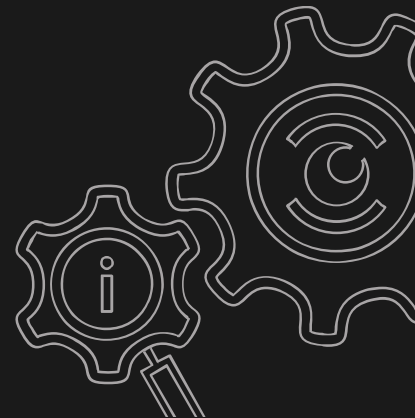
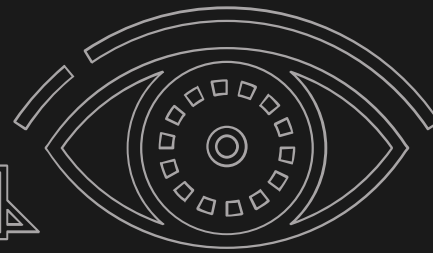
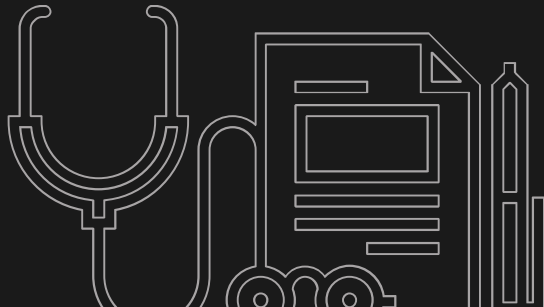
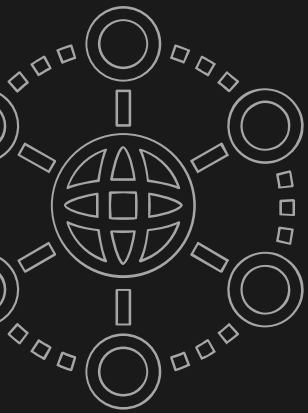




acumen

INTELLIGENT RESEARCH MANAGEMENT





**November 2022 – Recruiter Accreditation Scheme
Survey Results**

Total Participants: 2052

Prepared by:

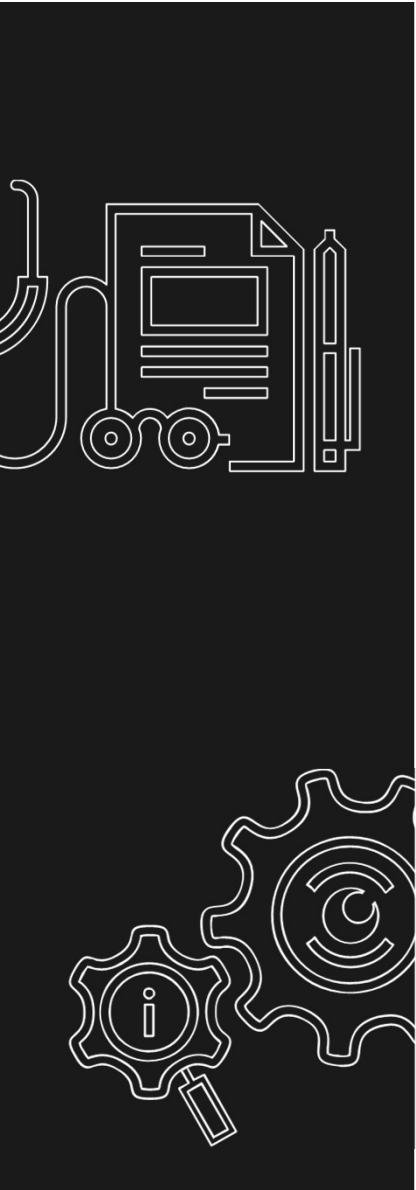
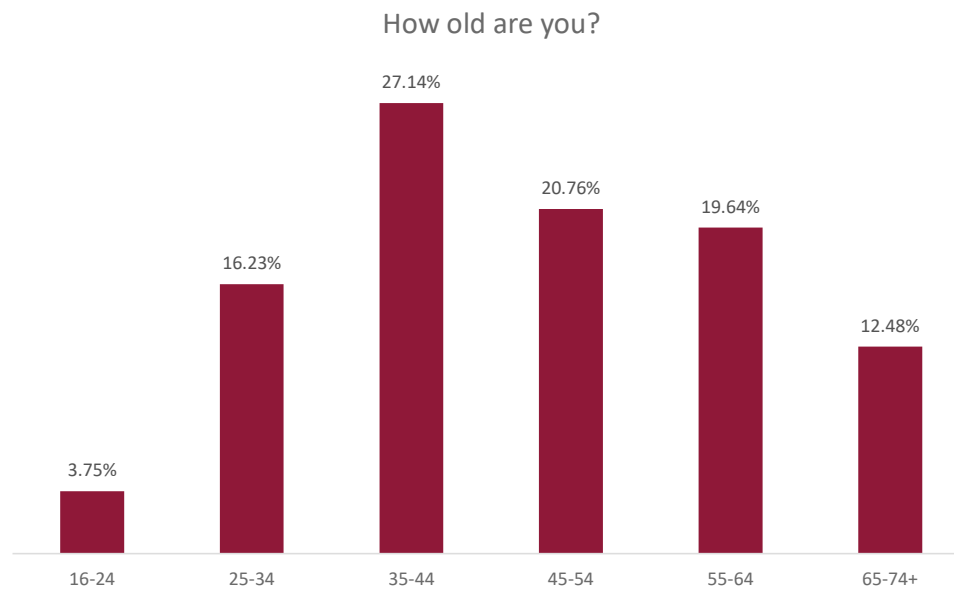
Abi Fuller

