

Market Research Interviewer

A market research interviewer asks people their opinion on a range of topics; this could be on the quality or popularity of consumer goods, or on matters of public interest. They collect the answers and pass these on to companies and organisations to use.

The Work

You could be:

- approaching people individually or in groups (focus groups)
- approaching people on the street, by telephone, by email, at home or at work
- explaining to people you interview what the information will be used for
- asking people questions from a list and noting down their answers
- asking people to complete a questionnaire
- recording the information on paper, on computer or on video
- helping to prepare questionnaires and to analyse the results
- using the internet to do any necessary homework beforehand
- in some jobs, encouraging people to buy a particular product.

Market research topics include:

Consumer attitudes – opinions on price, quality, after sales service and availability of goods and services. Assessing, for example, the popularity of television programmes or loyalty to a particular brand of butter. Predicting the future success of new products.

Specialist trends – such as the machinery and raw materials which factories buy in, or the medicines which doctors choose to prescribe.

Social trends – opinion on issues such as politics, unemployment, crime rates, race and sex discrimination, sources of energy, health and housing.

Pay

The figures below are only a guide. Actual salaries may vary, depending on:

- where you work
- the size of company or organisation you work for
- the demand for the job.

Starting pay ranges from around £12.00 an hour, rising with experience to around £14.00 to £18.00 an hour. You may also get a mileage allowance and might be able to earn a performance related bonus.

Conditions

- You might work in shopping centres or in stores, or you could be standing out in the street in all kinds of weather.
- You might be cold-calling people (approaching people who have not been involved before) at their homes door-to-door, or on the phone.
- You will travel about.
- You may have to work irregular hours, including evenings and weekends.
- Many jobs are temporary and part time.
- You have to work to deadlines and meet targets.
- Some of your pay might depend on commission.

Getting In

- You do not usually need formal qualifications. Communication skills and enthusiasm tend to be more important.
- Computer skills are useful.
- It helps to have a driving licence.
- You may need your own transport and an internet connection.
- Previous experience of dealing with the public is useful.
- Most jobs are with market research agencies.
- There are also jobs in local government and the Scottish Government, and in the market research departments of commercial firms.

What Does It Take

You should have:

- excellent communication skills
- resilience, to accept rejections
- self-confidence
- good attention to detail
- good record keeping skills.

You should be:

- smartly presented
- self-motivated
- friendly and polite
- tactful
- objective
- observant, with excellent listening skills.

Training

- Training is mainly on the job.
- [The Market Research Society \(MRS\)](#) offers qualifications in market and social research practice at Certificate, Advanced Certificate and Diploma level, which can be completed by distance learning.

- The MRS website lists [accredited centres](#) that offer these qualifications.

Getting On

- You may specialise in a particular area such as social surveys, consumer habits, or executive interviews.
- You can apply for promotion to senior interviewer, supervisor and area manager.

Contacts

Association for Qualitative Research (AQR)

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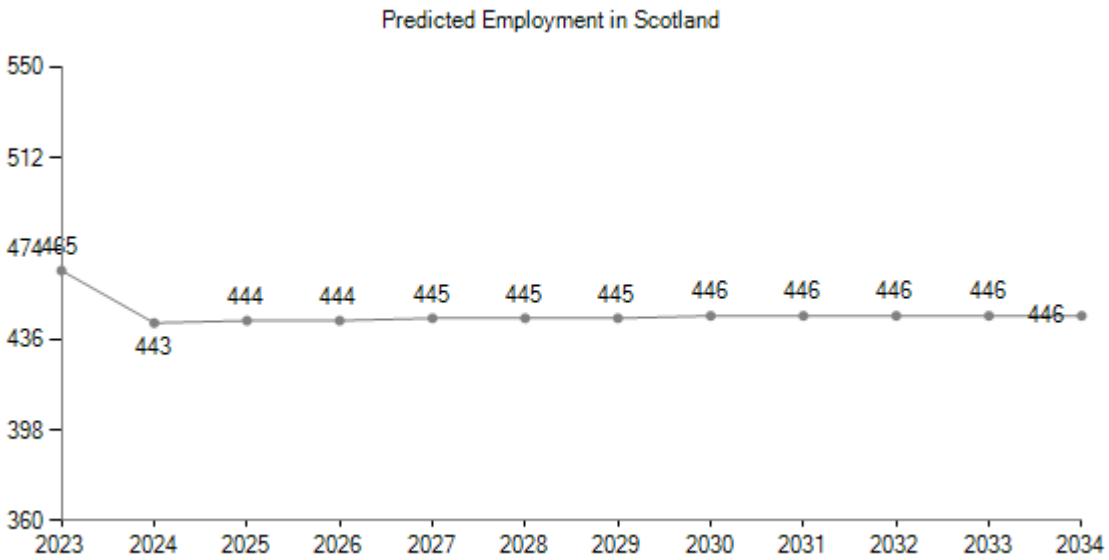
X: @AQRUK

Statistics

Employment Status : Not available this career.

Past Unemployment - Scotland

No Claimant statistics available for Scotland.



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