UK Omnibus Rate Card

Survation conducts a weekly omnibus poll of the UK population with representative samples of 1,000 or 2,000 respondents.

It is the perfect solution for you if you need a rapid and cost-effective temperature check of the UK public on an issue, policy area or one-off brand metrics.

Item	Description	1,000 person	2,000 person
Entry Fee	Participation in our weekly omnibus	**No Entry Fee**	**No Entry Fee**
Question types	All question types - single select, multi select, scales, grid questions, open-ended, images, videos, highlighting text	**£300**	**£400**
5 x Question bundle	£275 per question (for 1,000) £360 per question (for 2,000)	**£1,375**	**£1,800**
10 x Question bundle	£250 per question (for 1,000) £330 per question (for 2,000)	**£2,500**	**£3,300**
Population	Representative of the UK population aged 18+ on age, gender, region, social grade, education, household income, and past vote.		
Timeline	Questions received by Tuesday, data returned by Friday.		
Deliverables	Standard polling tables in Excel, with cross-breaks of the above demographics and a summary document of topline findings.		

All prices are exclusive of VAT

The bundle pricing above is valid for use in a single omnibus.

Read below for corporate packages and bespoke solutions.

Corporate Omnibus Packages

For frequent omnibus users or for regularly tracking brand metrics and public opinion.

Item	Description	1,000 person	2,000 person
Entry	Participation in our weekly omnibus	**No Entry Fee**	**No Entry Fee**
Question types	All question types - single select, multi select, scales, grid questions, open-ended, images, videos, highlighting text…		
Bronze Package **(25 questions)**	£225 per question (for 1,000) £310 per question (2k) **Plus: Consulting on question design and reviewing press releases**	**£5,625**	**£7,750**
Silver Package **(50 questions)**	£200 per question (for 1,000) £280 per question (2k) **Plus: Consulting on question design and reviewing press releases**	**£10,000**	**£14,000**
Gold Package **(100 questions)**	£170 per question (for 1,000) £250 per question (2k) **Plus: Consulting on question design, reviewing press releases, and advice on the publication of findings.**	**£17,000**	**£25,000**
Population	Representative of the UK population aged 18+ on age, gender, region, social grade, education, household income, and past vote.		
Timeline	Questions received by Tuesday, data returned by Friday.		
Deliverables	Standard polling tables in Excel, with cross-breaks of the above demographics and a summary document of topline findings.		

All prices are exclusive of VAT. Valid for 12 months from purchase date.

Bespoke Package

For use in media, PR, comms, and more. Provides further credibility and allows us to tailor the research to your objectives.

Item	Description	1,000 person	2,000 person
Entry	Register to enter	**No Entry Fee**	**No Entry Fee**
Headline Design	Consultation to discuss your ideas and aims and help with designing the study to your objectives	**Included**	**Included**
Questions	All question types - single select, multi select, scales, grid questions, open-ended, images, videos, highlighting text... Demographic questions are included as standard	**15 questions included**	**15 questions included**
Additional Questions	Per 5 additional questions	**£500**	**£900**
Population	Representative of the UK population aged 18+ on age, gender, region, social grade, education, household income, and past vote.		
Timeline	1-2 working days for fieldwork and 1-2 working days for tabulation.		
Deliverables	Standard polling tables in Excel, with cross-breaks of the above demographics and a summary document of topline findings.		
Report of key findings	Executive summary tailored to your objectives	**Included**	**Included**
PR Assistance	Reviewing press releases, and advice with publicising findings	**Included**	**Included**
Price	researchteam@survation.com	**£4,625**	**£6,350**

All prices are exclusive of VAT