Managing Director

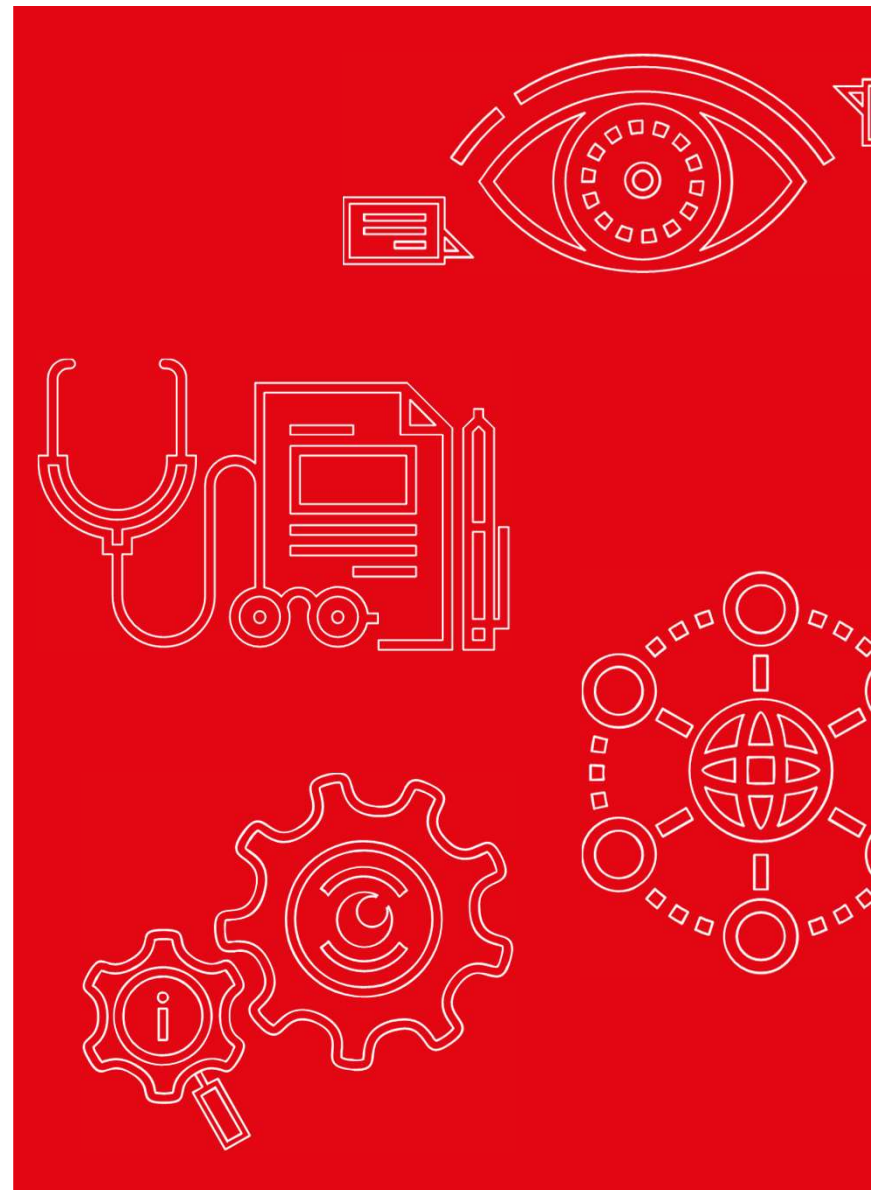
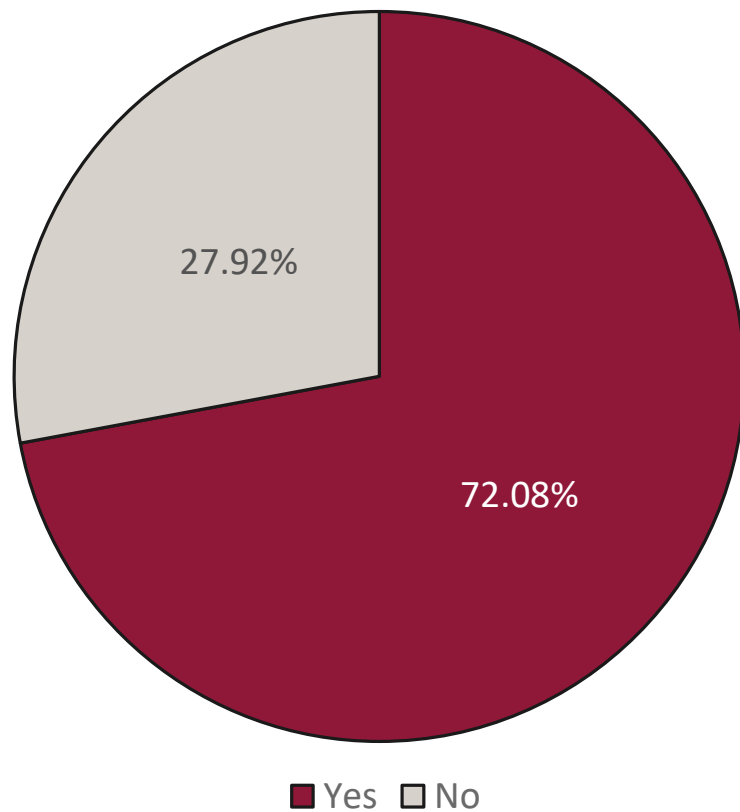
Acumen Fieldwork



Age Breakdown of survey responses

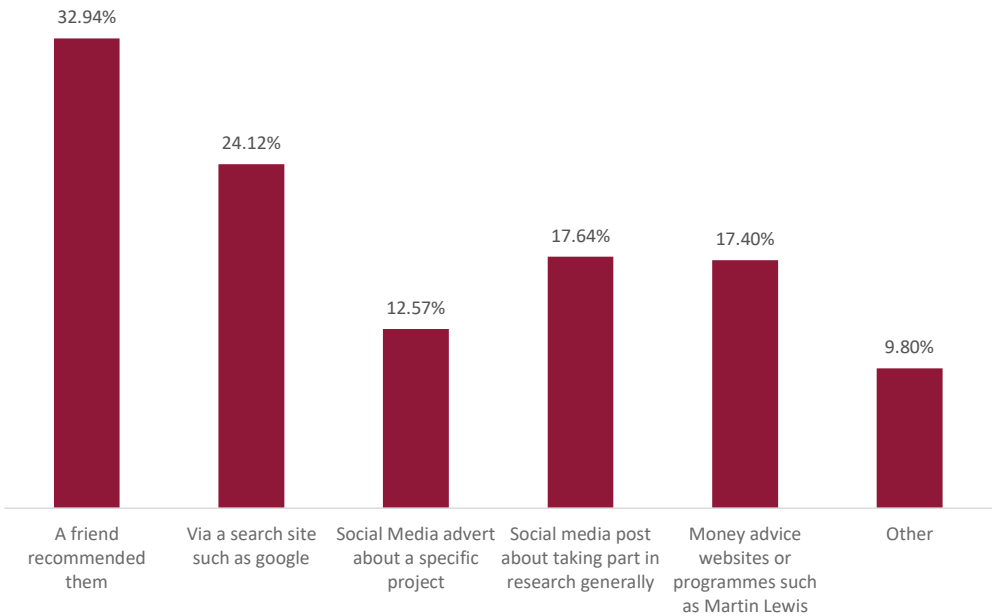


Have you previously taken part in a market research session?



