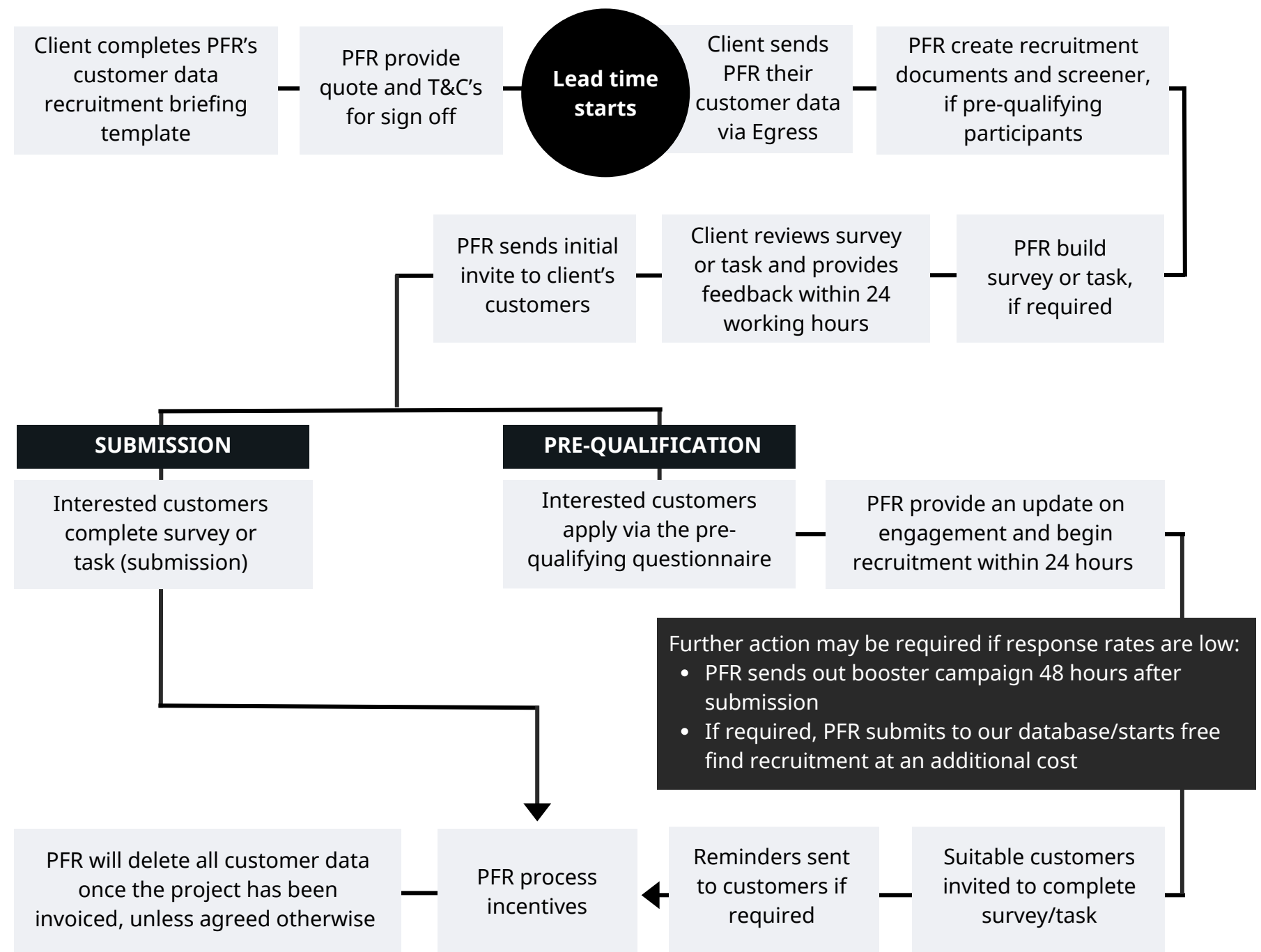
- Before submission, PFR cleanses the customer data (removing duplicates and bounces, formatting and fulfilling all responsibilities of a data processor)
- PFR can resend the research invite once to the original batch of customers or to fresh batches of customers (at an additional cost)
- Once recruitment is complete, PFR creates a data performance report

LEAD TIME

- For submission, we require a **7 working day lead time** once invite is sent
- For pre-qualification, we require a **10 working day lead time** once invite is sent

COSTS

- Recruitment per head if pre-qualifying: **£10-£20**
- Questionnaire creation: **£500***
- Data cleansing and sending fee per batch of data provided: **£500**
- Incentive service fee: **25%** of the total value of incentives
- Minimum project fee: **£850** (excluding incentives and services fees)



*Price includes one round of amendments to the landing page/questionnaire.

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



ACROSS THE SERVICE

This section highlights some important details about the service and a few things you will need to keep in mind.

Add-ons

Depending on your project requirements, you may need to customise your approach. Let us know if you would like to know more about any of these options.

- Survey and task building
- A/B testing or testing multiple versions of your task simultaneously.
- Multiple rounds of recruitment with fresh batches of participants.
- Quick recruitment for moderated sessions from the results of your unmoderated task.
- Pre-testing your task with a small number of participants before we send it out to a large audience.
- Pre-testing your task with our Accessibility Collective to ensure it is fully accessible and compatible with different assistive technology.

Keep in mind!

- For both pre-qualification and pay-per-submission, we will need a final link to your survey or task that we can test at least 48 working hours before we send out any communications to our participants.
- All data collected by clients via this service must be pseudonymised and non-identifiable by default. To achieve this, we ask you that the first question on the survey/task asks for the participant's PFR ID, which People for Research will provide to participants when we invite them to complete your survey/task.
- Alternatively, if you are using a platform like UserZoom that allows you to create a unique link for each participant and would rather use unique links than PFR IDs, we can work around this requirement.
- To ensure that our participants' data remains pseudonymised and non-identifiable, PFR must process all incentives for unmoderated tasks, including prize draw payments.
- If the nature of your task requires data to be collected (e.g. if you are asking participants to download an app and create an account using their real email address), PFR must distribute a consent form to the participants (there is an extra cost associated with this), which will be returned to you before we start recruitment.

OUR HAPPY CUSTOMERS

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

Reliable and accommodating service



"The service at People for Research is always very good. Accommodating even when we need to turn around projects quickly. They never let us down!"

Proactive team with expert solutions



"Working with People for Research was great. The team were proactive at every stage of the project. They helped us solve problems and provided ideas for how to make sure we were following best practices. It felt like the right people were always available to answer questions. The team are engaged, personable and experts in their field. Each team member brought a different area of expertise and this was shown by the way they listened and responded to questions."

Excellent guidance and actionable insights

*Shirish
Kulkarni*

"My experience working with PFR has been excellent from start to finish, and has provided me with great, robust results which are providing actionable insights. I am particularly grateful for the guidance, support and advice. The team took my initial thoughts and helped transform them into a much more comprehensive survey. Questions which I hadn't even considered are now providing some of the most important insights into my work. I would wholeheartedly recommend PFR."

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.](#)

