November 2022 – Recruiter Accreditation Scheme
Survey Results
Total Participants: 2052
Prepared by:
Abi Fuller
Managing Director
Acumen Fieldwork
Age Breakdown of survey responses

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>3.75%</td>
</tr>
<tr>
<td>25-34</td>
<td>16.23%</td>
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<tr>
<td>35-44</td>
<td>27.14%</td>
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<tr>
<td>45-54</td>
<td>20.76%</td>
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<tr>
<td>55-64</td>
<td>19.64%</td>
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<tr>
<td>65-74+</td>
<td>12.48%</td>
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Have you previously taken part in a market research session?

- Yes: 72.08%
- No: 27.92%
How did you hear about opportunities to take part in paid market research?

- A friend recommended them: 32.94%
- Via a search site such as Google: 24.12%
- Social Media advert about a specific project: 12.57%
- Social media post about taking part in research generally: 17.64%
- Money advice websites or programmes such as Martin Lewis: 17.40%
- Other: 9.80%
Net Confidence levels before and after taking part in research - I am confident that my data would be handled appropriately in line with GDPR

- Before Taking Part
- After Taking Part

| Net Confidence Level | 79.11% | 90.33% |
Net Confidence levels before and after taking part in research - I am confident that the research was legitimate (i.e. not a scam)

- Before Taking Part: 89.59%
- After Taking Part: 97.23%
Net Confidence levels before and after taking part in research - I am confident that I would actually get the incentive as advertised

Net Confidence Level

- Before Taking Part
- After Taking Part

79.11% 90.33%
Net Confidence levels before and after taking part in research - I am confident that I would feel comfortable doing the interview, and capable of doing any tasks

- Before Taking Part
- After Taking Part

Net Confidence Level

- 79.11%
- 90.33%
<table>
<thead>
<tr>
<th>What was it that prompted the change in confidence level?</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>How professional the recruiter was who you spoke to</td>
<td>64.55%</td>
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<tr>
<td>How the person running the session explained things</td>
<td>59.63%</td>
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<tr>
<td>The emails you received to confirm your attendance</td>
<td>56.49%</td>
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<tr>
<td>Promptness of payment/payment within the terms set out</td>
<td>56.42%</td>
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<tr>
<td>The invitation you received detailing the terms and conditions of involvement</td>
<td>50.41%</td>
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<tr>
<td>Being asked for an appropriate amount of information</td>
<td>46.52%</td>
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<tr>
<td>Being provided with privacy information such as a private notice, or being told verbally where you can find this...</td>
<td>41.12%</td>
</tr>
<tr>
<td>Reassurance it was all carried out in accordance with MRS code of conduct</td>
<td>38.46%</td>
</tr>
<tr>
<td>Seeing questions which made sense on any online surveys</td>
<td>28.83%</td>
</tr>
<tr>
<td>Other</td>
<td>7.51%</td>
</tr>
</tbody>
</table>
When research companies are recommended by friends or family

Would any of the following help you to trust market research more?

- Seeing an industry wide accreditation such as a Market Research Society logo on invitations, emails, websites etc: 57%
- Recruiters / Companies being part of a scheme where you can verify their details: 50%
- A central place to find information about what you should expect from Market Research: 38%
- When research companies are recommended by friends or family: 36%
- Other: 5%
Are you aware that there is an existing industry wide registration scheme for market research recruiters, which ensures that recruiters have training in key areas such as GDPR and project advertising?

Yes □ No □
Key Findings – Participants who had taken part in a research session

Net confidence levels in all aspects of the research process saw big increases before and after taking part in research.

Top 5 reasons for this:

• How professional the recruiter was who you spoke to
• How the person running the session explained things
• The emails you received to confirm your attendance
• Promptness of payment/payment within the terms set out
• The invitation you received detailing the terms and conditions of involvement

57% of participants feel that they would trust market research more if Recruiters / Companies being part of a scheme where you can verify their details.

72% of participants are not aware that a scheme like this already exists.
Confidence levels in participants that have not yet taken part in research

- I would feel comfortable doing the interview, capable of doing tasks: 83% Net Confident, 14% Neither confident nor not confident, 3% Net Not Confident
- That I would actually get the incentive as advertised: 74% Net Confident, 21% Neither confident nor not confident, 5% Net Not Confident
- That the research will be legitimate (i.e., not a scam): 75% Net Confident, 21% Neither confident nor not confident, 4% Net Not Confident
- That my data would be handled appropriately in line with GDPR: 74% Net Confident, 22% Neither confident nor not confident, 4% Net Not Confident
For participants who have not yet taken part in research - Would any of the following help you to trust market research more?

- Seeing an industry wide accreditation such as a Market Research Society logo on invitations: 57.09%
- Recruiters / Companies being part of a scheme where you can verify their details: 47.27%
- When research companies are recommended by friends or family: 40.73%
- A central place to find information about what you should expect from Market Research: 40.36%
- Other: 3.09%
For participants who have not yet taken part in research - Awareness that there is an existing industry wide registration scheme for market research recruiters, which ensures that recruiters have training in key areas such as GDPR and project advertising?

- Yes
- No
Key Findings - Participants who have not yet taken part in a research session

Net confidence levels in all aspects of the research are consistent with participants who have taken part in research

57% of participants feel that they would trust market research more if they could see an industry wide accreditation such as a Market Research Society logo on invitations.

47% of participants feel that they would trust market research more if Recruiters / Companies being part of a scheme where you can verify their details.

80% of participants are not aware that a scheme like this already exists.
Contact us

Abi Churchly
Managing Director
Abi.Fuller@acumenfieldwork.com