



roots
RESEARCH

Roots Research

**Your Reliable Quantitative
Research Partner**

 rootsresearch.co.uk

High quality sample and innovative solutions to reach it, are the keys to successful quantitative research. At Roots we've built our reputation on delivering the best possible sample for any methodology.

Here are some of the reasons we're the reliable research partner you can trust with your quantitative research.

TAKE PART IN RESEARCH™

Our sample

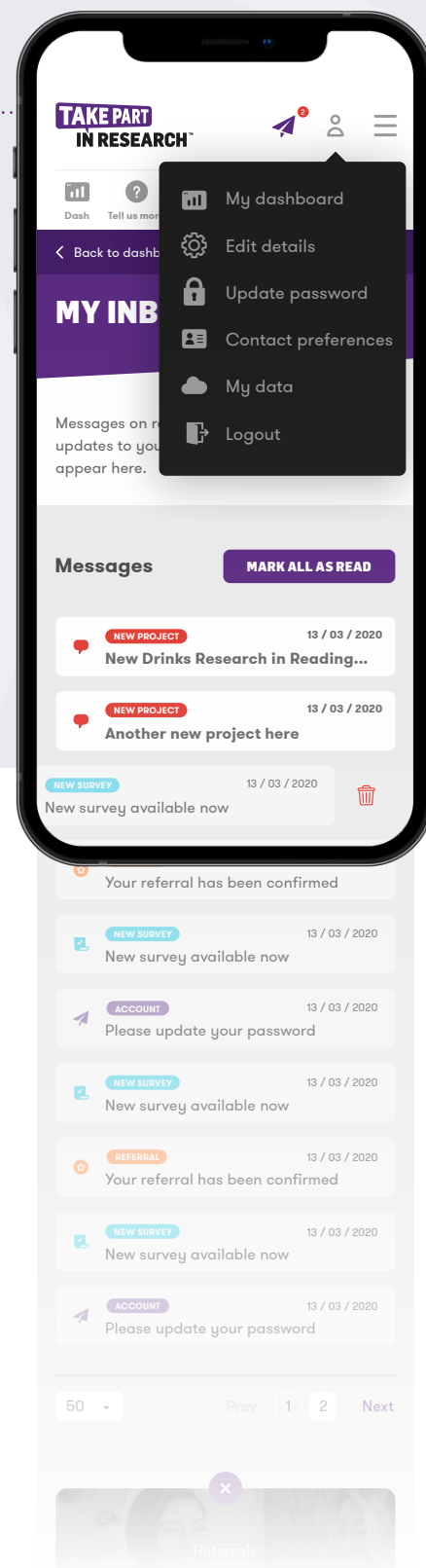
AT THE HEART OF OUR SOLUTIONS is Take Part In Research, a 400,000+ deeply profiled research panel. Our panellists are rigorously recruited and validated for quantitative research. So, you can be confident we'll find high quality respondents whatever your project.

Our solutions

WHETHER IT'S OFFLINE OR ONLINE, we can find the right solution for any research requirement. Using our panel, our partners, or free found sample, we'll innovate our approach to best fit your research requirements.

Our quality

ROOTS QUALITY PROCESSES are applied throughout our work. We apply superior standards of project management to every project. From briefing through to delivery, your dedicated project manager will support you every step of the way.





WE WORK WITH SOME BRILLIANT PEOPLE...

“Working with Roots is like a breath of fresh air. They are always available to talk through slightly unusual projects and help to offer solutions to sometimes unconventional recruits. Due to the high quality of recruitment, we have actually reduced the number of over-recruits, as we rarely have a no-show. Roots are diligent and are always keen to hear feedback, to hear how the fieldwork went and find out if there were any issues they can learn from, moving forward. It’s a pleasure to work with them.”

DR SARAH JENKINS

RESEARCH DIRECTOR, HEAD OF QUALITATIVE, MAGENTA RESEARCH



Finding the right market research participants

Successful insight and business intelligence starts with high-quality data obtained from the right audience. However, tracking down precisely the right respondents for your market research is tricky, and time-consuming. Luckily, Roots do all the hard work for you and, because we've got the infrastructure already in place, we can save you valuable time and money.

Working with Roots couldn't be easier. You create the research project, we'll find the participants, and the feedback will come rolling in.

If it all sounds like a well-oiled machine, it is. We've honed our recruitment methods down to the finest of fine arts.



We're solution driven and not locked into one channel to find our target. So, how do this?

