

# Omnibus Research Services



## Why choose opinion life?

**Our unique online sampling methodology.** We're really good at understanding changing human behaviour, so we created a behavioural science approach to our sampling methodology. It means our data is always representative.

**Our belief in greater cultural representation.** Opinion.life looks to represent all cultural backgrounds. This gives clients greater data accuracy than "standard" demographic quotas.

**Our enhanced demographic data as standard.** We've asked a bunch of questions so you don't have to. It prevents respondent frustration, and it saves you money. Why wouldn't you want to do that?

## So, what'll it cost?

Well, we like to keep things simple at opinion.life. There are no entry fees, and all costs include data tables and report summaries as standard.

**UK & USA** £225 per question for 1,000 sample  
£275 per question for 2,000 sample

**Western Europe** £275 per question for 1,000 sample  
£325 per question for 2,000 sample

Other markets available on request – our global network reaches over 90 countries.

## What's the bus timetable?

Weekend – questions **Thursday**, results **Monday**

Mid-week – questions **Tuesday**, results **Friday**

**In more of a rush than that?** Our bus is bendy – we'll always try to find a way!

## Contact us

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