



Market Research Interviewer

Market research interviewers help to ensure that research undertaken by organisations is effective.

They ask questions of people relevant to the product, business or subject being researched. There are three main research areas:

- consumer research - covering goods and services sold to the public
- industry or 'business to business' research - covering goods or equipment sold by a business to other businesses
- social and political research - covering issues which help plan government policy.

Market research interviewers work different hours, according to each project - daytime hours for some jobs, late afternoon and evening for others. Many work part time or carry out market research alongside other types of work. Work is office based for telephone interviews, or outdoors in all weathers for home visits or interviewing in public places, eg shopping areas.

A market research interviewer should:

- be friendly, confident, courteous and tactful
- have good communication skills
- be well-organised, with legible handwriting and the ability to work with facts and figures
- have good health, stamina and perseverance
- enjoy talking to people in different places and situations
- like collecting information carefully and accurately.

There are no formal academic requirements for the job, although we tend to look for people with good literacy and numeracy skills. There is no upper age limit for interviewers. Reliable market research interviewers are likely to be offered more opportunities for work.

Training for interviewers is on the job, usually involving a short, intensive training course initially, covering all aspects of the work. New interviewers usually carry out their first interviews accompanied by an experienced interviewer or supervisor.

Complete the online application form if you are interested to know more.

Contact Details:

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