✓ **WE HAVE A FANTASTIC
RESPONDENT
MEMBERSHIP SITE**

Beautifully designed and easy-to-use, the website of our sister company Take Part In Research (www.takepartinresearch.co.uk) receives up to 100 unique registrations a day from members of the public all around the country. It gives us a UK-wide active membership of 400,000 users – and speedy access to a huge volume of data. All our panellists are vetted and we have a rigorous respondent recruitment process which is driven by our deeper relationship with panellists.

✓ **WE USE
RECRUITMENT
PARTNERS**

Where we need to support our in-house efforts, we work with a UK-wide network of over 900 locally based recruitment partners that use a combination of their own networks and on-street recruitment.

✓ **WE'RE SOCIAL
ANIMALS**

We use Facebook, Twitter and LinkedIn to target specific audiences and to keep expanding our panel.

✓ **WE LOVE USING
CLIENT LISTS**

We can recruit from customer lists efficiently and professionally, whether by email or telephone. We always recruit from client lists in-house and never pass the data on to a third party to recruit.

✓ **WE DON'T REST ON
OUR LAURELS**

Of course, all research problems need different solutions. Being nimble at leveraging systems and resources is our speciality. Offline multi-source sample recruitment, global panel provision, multi-mode interviewing... we'll find the right approach to get the best responses from the audience.

Regularly taking part in both qualitative and quantitative surveys, our panellists enjoy the challenge of non-standard projects, such as IHUTS, longitudinal studies, mystery shopping, diary projects and passive data collection.



Working **with Roots**

From the questionnaire set up through to data delivery, our quantitative fieldwork specialists will advise on the right steps, best solutions and plug in the research services to ensure your project delivers your objectives.

PROJECT SET UP

Your dedicated project manager will co-ordinate the set up of the project, including optimising the questionnaire content for the audience and testing the online script.

For every project, you're assigned a dedicated project manager, who will go through the objectives and logistics with you and will support you every step of the way. Our team manage all projects from start to finish, closely communicating with you and our panellists and co-ordinating with any research service partners to deliver successfully every time.

FIELDWORK MANAGEMENT

After piloting or soft launching the project, the project manager will monitor and navigate the project through to successful completion, on time.

DATA DELIVERY

Finally, the project manager will check and provide the data output in the agreed format, or co-ordinate on the production of analysis.



Always ready to adapt

Of course, all research problems need different solutions. Being nimble at leveraging systems and resources is our speciality. Offline multi-source sample recruitment, global panel provision, multi-mode interviewing... we'll find the right approach to get the best responses from the audience.





WE WORK WITH SOME BRILLIANT PEOPLE...

"Roots Research are flexible, responsive and reliable. They provide excellent advice on what is feasible within the time and budget available, and have never failed to deliver on time and to the specification required. We rely on them to deliver our most challenging briefs and even under pressure, they are always a pleasure to work with."

RACHEL SKEVINGTON BRITTON
RESEARCH TEAM LEADER, COMRES

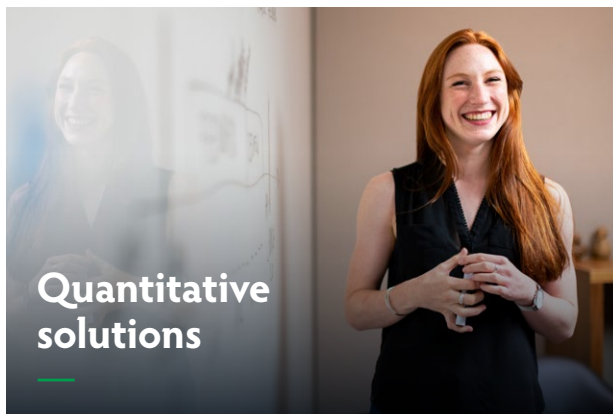


Our services

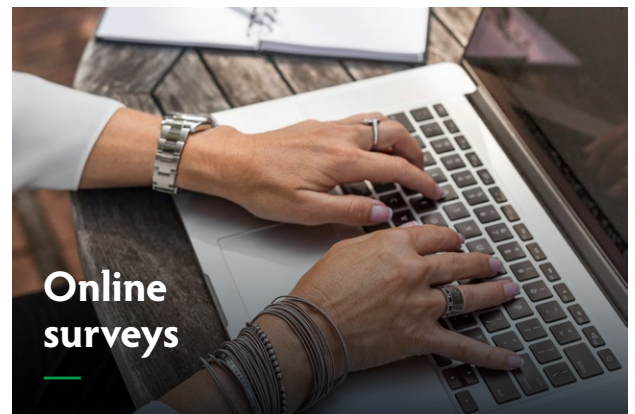
Every project is different. We'll take the time to fully understand your brief and create a bespoke solution. Designing all elements of the quantitative project to meet your needs.

