



GfK NOP Omnibus Services 2011 Rate card information

Online - Children - Telephone - Face-to-face - International



GfK NOP Omnibus Services

Regular, representative surveys amongst the population
Fast, cost effective, reliable

GfK NOP Omnibus Services provides the most cost effective way of contacting a representative sample of the population:

- » **Random Location:** Interviews a fresh sample of 1000 or 2000 adults aged 16+ in the United Kingdom per survey.
- » **Telephone:** This survey is designed to be representative of all telephone owning households in the UK in terms of sex, age, social class and region, and surveys a fresh sample of 1000 adults aged 16+ each time.
- » **Online:** 1000 adults aged 16+ are surveyed each time. Sample is drawn from GfK NOP's online panel of over 200,000 UK internet users, with quotas set on sex within age and region.
- » **Young Generation:** Interviews are with a nationally representative sample of 500 or 1000 children and young people aged 7-16 years. Sub-samples of boys, girls, or any age sub-set are also available.
- » **International:** Using the GfK worldwide network of local offices and preferred suppliers in countries with no GfK coverage, we can provide multi-country research and analysis utilizing expert local knowledge on markets, regions, people and resources. Costs and timings are available on request

[Random Location Rate card

Fast, reliable and excellent value for money. With a proven track record, the Random Location Omnibus is the only face-to-face survey that includes Northern Ireland as standard.

The **Random Location Omnibus** interviews a fresh sample of 1000 or 2000 adults aged 16+ in the United Kingdom per survey.

Respondents are selected using a random location methodology with quotas set on age and by gender within working status. Interviews are conducted at 175 sampling points by fully trained and supervised market research interviewers.

Within the face-to-face omnibus, we can interview all adults or sub-samples of the population, particular age groups, men or women, housewives, parents, main grocery shoppers, internet users etc.

The **Random Location Omnibus** runs two to four times a month and offers a 10 day turnaround.

	2000 adults	1000 adults 1000 men or 1000 women
Question type		
Yes/No	£500	£270
Pre-coded (up to 6 pre-codes (prompted))	£1000	£540
Open-ended	£1500	£810
Showcards		
Black & White	Free	Free
Colour (printed by GfK)	£150	£150
'Other' answers – verbatim listings	£250	£135
'Other answers – back-coded in tables	£400	£215
Extended demographic pack (containing all demographics asked)	£350	£350

Telephone Omnibus Rate card



Question type	1000 adults	500 men or 500 women or 600 housewives
Yes/No (50%+ asked)	£190	£150
Yes/No (less than 50% asked)	£150	£120
Pre-coded (3-6 pre-codes) (50%+ asked)	£385	£310
Pre-coded (3-6 pre-codes) (less than 50% asked)	£310	£240
Open-ended (50%+ asked)	£800	£640
Open-ended (less than 50% asked)	£600	£480
Extras		
Other answer verbatim listings	£170	£150
Back coding other answer verbatim listings	£250	£230

The **GfK NOP Telephone Omnibus** is fast, reliable and excellent value for money. The survey is designed to be representative of all telephone owning households in the UK in terms of sex, age, social class and region, and surveys a fresh sample of 1000 adults aged 16+ each time.

The **GfK NOP Telephone Omnibus** is ideal for PR agencies and companies looking for fast, economical, accurate data showing UK public opinion.

We can interview all adults aged 16+ or sub-samples of the population, particular age groups, men or women, housewives, internet users etc.

Online Omnibus Rate card



At GfK NOP we offer two online omnibus offerings depending on your timings and your budget!

If you need your results in a hurry why not use our **Online Overnight** service, or if you are happy to wait for your results, use our standard weekly **Online Omnibus**.

Both surveys allow the use of sound clips/ on screen colour prompts/visual aids. It also allows for the inclusion of questions of a sensitive or personal nature.

The sample is drawn from GfK NOP's online panel of over 200,000 UK internet users, with quotas set on sex within age and region.

Within the **Online Omnibus**, we can interview all adults or sub-samples of the population, particular age groups, men or women, housewives or parents.

Question type	1000 adults16+
Yes/No (50+% asked)	£225
Yes/No (less than 50% asked)	£175
Pre-coded (maximum 6 pre-codes) (50+% asked)	£300
Pre-coded (maximum 6 pre-codes) (less than 50% asked)	£225
Open-ended (50+% asked)	£600
Open ended (less than 50% asked)	£450
Extras	
Screen shot	£200
Additional 4 pre-codes	£150
Other answer listings	£150

Prices for Online Overnight (24 hour survey) available on request

Young Generation Rate card



	1000 children aged 7-16 years (6 waves)	500 children aged 7-16 years (3 waves)
1-5 questions	£6000	£3500
6 questions	£7000	£4000
7 questions	£7500	£4250
8 questions	£8000	£4500
9 questions	£8500	£4750
10 questions	£9000	£5000
11 questions	£9500	£5250
12 questions	£10000	£5500
13 questions	£10500	£5750

Prices for young generation: online available on request

At GfK NOP we offer two omnibus surveys tailored at children aged 7-16 years. Questions can be asked face-to-face in-home or they can be asked online.

GfK NOP's **Young Generation** survey specialises entirely in research with children and young people in the UK. Our cost-effective survey options enable you to get to the heart of what these trend-setting consumers think!

The **Young Generation** survey can help you understand the attitudes, language, trends and market behaviours of 7-16 year olds.

Interviews are with a nationally representative sample of 500 or 1000 children and young people aged 7-16 years. Sub-samples of boys, girls, or any age sub-set are also available.

Costs and Deliverables

Costs

There is no 'entrance' fee for including questions on the face-to-face, telephone or children's omnibus surveys

There are no additional charges for checking your press release

Costs are calculated on a per question basis (rate card costs shown herein should only be used as an indication of costs)

We will attempt to meet or beat any competitor's quotation!

Discounts available for volume/repeat business or minority samples

Costs quoted include questionnaire design and provision of data tabulations

We do not charge extra for working with you to get the most from your questionnaire!

All prices quoted are exclusive of VAT

Deliverables

Data tabulations are provided as standard (via email) on all surveys showing your questions analysed by sex, age, social class, region, working status and marital status. (social class is not a standard demographic on the online omnibus).

Results can also be provided in Excel (data or tables) SPSS, ASCII or Quanvert.

Please note that the provision of data files is not included within the initial research cost, and a small additional charge will be made if these are required. Costs are dependent on the number of questions in your survey.

Summary Reports of research findings are available on request.

Prices start from £500, and are dependent on the number and type of questions involved.

[Why you can trust us for data and insight]

In the current economic climate we recognise that every penny counts and that is why we constantly review our rate card and prices to ensure you are getting the best value for money. Our long-running established omnibus surveys are ideal, the GfK NOP name guarantees you get reliability and excellent value for money. Our prices are some of the lowest on the market.

If you need fast, accurate, economical surveys of public opinion on any giving topic or current debate, then GfK NOP Omnibus surveys are for you.

Offering immediate access and very fast turnaround (within days), our range of Omnibus surveys cover national populations, sector-specific markets and a full option of demographic segments, so that you can survey those people who match your customer base and criteria.

Contact Us



For more information on any of our services,
please contact nopomnibus@gfk.com
or visit our website: www.gfknop.com/omnibus

