UK's first weekly youth omnibus launches

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London 3rd October 2007 Q Research has launched the UKâ€™s first weekly omnibus focused purely on understanding the opinions, attitudes and behaviours of 11-25 year olds.

The weekly omnibus will run on Q Researchâ€™s own 3700 strong panel which is representative of both age and gender in this crucial audience of British young people. The respondents take part in surveys using their mobile phones, which not only benefits from rapid results, but also enjoys high response rates.

In addition to written results and verbatim responses, mobile technology means that survey respondents can also submit pictures and videos as their answers. These have been especially popular with clients who are able to get really close to their customers and consumers in super-fast time.

Liam Corcoran, Q Research Managing Director says â€œWeâ€™re very pleased to bring our youth omnibus to the market. It wil give researchers, marketers and advertisers almost immediate access to this important group, and give young people in the UK a voice.â€•

Q Researchâ€™s client list includes advertising and PR agencies, mobile handset manufacturers, network providers and consumer goods companies. "We were delighted with the speed of the research and the quality of the results provided by Q Research. As a youth marketing communications agency, we already have good insight into the thoughts and opinions of young people, but the speed and turnaround of the research and input and consultancy was really impressive. We will certainly be using this service again." Lucy Freeborn, Head of Six PR

The omnibus will run once a week from Tuesday â€“ Thursday, with 750 responses guaranteed. Q Research follows strict quality control procedures including gaining written parental consent for all our panelists under the age of 16 and ensuring that there are no duplicated panel members.