



UK's first weekly youth omnibus launches

London 3rd October 2007 Q Research has launched the UK'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 Research'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 "We're very pleased to bring our youth omnibus to the market. It will give researchers, marketers and advertisers almost immediate access to this important group, and give young people in the UK a voice."

Q Research'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 – 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.

Ends

Media Enquiries

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About Q Research

Q Research helps companies and organisations understand today's youth. To reach one of the hardest audiences to survey Q Research uses cutting edge technology to carry out research using mobile phones and the Internet. With the Q Panel, weekly omnibus and custom research, we help our clients engage and understand the youth audience.

www.q-blue.com

For more information about this Omnibus, please contact Liam Corcoran +44 (0)20 7710 5432 or email liam@q-blue.com

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