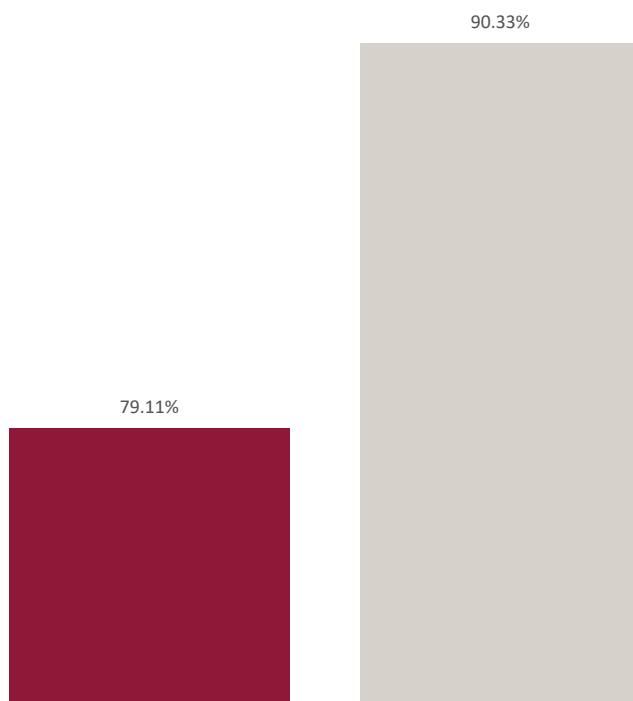


How did you hear about opportunities to take part in paid market research?

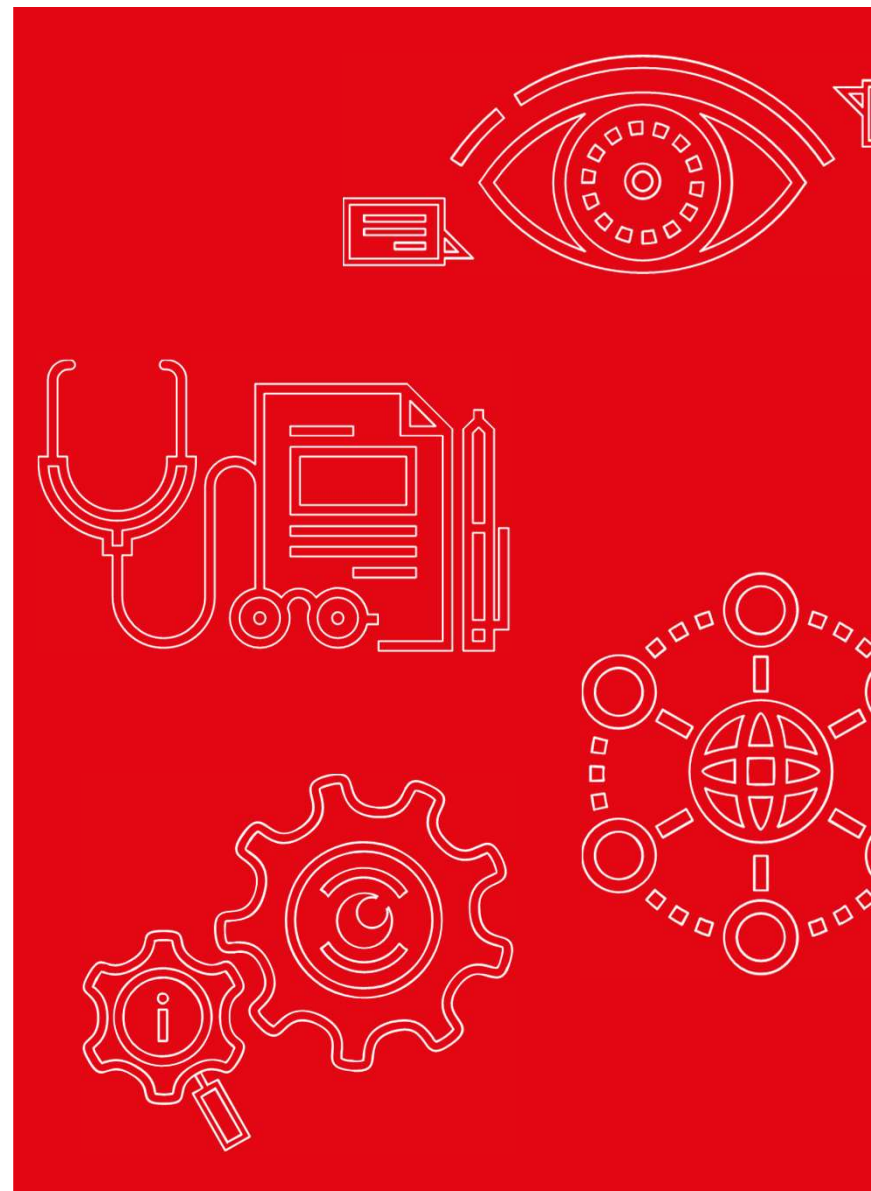


Net Confidence levels before and after taking part in research - I am confident that my data would be handled appropriately in line with GDPR

