Crown
Commercial
Service

RM6018 Research Marketplace scope overview

The Research Marketplace system has four key filter stages. You can select as many or as few filters as you require.

Filter one: Subject Area

Business	Communications	Finance	Health	Sector	Social
Business Taxation Competition, markets and mergers Economics Emerging Markets Employment Productivity Recruitment Trade Training and skills Supply chains Innovation	Ad testing/ development Campaign planning Corporate narrative Events/Conferences Media (Broadcast) Media (Mobile) Media (Online) Media (Print) Media relations Social Media Campaign/communications evaluation	Accountancy Compliance with HMRC Credit Usage Debt Advice Finance/Investment – Business Finance/Investment – Personal Financial Advice & Guidance Financial Capability Financial services HMRC Benefits and Credits Home ownership Income and wealth Insurance Pensions Personal Money	Substance use including addiction Aging well Disability Health and wellbeing Mental Health Nutrition Public health	Agriculture Automotive Catering/Hospitality Central government Charities/Voluntary Computers – hardware Computers – software Construction Digital design, development and delivery Energy Engineering Entertainment – in home Entertainment – out of home Fashion/Clothing Food Gambling/Online Gaming Information Technology	Apprenticeships Arts and culture Brexit/EU relations Community cohesion/engagement Crime, policing and justice Digital public services Education (higher) Education (pre-school) Education (primary) Education (secondary) Environmental Equality and diversity Extremism Health and Safety Housing Human rights Legal

		Management Personal Savings Personal Taxation Retirement Planning		Infrastructure Local government Manufacturing Office Equipment Property/Construction/Housing Retail Science and technology Sport/Leisure Telecommunications Tobacco Trades Transportation Travel/Tourism Utilities	Migration Military and defence Poverty and social exclusion Public service recruitment Satisfaction/reputation Social attitudes Social care Staff Research/Engagement Workers rights/responsibilities

Filter two: Research Methods

Analysis	Consultancy	Evaluation	Mystery Shopping	Qualitative	Quantitative	Reporting outputs
Advanced Statistical Techniques	Behavioural Economics	Evaluation Planning / Design	Face-to-face	**General**	**General**	Automated reporting
Coding/Data Entry	Behavioural Research	Evaluation	Online	**Face-to-face**	**Online**	Case studies
Contribution Analysis	Case study design	Training/Coaching	Telephone	Appreciative Enquiry	Address-based online	Causal Loop Diagram
Cost benefit analysis	Cross-sectional design	Event Evaluation	General	Co-creation	surveys	Data Visualisation
Data Analytics	Collaborative	Impact Evaluation		Cognitive interviewing	Longitudinal surveys	In-depth/bespoke
Data Fusion	Outcomes Reporting	Implementation		Cognitive testing	Mobile Web Surveys	reporting and analysis
Data Mining	Comparative design	Evaluation		Concept Testing	Omnibus Surveys	Infographics
Desk Research	Customer journey	Outcome		Critical incident	Online Communities	Online Results and Data
Econometrics	mapping	Evaluation		interviews	Panels	Portals
Economic Appraisal	Experiments and	Participatory		Depth Interviews		Presentations
Evaluability Assessment	Quasi-Experiments	Evaluation		Ethnography	**Specialist**	Tabulation & Analysis
Forecasting	Eye Tracking	Process		Focus groups	Audience	Thematic Analysis
Geo-demographic	Gamification	evaluation		Hall Tests	measurement	
modelling/segmentation	Longitudinal design	Realist Evaluation		Life history/biographical	Benchmarks	
Horizon scanning	Peer Review	Return on		interviews	Biometrics	
Market analysis / sizing	Quantitative sampling	investment		Longitudinal research	Clinical Trials	
Meta-Analysis	and design	analysis		Mindmapping	Conjoint/discrete	
Macroeconomics	QUASI-EXPERIMENT	Social Return on		New product	choice/MAXDIFF/stated	
Multivariate Stats and	AL	Investment		development	preference/trade-off	
Modelling	Questionnaire Design	Systematic review		Observation	Kiosk Interviews	
Outcome Mapping	Questionnaire			Product Testing	Postal Research	
Policy appraisal	programming/scripting			Workshops	Randomised Control	
Predictive Analysis	Reputation				Trials	
Pricing	Management			**Online**	Simulated Test	
	Research ethics			Co-creation		

Process Tracing / Bayesian Updating Programme Logic / Logic Modelling Propensity Scoring Qualitative Qualitative Comparative Analysis (QCA) Quantatitive Rapid Evidence Assessments Regression Discontinuity Scenario building Secondary Analysis Segmentation Semiotics Soft Systems Modelling Statistically Created Counterfactual General	Theory of Change Trendspotting			Concept Testing Depth Interviews Ethnography Focus groups Life history/biographical interviews Longitudinal research Online Community **Services** Participant recruitment Telephone depth interviews Transcription Viewing Facilities **Specialist** Diary Research	Markets SMS Social Media Analysis Website Tracking/Analytics **Telephone** CATI Longitudinal surveys Omnibus Surveys Panels **Face-to-face** CAPI Exit surveys In-Home/Doorstep Interviews Longitudinal surveys CAPI Omnibus Surveys Panels Street interviews

Filter 3: Specific Participant group

Economy	Ethnicity	Health	Lifestage	Professions	Social	Socio-economic
Business leaders Business managers Consumers Entrepreneurs Financial advisers Home owners/buyers Individuals subject to HMRC compliance interventions Individuals/firms evading tax Individuals/firms taxpayers Self-employed SMEs Tax agents and intermediaries	Arab Asian/Asian British BAME/BME Bangladeshi Black African/Caribbean/ Black British Chinese Eastern European Gypsy/traveller Indian Irish Mixed Pakistani Scottish Welsh White	Disability Long-term illness Mental health Issues Substance misusers	Apprentices Children (aged up to 11) Higher education students Midlife Older persons Parents Retired Youth/Teens (aged 12+)	Academic/higher education Employers Media/journalists Membership/stakeholder bodies NGOs Private sector employees Public sector employees Employees Healthcare Retirement Planners	Anti-social/deviant behaviour Car drivers Commuters/regular travellers Cyclists Gay/Lesbian/Bisexual/T ransgender General public Hidden populations Low financial/numeracy/liter acy skills Motorcyclists Offenders/ex-offenders Religious groups/faith Tourists Van/lorry drivers Victims of crime Vulnerable groups Digitally excluded	Affluent/high income Benefit Dependency Debt/low income Economically inactive Financially excluded Rented housing Unemployed Underemployed

Filter 4: Research Location

UK	British Overseas Territories	Crown dependencies	Commonwealth	EU	International
England Wales Scotland Northern Ireland East Midlands East of England London North East North West South East South West West Midlands Yorkshire and the Humber Rural communities Urban communities Deprived communities Seaside/coastal communities Social housing estates/communities	Gibraltar Other	Channel Islands Isle of Man	Australia Canada India New Zealand Other Pakistan	Republic of Ireland Other	Africa Asia China Japan Other Russia South America South Korea USA