

YOUNG PROFESSIONALS, STUDENTS & YOUTH OMNIBUSES

WHEN YOU NEED A RELIABLE, QUICK AND COST EFFECTIVE SOLUTION YOU CAN TRUST

YOUNG PROFESSIONALS OMNIBUS

In the first 5 years after leaving university

STUDENT OMNIBUS

Full time undergraduates at university in the UK

YOUTH OMNIBUS

16 - 24 year olds in the UK



HOW YOU CAN USE OUR OMNIBUSES

COMMUNICATION TESTING, EVALUATION AND TRACKING

RESEARCH FOR PITCHES & PROPOSALS

QUICK POLLS

CONCEPT OR IDEA TESTING

TRACKING ATTITUDES AND BEHAVIOUR

PR STORIES

GAUGING REACTIONS TO EVENTS AND CURRENT AFFAIRS

BRAND HEALTH CHECKS

THE JOB MARKET

EXPLORING STUDENT ISSUES SUCH AS TUITION FEES AND DEBT

INSIGHT INTO THE MINDS OF YOUNG PEOPLE

■ WEEKLY

■ N=1,000 EACH OMNIBUS

■ FAST TURNAROUND

YOUNG PROFESSIONALS, STUDENTS & YOUTH OMNIBUSES

ALL OMNIBUSES:

- Weekly throughout the year
- Fast turnaround... questions in Thursday, results by following Thursday
- UK national coverage
- 1,000 respondents
- Online by unique email invitation
- Cost effective. From £300 a standard question
- Tabulations and four demographic questions included as standard
- Ability to use visual / audio visual stimulus material



RESULTS YOU CAN TRUST!

- Well recruited and verified respondents
- Well rewarded respondents (£1 per survey)
- 100% sourced from OpinionPanel, the UK's largest and highest quality Youth and Student Panels (over 120,000 members)
- Research specialists who can help you shape your questions and interpret your data
- MRS Company Partner



MORE INFORMATION

For more information, or to book your questions, call or email either Becky (becky@opinionpanel.co.uk), Emma (emma@opinionpanel.co.uk) or Tatenda (tatenda@opinionpanel.co.uk) on 020 7288 8789.

For more info visit: www.opinionpanel.co.uk