■ Before Taking Part ■ After Taking Part

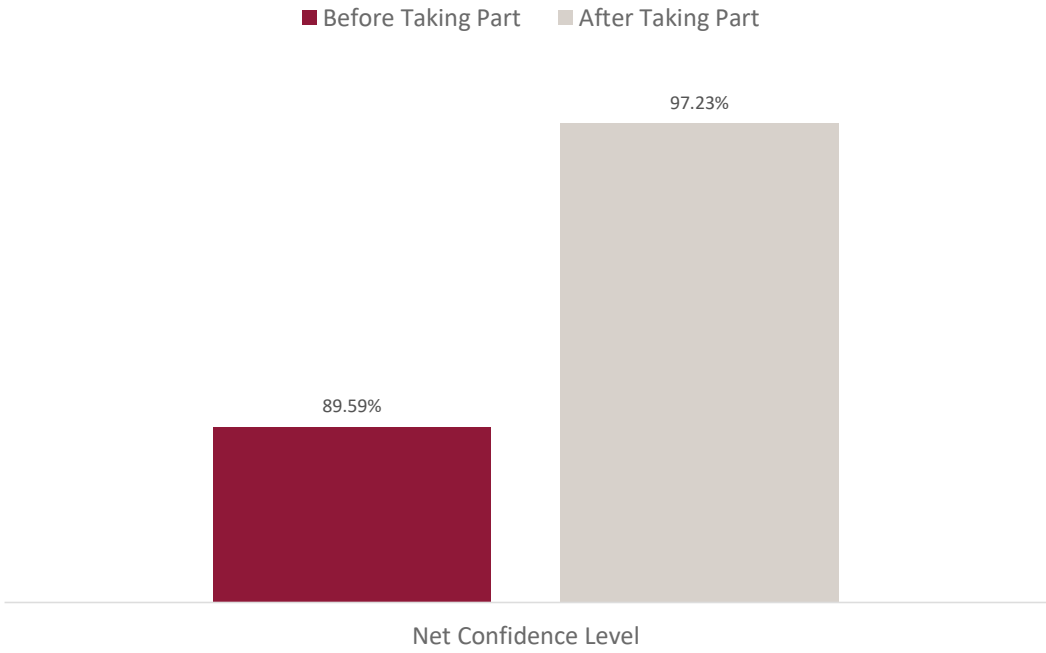


Net Confidence Level



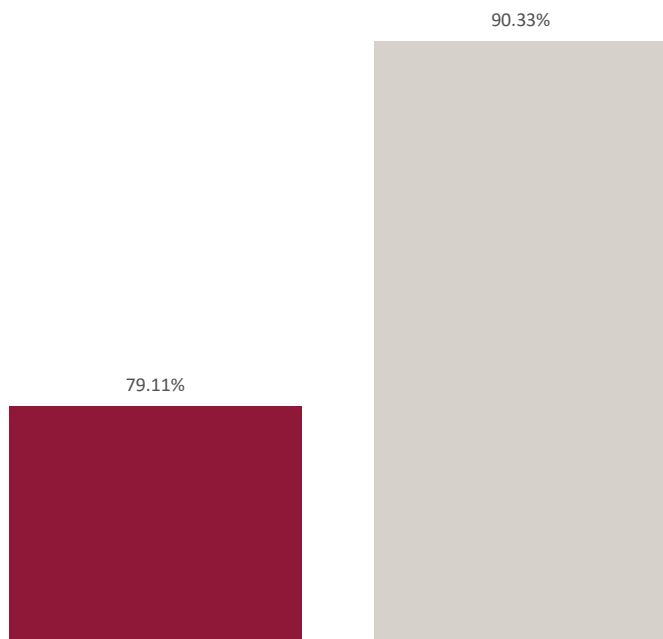


Net Confidence levels before and after taking part in research - I am confident that the research was legitimate (i.e. not a scam)

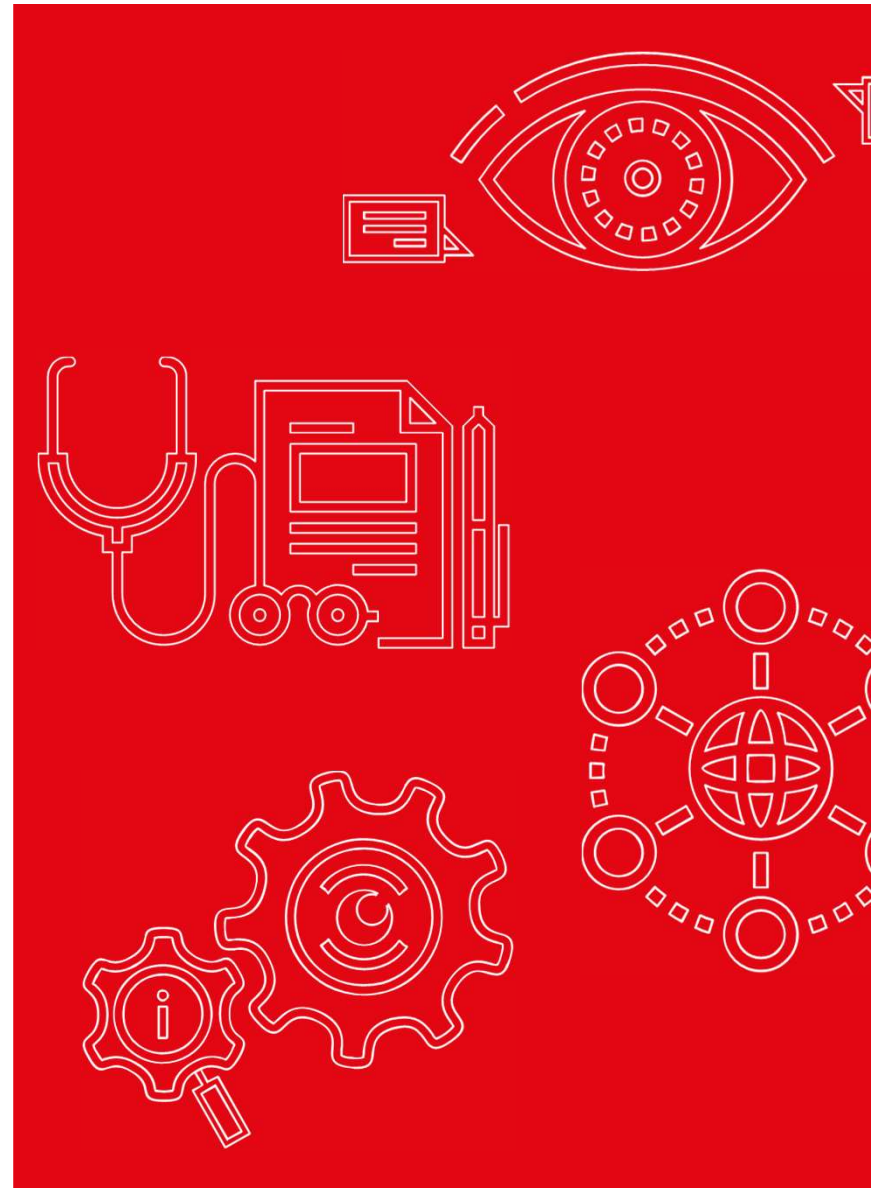


Net Confidence levels before and after taking part in research - I am confident that I would actually get the incentive as advertised

