

Consumer

METHODOLOGY

- + Nationally representative online sample of 1,000 or 2,000 GB adults (18+)
- + We can run multiple waves to achieve up to 14,000 unique completes or for tracking studies with exclusions in place
- + Extensive range of quality control procedures to ensure highest quality data
- + Engaging survey design to maximise interest and improve data accuracy

TIMINGS

Early Bird Omnibus:

Questions by Friday 2pm with data tables on Wednesday morning

Midweek Omnibus:

Questions by midday Tuesday with data tables on Friday morning

Weekend Omnibus:

Questions by midday Thursday with data tables on Monday morning

Telephone

The only weekly survey of its kind that interviews 50% by landline and 50% by mobile in order to deliver an accurate sample of the Great British population

METHODOLOGY

- + Sample of 1,000 GB (18+)
- + 50:50 mix of landline and mobile users
- + Fieldwork works to nationally representative quotas
- + Fallout skews to older age groups, vulnerable audiences and digitally disengaged

TIMINGS

- + Questions Wednesday
- + 10 day turnaround

DELIVERABLES

- + Data tables in PDF, Excel or SPSS and unlimited tabular analysis
- + Weighted to nationally representative

COST

Contact us for a quotation

DELIVERABLES

- + Data tables in PDF, Excel or SPSS and unlimited tabular analysis
- + Extensive demographics available free of charge

COST

- + £230 per coded question for 2,000 sample size and £175 per coded question for 1,000 sample size, this is for either sample size to be national representative for the UK or GB
- + Grid questions: costed based on the number of codes per screen and allow up to 10 codes as 1 screen for £230, up to 20 codes for £460, up to 30 codes or £690 etc.
- + Ranking questions: same as above
- + Video VoxPops: £6 per video collected
- + We are happy to provide costs on draft questionnaires

Quotas are set on age and gender (interlocked), region, social grade and ethnicity. Data is weighted to the profile of age, gender, region, social grade, ethnicity, tenure, and working status.

London

Build successful strategies around issues affecting London using insight from the people that know the capital best

METHODOLOGY

Demographically representative sample of 1,000 London adults (18+)

TIMINGS

Start anytime with 5-7 day turnaround

DELIVERABLES

Data tables in PDF, Excel or SPSS and unlimited tabular analysis

COSTS

- + £1,300 - Minimum 4 questions
- + £265 per additional question

Demographics Available

(Online consumer omnibus only)

Age | Gender | Government office region | Social grade | Taken a foreign holiday in the last 3 years | Tenure | Number of cars in the household | Working status | Disability | Education level | Main grocery shopper | Ethnicity | Religion | Kids in the household | Marital status | Household income (before tax) | City | Opinion Influencer | ITV Region | Postcode | Urban/rural | Public sector occupation | Household Composition | Sexuality

Contact Us

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Republic of Ireland

Trusted by major Irish businesses to uncover the views and attitudes that matter most to them on home soil

METHODOLOGY

Online surveys with a nationally representative sample of 1,000 Irish adults (18+)

TIMINGS

Fortnightly

DELIVERABLES

Data tables in PDF, Excel or SPSS and unlimited tabular analysis

COST

- + £230 per question
- + To run as a free-standing ad-hoc, minimum 10 questions

Rapid Response

METHODOLOGY

Submit questions by 11:00am with data tables back by 5.30 pm

- + Nationally representative sample of 1,000 GB/UK adults (18+)
- + Up to 10 questions
- + We include gender, age, region, SEG and ethnicity free of charge

TIMINGS

Submit questions by 11:00am with data tables back by 5.30 pm

DELIVERABLES

Data tables in PDF, Excel or SPSS

COST

£2,500

Business

Tap into the attitudes and opinions of SME owners and directors

METHODOLOGY

Online interviews with 500 business owners and directors within SMEs in various sectors across the UK

TIMINGS

Start anytime with 7-day turnaround

Scotland

Your go-to for quick answers to pressing questions in the Scottish market

METHODOLOGY

Online surveys with a nationally representative sample of 1,000 Scottish adults (18+)

TIMINGS

7 day fieldwork; data next working day

DELIVERABLES

Data tables in PDF, Excel or SPSS

COST

- + £1300 first 4 questions
- + £265 per question there after
- + Coding open ends – at an additional cost

Opinion Influencers

METHODOLOGY

500 online surveys with opinion influencers

TIMINGS

- + Submit 10 questions by 11:00am with data at noon the next day
- + Parallel surveys with a nationally representative sample can be completed within the same time frame to benchmark 'Opinion Influencers' results against those of the general public

DELIVERABLES

Data tables in PDF, Excel or SPSS and unlimited tabular analysis

COST

£5,250

DELIVERABLES

Data tables in PDF, Excel or SPSS and unlimited tabular analysis

COST

- + Minimum 4 questions
- + £420 per question
- + £210 setup

Why Yonder Data Solutions?

Experience

Our team is led by Industry experts. Our depth of expertise combined with the quality of our work and agility of our response, results in a consultative and solutions focussed approach.

Higher Quality

The data we deliver can be trusted first time. We build in multiple quality checks into our processes to ensure the highest quality of data delivered.

Flexibility and Speed

Our processes are well refined. This results in speed and flexibility, allowing us to respond and meet the needs of our clients.

Mixed Methodology

We can offer both CATI and online data collection methods when deciding on the best research solution. This flexibility ensures no key demographics are missed out.