

GB 50+

Fast and reliable research

Research Express provides fast, shared-cost access to consumers for a variety of research uses. Backed up by Kantar's quality assured data collection methods, Research Express focuses on offering clients quick, accurate and affordable insights upon which to base effective business decisions.

Our high quality GB 50+ surveys run weekly amongst a representative sample of 1,000 consumers.

- Questions from as little as £200
- Inclusive rates – no hidden charges or entry fees to worry about
- Full GB or UK coverage from age 50+

Easy access to your research findings

Two week turnaround from finalised questions to results.

Age, gender, geographic region, marital status, household composition, tenure, social grade working status, internet and TV subscription.

Ideal for:

- Reaching the older population retirees, grandparents, travellers etc.
- Tracking surveys and continuous market measurements
- Robust GB consumer sample of a hard to reach group
- Unique respondents – ability to re-contact for follow up surveys
- Longer surveys (up to 15 minutes)
- Showing stimulus

About Research Express

Our offer meets a wide range of research needs with a reach of over 100 countries, including:

- Awareness, attitude and usage studies
- Concept screening and testing
- Consumer satisfaction surveys
- Crisis management research
- Market size measurement
- Image and positioning research
- Pre/post advertising measurements
- Evaluating product launches
- Price elasticity studies
- Tracking surveys
- Topical research

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

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