■ Before Taking Part ■ After Taking Part



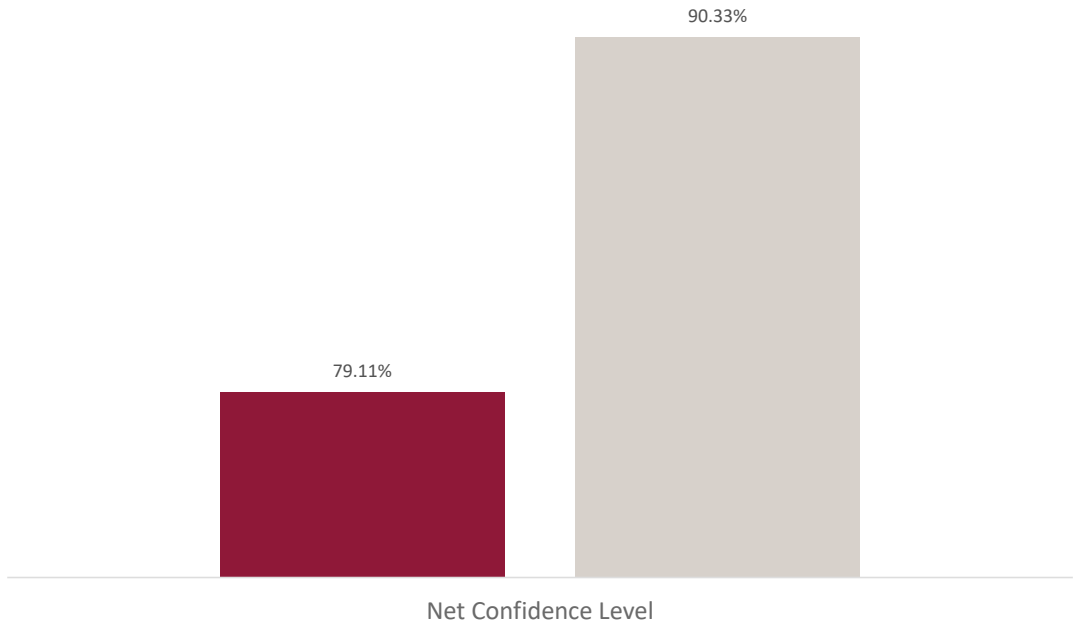
Net Confidence Level



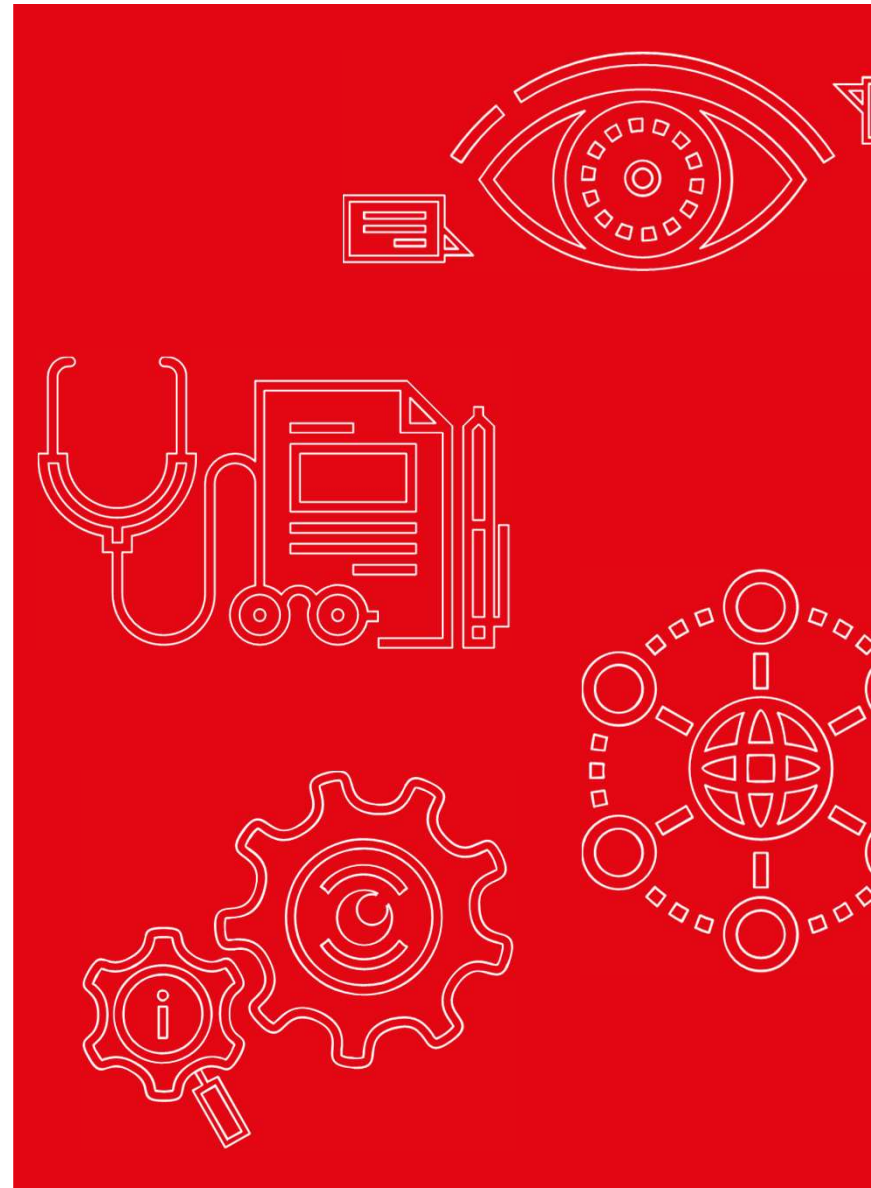
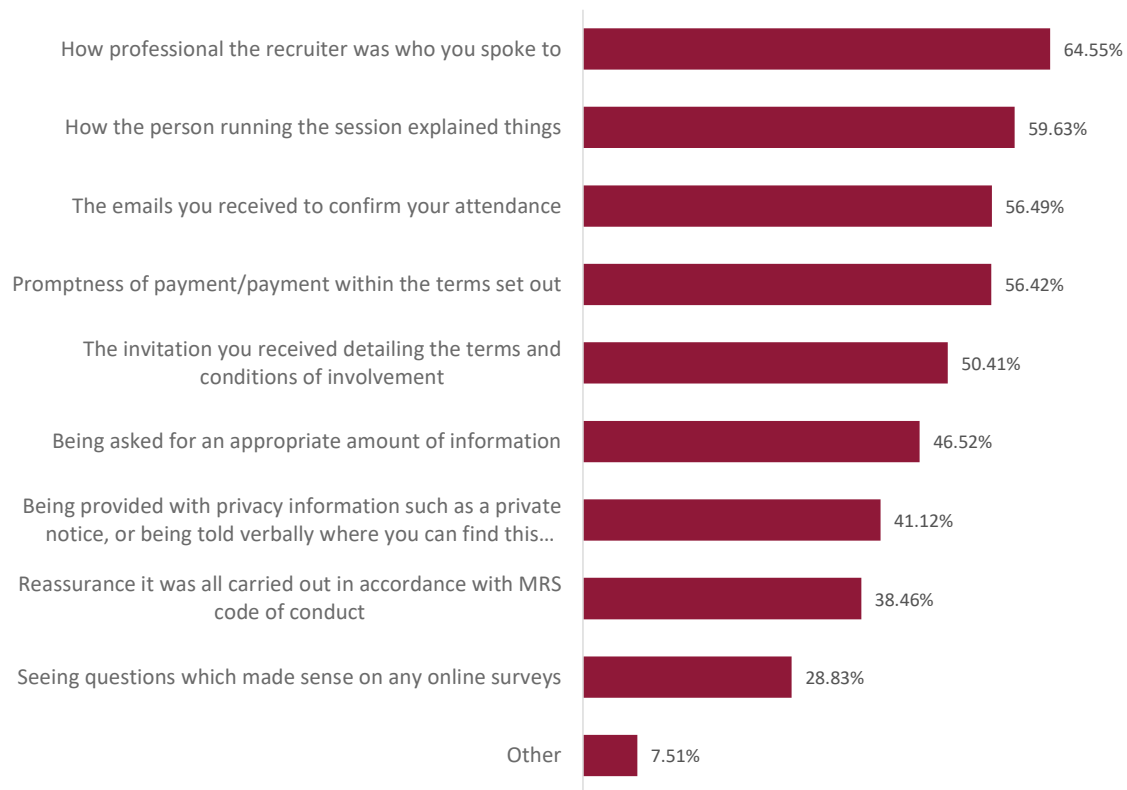


