Stack's Omnibus

How it works

Every week we poll the UK adult population on a whole host of topics. Our Omnibus service allows you to add up to 10 questions to those polls!

It's a great solution if you:

> want **high-quality, election-grade** survey design and sampling

> need a **cost-effective** insight solution

> want results back **quickly**

> want to **bolster a press release** with some robust stats

> want to **stand out at pitch stage**

> are designing a **comms or PA strategy** and want to start with the current state of British opinion on your chosen topic

> need to **track a metric like awareness and consideration** on a regular basis

Read on to see our **Enterprise and PR Packages!**

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For more information contact:
info@stackdatastrategy.com

Rate card

Your questions answered

We'll help you design great questions and get tabulated results back to you fast.

Entry	Register for our weekly Omnibus	**£100**
Per question	Single, multi, scale, grid, open-ends, images, videos, concepts...	**£300**
Per bundle of 5x questions	Only £250 per question!	**£1,250**
Per bundle of 10x questions	Only £200 per question!	**£2,000**
Survey responses	Representative of the UK adult population	**1,500 responses**
Timeline	Enquire for availability	
Deliverables	Results in .xlsx, cross-tabulated by standard demographic and political variables	**FREE**

All prices exclusive of VAT. Subject to availability.

Stack's Omnibus

Enterprise Packages

For regular buyers of Omnibus, reduce your per question cost and buy an Enterprise Package.

Use your questions at your convenience, they're **valid for 12 months**.

It's a great solution if you:

> want **flexibility** around when you run your questions, and an **even better price**

> still want **high-quality, election-grade** survey design and sampling

> want to enjoy **all the other benefits** of Stack's Omnibus service!

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Enterprise Packages

For frequent Omnibus users

Make your research budget stretch further with a Stack Enterprise Package

Entry	No entry free with Enterprise packages	FREE
Enterprise	50 questions, valid for 12 months	£9,000 **Only £180 per question!**
Enterprise Plus	100 questions, valid for 12 months	£16,000 **Only £160 per question!**
Question types	Single, multi, scale, grid, open-ends, images, videos, concepts...	Included
Survey responses	Representative of the UK adult population	1,500 responses
Timeline	Enquire for availability	
Deliverables	Results in .xlsx, cross-tabulated by standard demographic and political variables	FREE

All prices exclusive of VAT. Subject to availability.

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PR Package

We know that when you're using research for communications, **credibility is key**: the story you're telling with stats needs to bear public scrutiny, so use our election-grade research!

We work with political and corporate campaign teams week-in-week-out, designing the right questions to understand **what's really driving opinion**.

That starts with **a proper understanding of your objectives**, and we design research from there – together.

We're with you from the start of the process to the front-page splash, assuring the stats you're using.

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PR Package

For PR and comms professionals

We'll help you design great questions with PR in mind, and provide assurance end-to-end.

Entry	No entry free with Enterprise packages	**FREE**
Headline Design	Brainstorm with our expert team to design the right questions for your publicity objectives	**Included**
Question types	Single, multi, scale, grid, open-ends, images, videos, concepts...	**15 questions included**
Survey responses	Representative of the UK adult population, via our weekly Omnibus	**1,500 responses**
Standard deliverables	Results in .xlsx, cross-tabulated by standard demographic and political variables	**Included**
Key Findings report	Executive summary of the stories behind the data, to inform your comms activity	**Included with PR Package**
Press Release Assurance	Review from our team of experts to ensure statistical claims bear public scrutiny	**Included with PR Package**
Price	Contact info@stackdatastrategy.com to get started	**£6,000**

All prices exclusive of VAT. Subject to availability.