

Scottish Opinion Survey

The most cost effective way of finding out what makes Scotland tick.

What is an omnibus?

It's a survey conducted at regular intervals designed to be representative of the population upon which it is based – in this case Scottish adults aged 16+. 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 remains **confidential** to you, whilst you can access a broad range of demographic details for cross-analysis.

Why would I use Scottish Opinion Survey?

It provides you with **regular** and **cost-effective** access to large representative samples supported by an Edinburgh-based team who are experts at surveying the Scottish population.

How does it work?

Well, we conduct in-home interviews using **Computer Assisted Personal Interviewing – CAPI** for short. Each of our fully trained interviewers is equipped with a CAPI machine similar to a laptop computer. The electronic nature of the pre-programmed questionnaire allows for **high quality** data collection with full verbatim responses, and an added benefit of the technology is that **we can easily show images, logos and play ads** to respondents.

What type of research could I use Scottish Opinion Survey for?

Just about **anything that anyone would want to know about Scottish consumers**. For instance, our clients use the survey for tracking the effectiveness of their advertising; monitoring public opinion and social issues; obtaining consumers' views of products, brands or services for marketing development; monitoring behaviour amongst users or buyers; locating low penetration brand users; or to screen new ideas or concepts. We have even tested products to assess measures such as taste preference and likelihood to buy.

What if I want to research only a targeted group of the population?

Great – **we can do that**. Men, women, parents, grocery shoppers, car drivers, workers, or buyers of specific products, to name but a few groups we can reach quickly and easily. Just talk to us about who you want to research and we'll suggest the best solution.

How long does it take to get my results?

Our experienced team can provide you with all the assistance you need in questionnaire design and analysis, saving you time. Scottish Opinion Survey runs each month and fully tabulated results are available starting from a week after fieldwork. We can also present your findings or, if you prefer, send you key charts, saving you valuable time and resources.

Trust the most experienced
Scottish omnibus.

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

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OnLineBus



CAPI
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PhoneBus



Ncompass
International



Ncompass
OnLine



OnLine Kids



NightLine



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