Net Confidence levels before and after taking part in research - I am confident that I would feel comfortable doing the interview, and capable of doing any tasks

■ Before Taking Part ■ After Taking Part

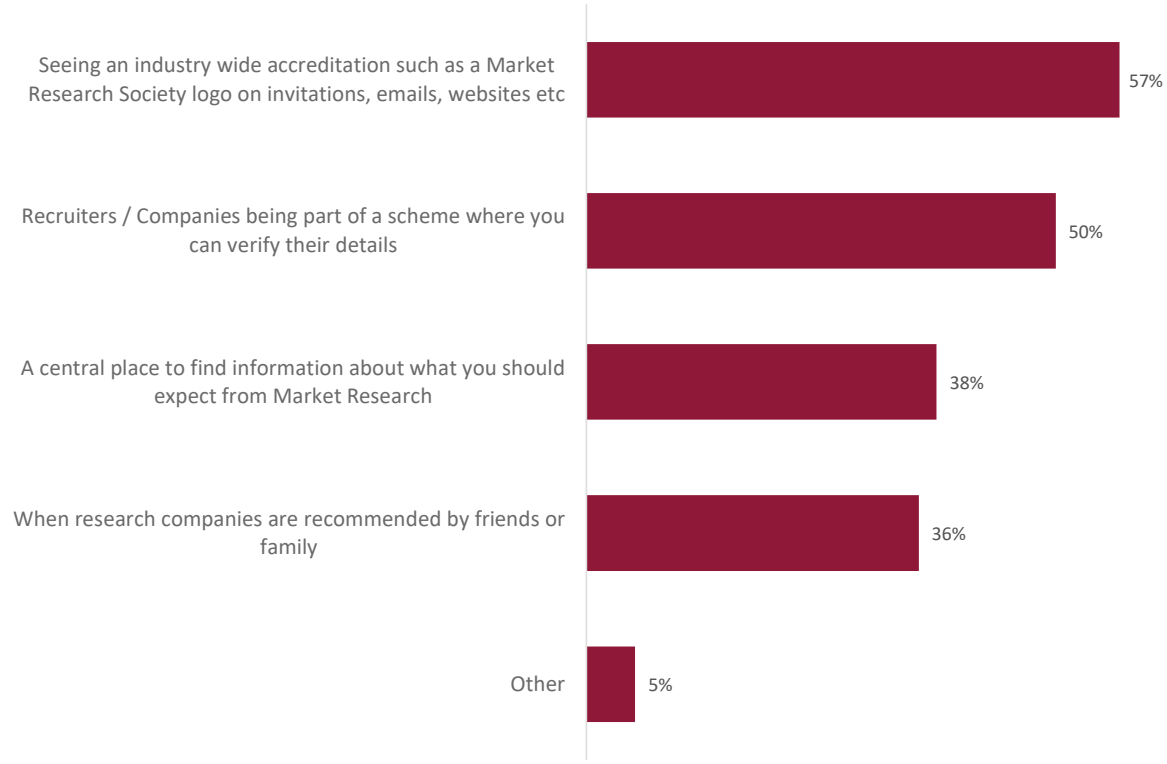


What was it that prompted the change in confidence level?