From online surveys to telephone interviews; question scripts to project documentation; we're ready to deliver the research methodologies and support to make your project a success.

We're able to assist with any quantitative research, including;



- ✓ Exit interviews
- ✓ Product placements/iHUTS and other task based projects
- ✓ Telephone/CATI
- ✓ CAPI
- ✓ User testing
- ✓ In store
- ✓ Hall tests/taste tests
- ✓ Mystery Shopping
- ✓ Recruitment for custom panels and communities
- ✓ Passive data collection
- ✓ Voxpops
- ✓ Usability and website tree testing



We can deliver all elements of the survey process:

- 1 Scripting and hosting the survey
- 2 Mobile optimisation
- 3 Online sample for any target or global market using our proprietary panel, plus partners and other sources
- 4 Project management of UK and global fieldwork
- 5 Real time fieldwork monitoring
- 6 Translation of questionnaires and verbatims
- 7 Coding
- 8 Provision of data, tabulations or reporting tools
- 9 Written reports and presentations



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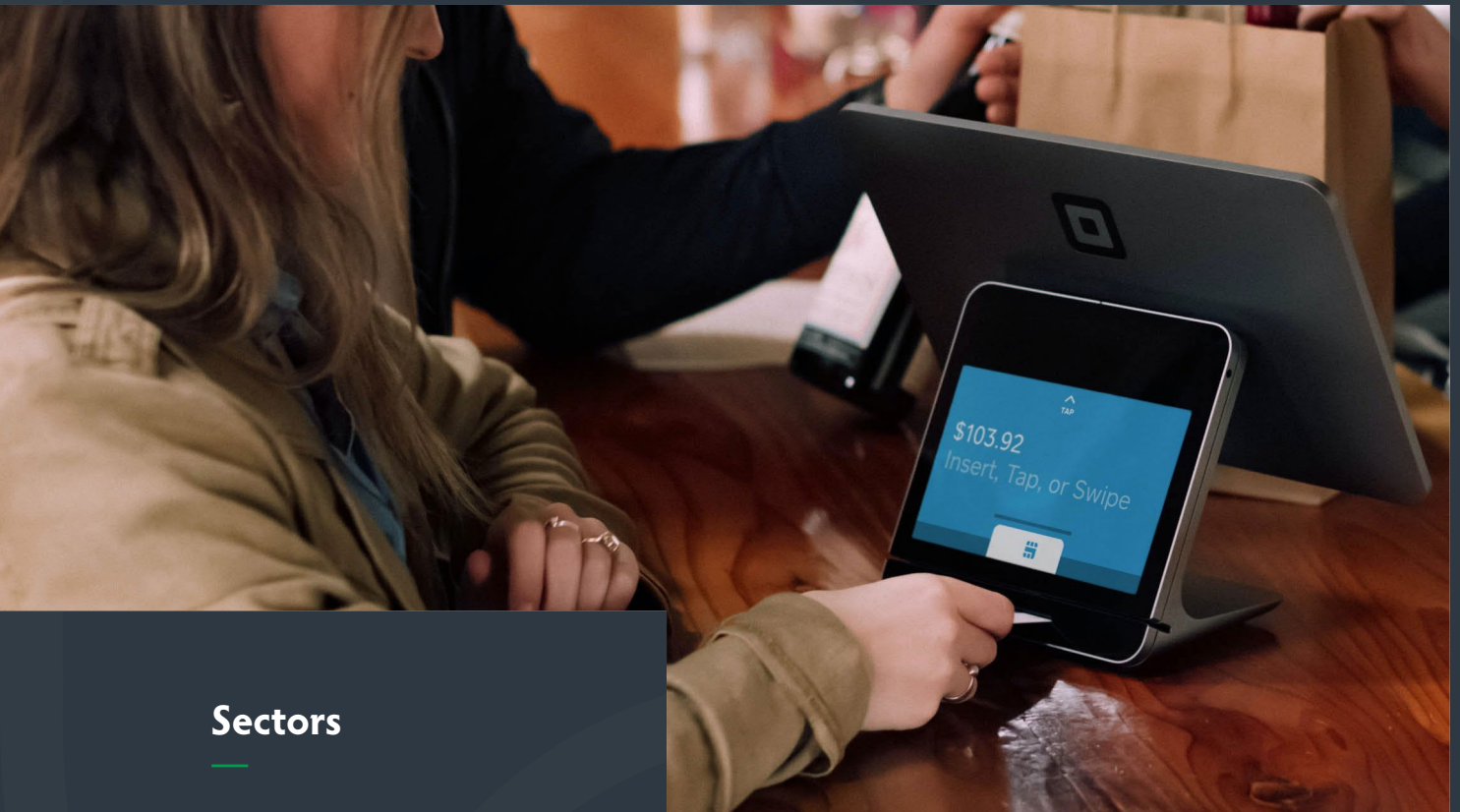
“We have worked with Roots Research for over four years. They are quick at turning around high quality recruitment in hard-to reach locations, often off the beaten track for typical market research projects, involving on-street as well as database recruitment. They are a professional agency and are consistently able to deliver recruitment at very short notice. They are exceptional at project management, and see the projects through from start to finish. We would highly recommend them.”

