



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

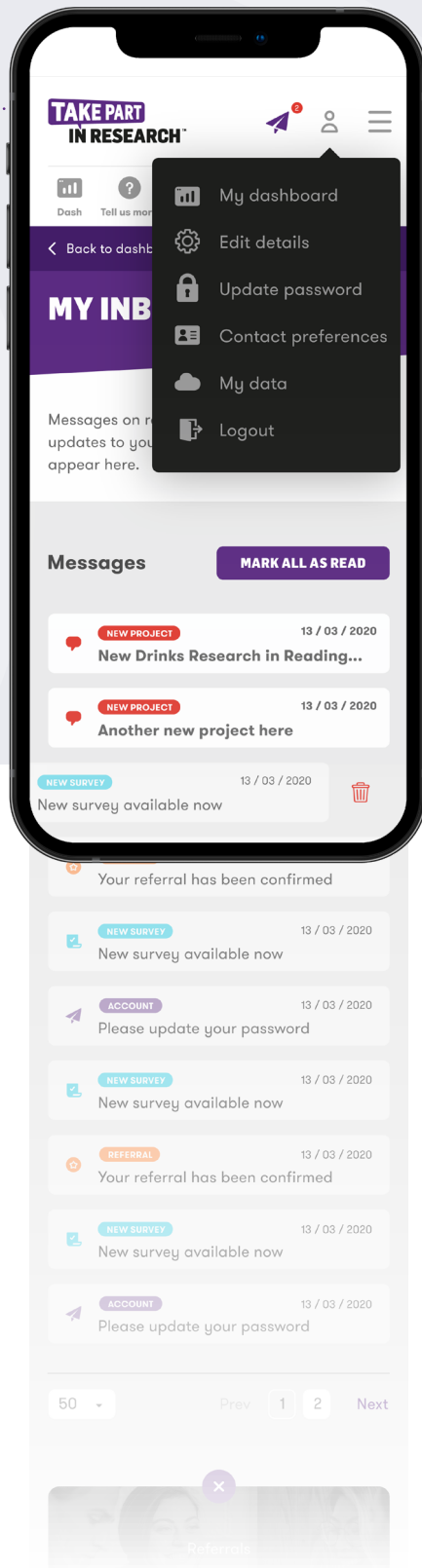
AT THE HEART OF OUR SOLUTIONS is Take Part In Research, a 500,000+ deeply profiled research panel. Our panellists are rigorously recruited and validated for quantitative research. So, you can be confident we'll find high quality respondents whatever your project.

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 and www.takepartinresearch.com) receives hundreds of unique registrations a day from members of the public all around the world. It gives us an active membership of over 500,000 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 global network of over 1000 locally based recruitment partners that use a combination of their own networks and on-street recruitment.
- ✓ WE'RE SOCIAL ANIMALS

We use Facebook, Instagram 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.