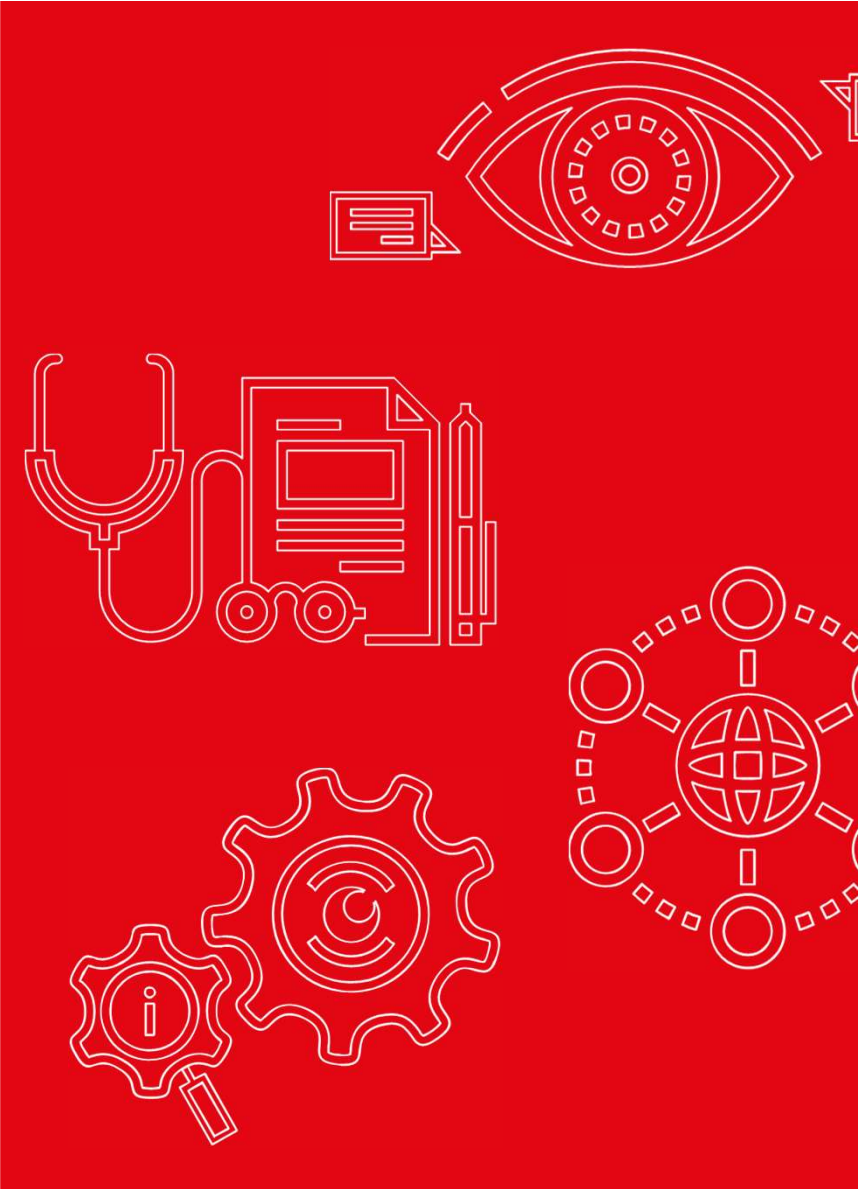
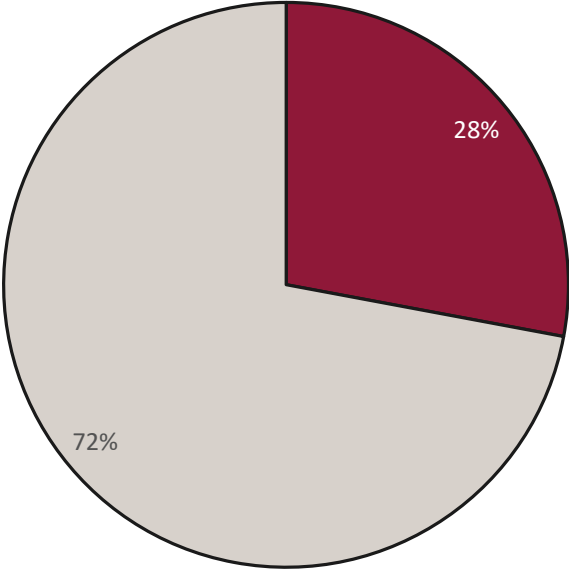


Would any of the following help you to trust market research more?



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

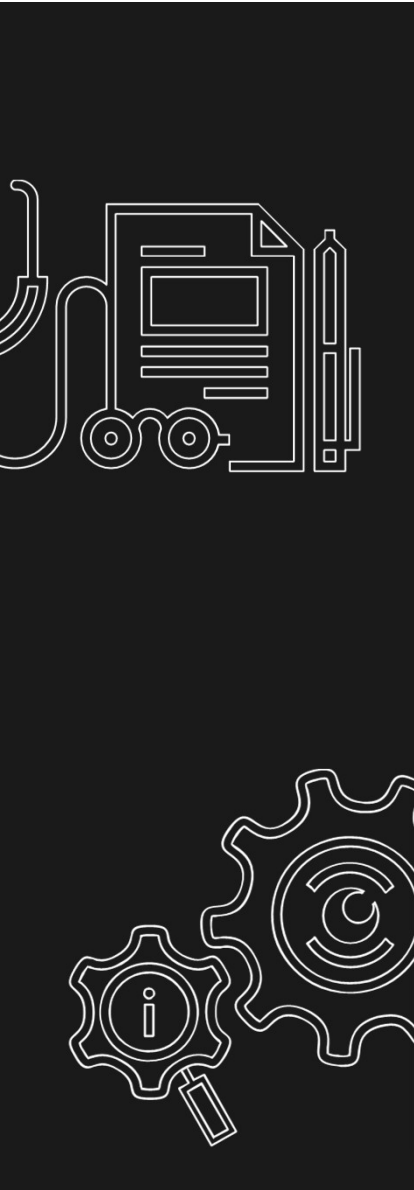
Net confidence levels in all aspects of the research process saw big increases before and after taking part in research.

