

Savanta:

Get in touch 

Online Public Omnibus Weekly

**Stay informed and take action:
Access insights into the perceptions,
attitudes and behaviours of UK adults**

Our experienced sector-specialist researchers will provide you with fast-turnaround data from the UK general public. Whether you want to track attitudes and behaviours over time, or want to ask a range of questions to enable quick decision making, we can help you uncover the key insights.

Inform your decision making:

-  Product/proposition testing
-  Message testing and comms evaluation
-  Track public awareness, perceptions and behaviours
-  Crisis management
-  Generate PR and media coverage



2,000 UK adults

Nationally representative by:

- Age
- Gender
- Region
- Education
- Occupation
- Social grade
- Working status
- Home ownership
- Marital status
- Children (ages)
- Income
- Ethnicity

Weekly deliverables



Excel™ tables

Questions cut by key demographics



Word™ summary

Headline key insights summary

Pricing

£200 + VAT per closed question

We offer further analysis and detailed reporting on request




Expertise

Our team of experts have a proven track record of interviewing and understanding consumers. We inspire strategic decision making across sectors in our mission to understand the broader context of consumers' lives.



Quality Assurance

Rigorous participant recruitment and quality control ensure only those respondents who meet our strict criteria can qualify. The data process is verified, checked and processed in-house, to ensure consistency of responses. This permits us to provide you with the highest-quality data, capable of delivering the insight that you require.

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