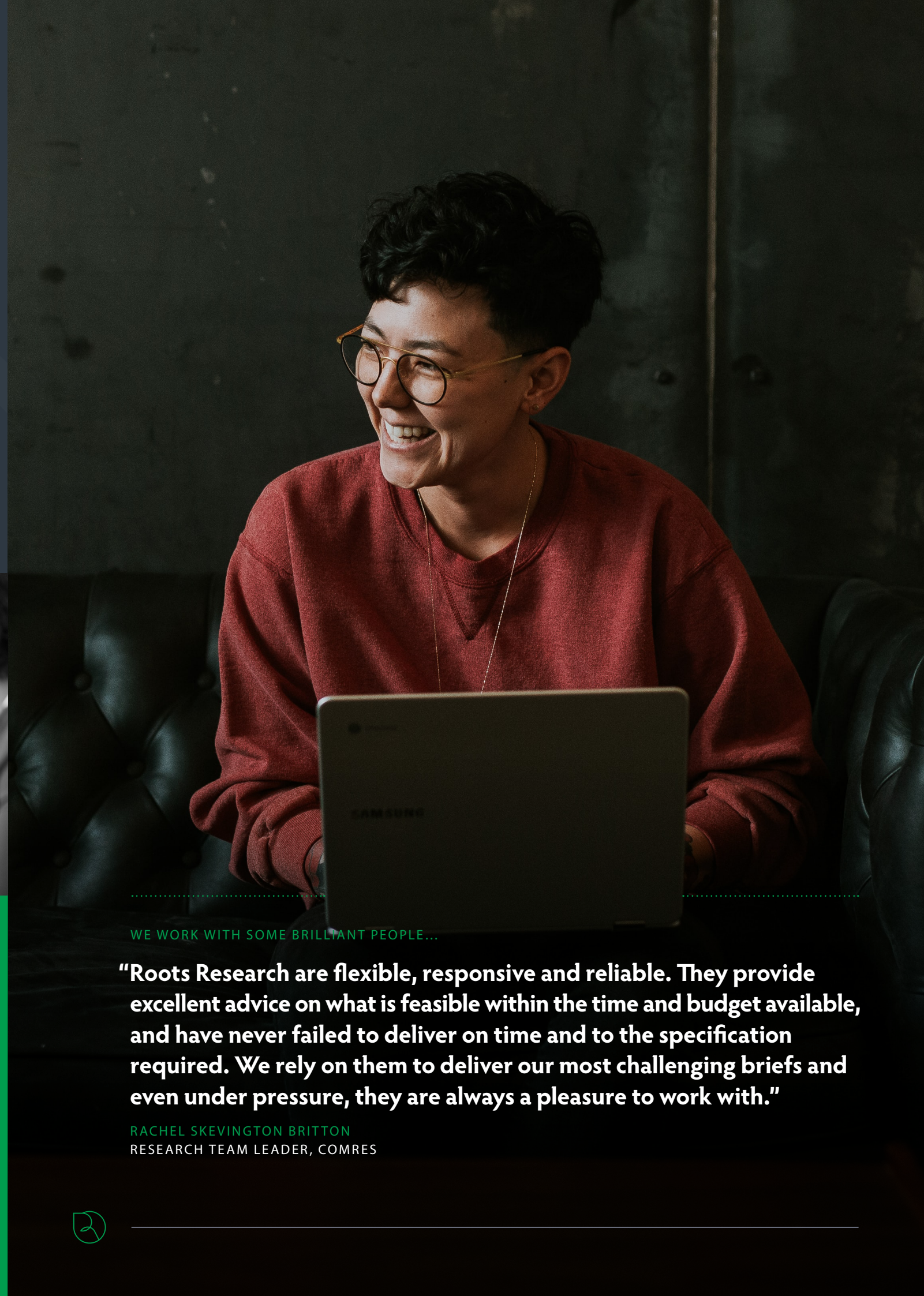
DATA DELIVERY

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

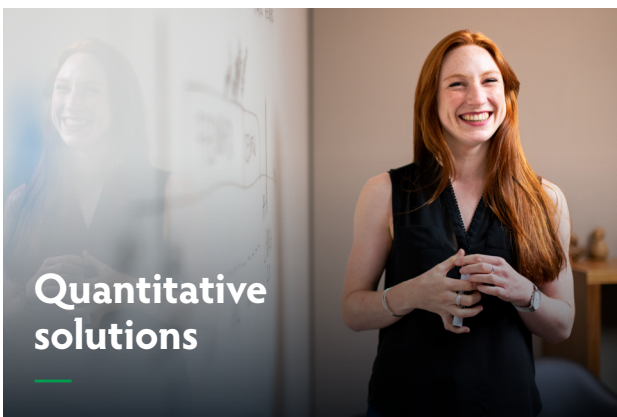


Our services

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;



Quantitative solutions

- ✓ 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



Online surveys

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, US, 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

WE WORK WITH SOME BRILLIANT PEOPLE...

"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



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





roots
RESEARCH

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

Enquiries enquiries@rootsresearch.co.uk

Business rfq@rootsresearch.co.uk

rootsresearch.co.uk