

Onlinebus Scotland

Fast and reliable research

Onlinebus Scotland provides a fast, cost effective way to reach the Scottish population for a variety of uses. Backed up by Kantar's quality assured data collection methods, Onlinebus Scotland focuses on offering clients quick, accurate and affordable insights.



Onlinebus Scotland runs monthly amongst a representative sample of 1,000 Scottish adults.

- Questions from as little as £200
- Inclusive rates – no hidden charges or entry fees to worry about
- Full Scottish coverage, representative of online adults aged 16+

Ideal for:

- Short surveys (10 mins or less)
- Robust samples
- Sensitive topics
- Showing stimulus
- Quick turnaround surveys

Insights delivered quickly

Results will be delivered within one to two weeks of commissioning a survey.

Standard analysis variables include: age, gender, geographic region, household composition and social grade. Further breakdowns can also be provided as required on survey questions.

In addition to the production of data tables which are included as standard, we can also offer the option of detailed insight reporting.

About Research Express

The Onlinebus Scotland is a Kantar Research Express' range of omnibus surveys and can be used for...

- Awareness, usage and attitude studies
- Consumer satisfaction surveys
- Market size measurement
- Brand image and positioning research
- Pre/post advertising measurements
- Evaluating product launches
- Tracking surveys
- Topical research

Our experienced team can help you with advice and guidance on your next survey. Please get in touch with Emma or Matissa:

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