

Online & PR Express

Offering fast turnaround, industry-leading standards and high-quality data all at a competitive price, we deliver added value across all of our services, from idea generation and questionnaire design through to delivery of data tables and executive summary reports

Methodology

Nationally representative online sample of 1,000 or 2,000 GB adults (18+)

Timings

MIDWEEK OMNIBUS:
Questions Tuesday
– Data Friday

WEEKEND OMNIBUS:
Questions Thursday
– Data Monday

Online

Data tables and executive summary
1,000 sample = £235 per question
2,000 sample = £295 per question

PR Express

Data tables only
1,000 sample = £190 per question
2,000 sample = £250 per question



Bring your research to life by capturing video responses to your questions with our VoxPop technology



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

Nationally representative sample of 1,000 GB adults (18+) with 50:50 mix of landline and mobile respondents

Timings

Weekly
Questions Thursday – Data Monday

Deliverables

Data tables
10 different demographics available free of charge

Cost

From £220 per question



Flash Polls

Discover immediate public reactions to breaking news, generate newsworthy publicity or instantly respond to a crisis within hours of launching your survey

Methodology

Nationally representative sample of 1,000 GB adults (18+)

Timings

Start anytime
Data available 3-4 hours from receipt of questionnaire

Deliverables

Data tables

Cost

10 questions from £3,500



Republic of Ireland

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

Methodology

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

Timings

Online = weekly
Telephone = fortnightly

Deliverables

Data tables
Executive summary report

Cost

Online =
From €495 per question

Telephone =
From €895 per question



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

Cost

£250 setup
£325 per question (4 question minimum)



Demographics Available

(Online & PR Express only)

Age | Gender | Government office region | Social grade | Disability | Taken a foreign holiday in the last 3 years | Tenure | Number of cars in the household | Working status | Education level | Main grocery shopper | Ethnicity | Religion | Urban/rural | Public/private sector worker | Children in the household | TV region | Marital status | Household income | City | Number of people in household

Contact Us

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International

Our specialist global team explore attitudes on brands, products, services and cultural issues in over **75 countries worldwide** with fast, affordable fieldwork and high-quality questionnaire translation

Methodology

- Representative population samples (or bespoke sub samples) in 75 markets worldwide
- Online, CATI and face-to-face interviews
- All data verified, checked and processed in-house
- Enhanced verification and survey quality controls managed in-house

Timings

Typical turnaround between 5 and 14 days

Deliverables

- Data tables for each market
- Aggregated set of tables summarising all markets
- Analytical report on request

Cost

Contact us for a quotation



Face-to-Face

A personal and high-quality solution that enables you to uncover insight on even the most complex issues through face-to-face interviews

Methodology

Nationally representative sample of 1,000 or 2,000 GB adults (15+)

Timings

Submit questions Tuesday
12-day turnaround

Deliverables

Data tables

Cost

Contact us for a quotation



Ad Hoc

Achieve the most relevant insight possible by targeting harder to reach groups, such as:

- Young children & parents
- High earners
- Healthcare professionals
- Ethnic minorities
- Students
- Over 65s
- Early adopters of technology
- Thought leaders

Cost

Contact us for a quotation



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

Deliverables

Data tables
Analytical report on request

Cost

£300 setup
£550 per question
(4 question minimum)



MP Panel

Understand how to increase the profile of the issues that matter to you, test MPs' views on legislation and campaigns, and measure the effectiveness of your comms by posing your questions to the House of Commons

Methodology

100 interviews with MPs, representative of the party political composition of the House

Deliverables

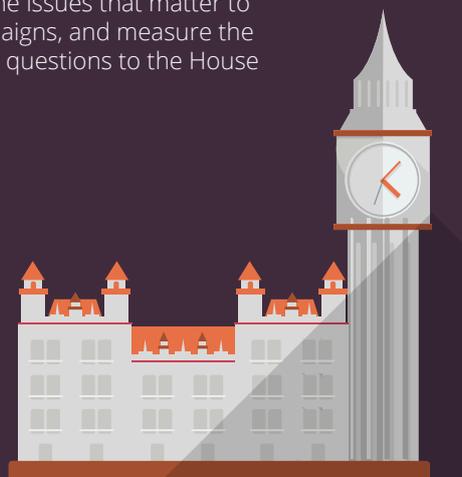
Data tables and report

Cost

Contact us for a quotation

Timings

Every two months



Why Populus

Experience

Our director-led team of expert researchers have worked with clients in all sectors, from blue chip companies and household names to PR and communications agencies.

Innovation

We offer a variety of enhanced technology solutions including gamification of questions, implicit testing, facial coding, media diagnostics and video VoxPops.

Quality

We are a founding member of the British Polling Council and have pioneered quality measures to increase the accuracy of survey data.

Reputation

We are acknowledged as a trusted source of reliable research, and are one of the most frequently quoted polling companies in the media.