Paid Market Research - Focus Groups, Depth Interviews & Surveys

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The market research industry relies on consumers and businesses to take part in market research studies. To help with this, market research agencies sometimes offer paid market research via incentives in return for completing surveys (normally online) or taking part in group discussions or depth interviews (face to face).

Normally, traditional market research focus groups pay the most per session, but you're limited to a few a year. All it involves is giving opinions on the chosen subject, and in return you can sometimes be paid anything from Â£30 to Â£50 (the average group lasts 1.5 hours).

Research companies randomly select people to take part in market research but it is possible to sign up to say that you are interested in taking part.

DJS Research Ltd is a full service market research agency (and the main contributors to this site) and they are happy to hear from consumers who want to take part in research. To join their market research insight panel and for the chance to get paid for market research, please sign up here: DJS Research Ltd Insight Panel