Top 5 reasons for this:

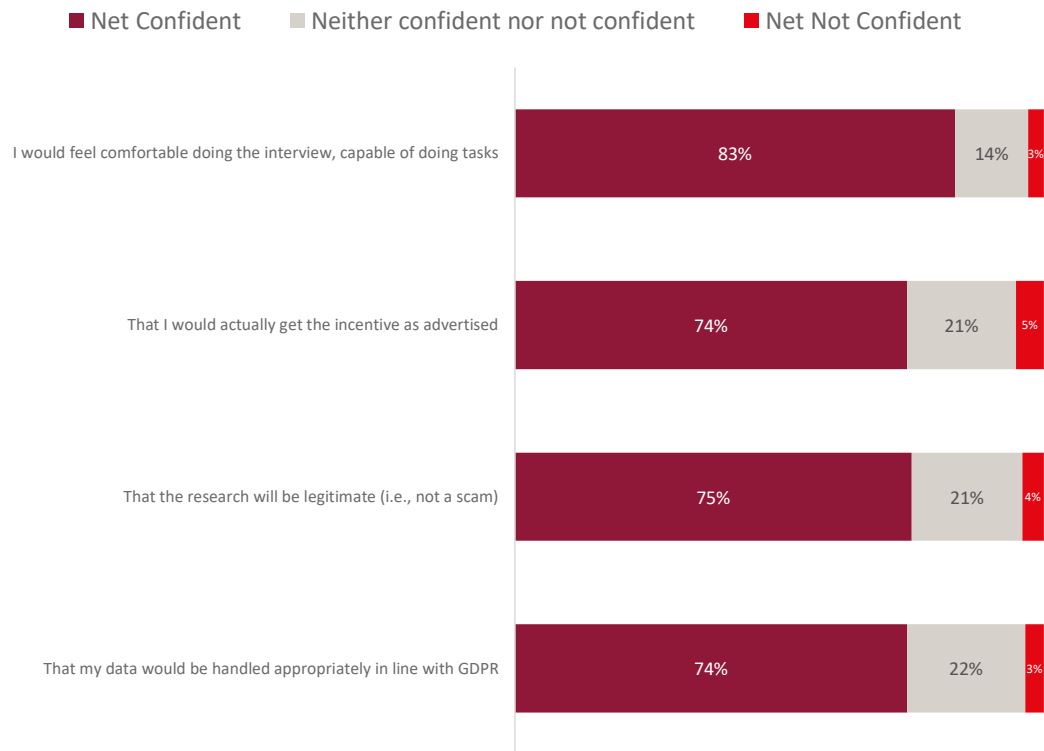
- How professional the recruiter was who you spoke to
- How the person running the session explained things
- The emails you received to confirm your attendance
- Promptness of payment/payment within the terms set out
- The invitation you received detailing the terms and conditions of involvement

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.

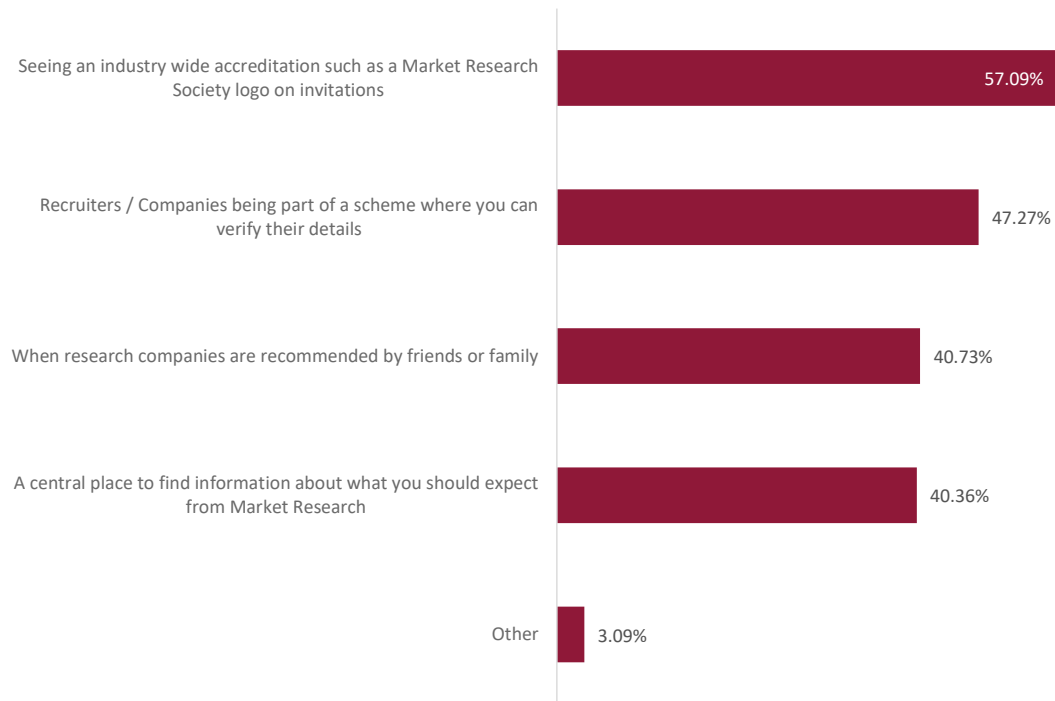
72% of participants are not aware that a scheme like this already exists.



Confidence levels in participants that have not yet taken part in research

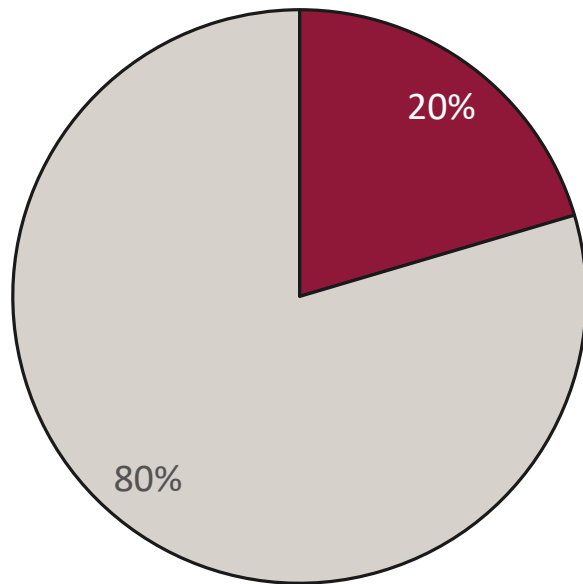


For participants who have not yet taken part in research - Would any of the following help you to trust market research more?



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.





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Contact us

