

A fast, cost effective omnibus survey of the London population.

What is an omnibus?

It's a population representative survey conducted at regular intervals. The survey costs are shared by clients who buy into it on a per question basis, making it more cost effective than setting up your own bespoke survey. You have the assurance that all the data from your questions remain confidential to you, whilst you can access a broad range of demographic details for cross-analysis.

Why would I use LondonBus?

London is a fast moving city. To find out about its population you need a fast and efficient research methodology. LondonBus delivers and arrives on time.

How does it work?

It's online self-completion. Invitations to complete the questionnaire are emailed out to a sample of London online panellists who have agreed to participate in market research. The survey is open for a limited time period and then closed off a few days later when the required sample profile has been achieved. Questionnaire filters and data checks are automatically applied during the course of the self-completion interview, resulting in high quality data collection. Open text boxes allow respondents the freedom to really express themselves in their own words. It's a cost effective, online omnibus that brings you research insights in just a few days.

What type of research can I use LondonBus for?

You can use LondonBus for most types of consumer opinion and marketing research: tracking the effectiveness of advertising; monitoring public opinion; obtaining consumers' views of products, brands or services for marketing development; monitoring behaviour amongst users or buyers; or to screen new ideas or concepts.

What type of sample will I get on LondonBus?

We design our sample of 1,000 adults aged 16+ to be representative of London (boroughs only) with quotas set on age and gender. Weights are applied to ensure representation.

What analysis of sample can I get from the LondonBus?

Age (16-24, 25-34, 35-44, 45-55, 55+), gender, borough, working status, kids in household and social grade (ABC1/C2DE), ethnicity and main/joint or non grocery shopper is collected as standard, no additional fees would be passed on if you required any of these. Any other demographics required are at additional cost.

How long does it take to get my results?

Questionnaires can board the LondonBus up to 10.00am on a Thursday of departure. The results of closed questions arrive on the Monday with the results of coded questions arriving on the Wednesday.

The most efficient way to target Londoners.

Whoever you want to talk to, talk to TNS, the omnibus world leaders.

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OnLineBus



Face to Face



PhoneBus



Ncompass International



Ncompass OnLine



Kids



NightLine



LondonBus