SOPHIE HORRELL
CTF PARTNERS



Our experience

We specialise in taking on the less typical and more challenging projects. Whatever your sector or project, we're ready to provide everything you require to make your research a success.



Sectors

- ✓ Consumer
- ✓ FMCG
- ✓ Healthcare
- ✓ Finance
- ✓ Media
- ✓ Automotive
- ✓ Utilities/Energy
- ✓ High Net Worth Targets
- ✓ B2B Audiences

Applications

- ✓ Customer segmentation
- ✓ Brand tracking
- ✓ Ad testing/tracking
- ✓ Concept testing/optimization
- ✓ Message and communications testing



A photograph of two men sitting at a desk, working on laptops. The man in the background is wearing a red and black plaid shirt over a white t-shirt and is smiling while looking at his laptop. The man in the foreground is wearing a light blue shirt and is looking at his laptop. The background is slightly blurred, showing a modern office environment with large windows.

Our Certifications

At Roots, we're proud to be certified and compliant with all the latest guidelines and legislation. So, you know we're ready to deliver excellence with integrity.



ESOMAR



CASE STUDY:

Finding and working with representative population sample

THE PROJECT

Havas People, a leading UK communications agency, wanted to understand how perceptions of the local Police Constabulary varied between White British and BAME residents of Lancashire.

The aim was to help to identify the challenges and barriers to attracting BAME applicants for roles within the Constabulary.

THE PROFILES

The client needed support with the recruitment and fieldwork of 500 respondents within set postcode areas in Greater Lancashire. This included three challenges:

- ✓ The key target audience of BAME participants was very low incidence
- ✓ It was essential that participants were representative across gender, age and education level
- ✓ Strict location eligibility criteria meant that our sample would have to be carefully selected from a large pool of respondents

THE PROCESS

The low incidence of the target profile in the area meant that we had to look at alternatives to our primary method of recruitment, our panel. We used several other methods including targeted digital marketing campaigns and engaging with local groups and networks to generate organic traffic.

THE OUTCOME

We provided the client with the results as a cleaned data file containing top-line figures for further analysis. These results were consistent with their primary research and reinforced their findings. Next, we organised follow-up focus groups to add additional depth and understanding from a carefully selected group of survey respondents.

THE FEEDBACK

"Extremely good collaboration with Roots, great level of support throughout the project, they really went above and beyond."

LISA MAI, SENIOR RESEARCH CONSULTANT AT HAVAS PEOPLE

CASE STUDY: **ONLINE SURVEYS**

A new online physiotherapy tool

THE PROJECT

A health and fitness client wanted to collect feedback on a new online physiotherapy tool they were developing. This involved conducting online surveys with both physiotherapy patients and Physiotherapists to get their perspective and find out whether they would use and recommend the tool.

THE PROFILES

The client wanted to achieve 200 survey responses from current or previous physiotherapy patients, over the age of 50. This needed to include a mix of ages and genders.

They also wanted to achieve between 50–100 survey responses from Physiotherapists. This needed to include Physiotherapists that work for the NHS, in private settings and across both these sectors.

THE PROCESS

We recruited the physiotherapy patient profile via our panel and onboarded participants who fitted the relevant demographic criteria. The survey took 10–15 minutes for participants to complete. We were able to achieve 200 responses and hit the necessary demographic quotas.

We recruited the Physiotherapist profile via our panel, as well as through desk research. We were able to achieve 96 responses, reflecting a mixture of Physiotherapists working for the NHS only, in Private settings only and those working across both sectors.

THE OUTCOME

Using the insights provided by both patients and clinicians, the client was able to adapt and upgrade the online physiotherapy tool.

KEY FIGURES:

200
Responses

96
Physiotherapist
profile responses

RESEARCH METHODOLOGY



Online Surveys



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GET IN TOUCH

Contact **Roots**

We'd love to hear from you, even just to ask a few questions or to discuss how we can help your business.

Phone +44 (0) 1273 617 132

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Business rfq@rootsresearch.co.uk

rootsresearch.co.uk