RYO

REWARD YOUR OPINIONS
LIMITED



COMPANY CAPABILITIES | 2026

Panel Book

Real people. Clear fieldwork. Dependable evidence.

WHO WE ARE

Research delivery, grounded in accountability.

Reward Your Opinions Limited is a UK market research company supporting research teams with audience access, survey technology and online fieldwork services.

30k+

Online research projects supported, as reported in our company profile

Global

Panel members and supply relationships across international markets

3

Core audience practices: Consumer, Business and Healthcare

1 team

From questionnaire build and sourcing through fieldwork and handover

OUR FOCUS

Real participants, clear communication and useful data delivered with care. Feasibility, source mix and controls are confirmed for each study rather than treated as one-size-fits-all.

CAPABILITIES

Specialist support across the research workflow.

01 SAMPLE

Online sample & distribution

Feasibility, quota planning, invitation management, controlled source blending and live fieldwork monitoring.

02 BUILD

Questionnaire programming

Responsive survey builds, complex logic, localisation, test links, soft launches and structured QA.

03 DIGITAL

Research website design

Recruitment pages, study microsites and research communities designed for clarity, trust and mobile access.

04 GROWTH

User acquisition

Permission-led recruitment campaigns, source evaluation, onboarding flows and ongoing quality monitoring.

Services can be commissioned individually or combined into an end-to-end delivery plan with clear ownership, milestones and escalation paths.

AUDIENCE PRACTICES

Broad coverage. Precise targeting.

We support general-population research and specialist audiences. Availability is validated against market, incidence, quotas, interview length, device and timing before launch.

CONSUMER

Everyday perspectives

General population, category users, buyers, households, lifestyle segments and defined demographic profiles.

BUSINESS

Working knowledge

Professionals, business owners, decision-makers and industry specialists across company sizes and functions.

HEALTHCARE

Lived and clinical experience

Patients, caregivers and healthcare professionals subject to appropriate screening, consent and local requirements.

GLOBAL DOES NOT MEAN GENERIC

Market availability, recruitment method, profile depth and realistic field timing vary. We provide project-specific feasibility and agree source restrictions before fieldwork.

QUALITY FRAMEWORK

Quality is a chain, not a checkpoint.

Controls are selected according to project risk and considered together. Important decisions and exceptions should be explainable.

Identity & eligibility

Contact validation, duplicate controls, device/IP review, location consistency, profile comparison and specialist screening.

Questionnaire QA

Logic, routing, quotas, labels, redirects, mobile rendering, data structure and end-to-end records tested.

Behavioural signals

Interview duration, consistency, straight-lining, open-end quality, non-response and participation history reviewed in context.

Live field oversight

Quota pace, conversion, source mix, dropout, rejection signals and unusual shifts monitored while live.

Source governance

Approved sources, project transparency, performance review and stable blending for trackers where agreed.

Privacy & confidentiality

Data minimisation, controlled access, secure transfer, appropriate retention and clear privacy information.

Public Quality Standards: rewarduopinions.com/quality-standards.html. No third-party certification is claimed unless a current certificate is expressly provided.

DELIVERY MODEL

A clear path through every project.

DISCOVER	**Define the real need**	Target, market, method, sample size, incidence, quotas, LOI, timing and quality expectations.
DESIGN	**Build the field plan**	Feasibility, sources, questionnaire ownership, milestones, status definitions and reporting.
VALIDATE	**Test before scale**	Programming QA, link checks, end-to-end records and a controlled soft launch when appropriate.
DELIVER	**Monitor in real time**	Quotas, source mix, behaviour, conversion and emerging risks with clear communication.
DEBRIEF	**Close with confidence**	Reconciled completes, agreed metrics, documented exceptions and project handover.

Useful inputs: countries, target, completes, incidence, LOI, quotas, devices, languages, exclusions, field dates and specialist validation.

GOVERNANCE

Trust needs practical safeguards.

Privacy by design

- Collect only what is reasonably needed.
- Explain purpose, data use and choices.
- Separate identifiers where practical.
- Control access, transfer and retention.

Participant respect

- Voluntary participation and appropriate consent.
- Reasonable burden and clear incentives.
- Support for questions, rights and complaints.
- Extra safeguards for vulnerable groups.

Public policies

Privacy Policy, Cookies Policy, Terms & Conditions and Quality Standards are available on our website.

Buyer transparency

Our ESOMAR 37 Questions response covers company profile, sources, sampling, validation, policies and metrics.

Project-specific client instructions and applicable local law may require additional safeguards. Privacy and compliance roles are confirmed in the relevant agreement or study notice.

WORK WITH US

Tell us what you need to learn.

Share the market, audience, incidence, interview length, sample size and timing. We will turn the brief into practical next steps.

START A PROJECT CONVERSATION

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