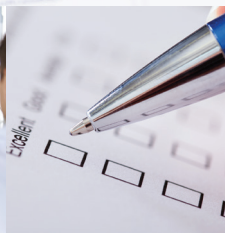




# Social Omnibus Survey

[www.socialmarketresearch.co.uk](http://www.socialmarketresearch.co.uk)



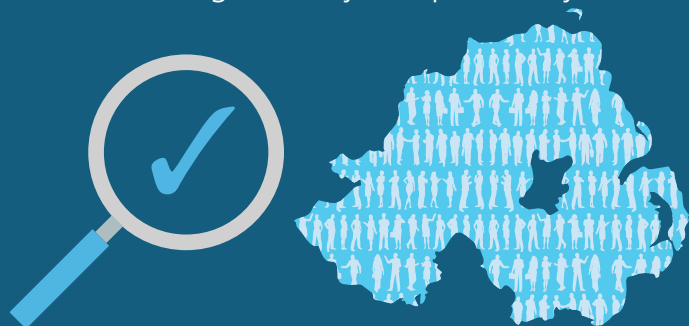


## Social Market Research (SMR)

SMR is a full service market research agency providing research services to statutory, government, academic, charitable and voluntary bodies. Based in Belfast, SMR has an established reputation for providing high quality research services to clients across the UK and Ireland. SMR is ISO20252 accredited.

## The SMR Social Omnibus Survey

SMR's new Social Omnibus Survey is a fast and cost-effective means of measuring public opinion, attitudes, knowledge and behaviour through a large representative sample of the Northern Ireland adult population aged 16+. The survey is an opportunity for organisations to access a large-scale population survey at a fraction of the cost compared with commissioning a survey independently.



### About the SMR Social Omnibus Survey

- ✓ 1000 respondents
- ✓ Interviews conducted face-to-face in respondent's homes
- ✓ Survey focused on social, political, economic and cultural issues
- ✓ Representative of the NI adult population aged 16+ (age, gender, social class, area etc.)
- ✓ Statistically valid and robust (margin of error +/- 3%)
- ✓ 72 sampling points across Northern Ireland
- ✓ Outputs available by region
- ✓ Computer Assisted Personal Interviewing (CAPI)
- ✓ Option to include digital images, video etc.
- ✓ Section 75 background questions
- ✓ Booster samples (if required)
- ✓ ISO20252 Accredited



### Benefits of SMR's Social Omnibus Survey

- ✓ Include your own questions
- ✓ Low cost with costs shared with other organisations
- ✓ Speed of turnaround and convenience
- ✓ Independent
- ✓ Use as a one-off or on a regular basis (no contract)
- ✓ Free research consultancy provided by SMR
- ✓ Quality of sample



## Uses for SMR's Social Omnibus Survey

- ✓ Assessing public priorities
- ✓ Business strategy development
- ✓ Campaign planning, evaluation and impact
- ✓ Customer awareness and satisfaction
- ✓ Evidencing need
- ✓ KPIs
- ✓ Market testing
- ✓ Option appraisal
- ✓ Outcomes measurement
- ✓ Performance measurement
- ✓ Policy development
- ✓ Prevalence research
- ✓ Public knowledge, awareness and behaviour
- ✓ Public opinion
- ✓ Regulatory obligations
- ✓ Stakeholder engagement
- ✓ Time series



## Support from SMR

- ✓ Question design
- ✓ Statistical analysis
- ✓ Data in SPSS (other formats such as Excel easily accommodated)
- ✓ Tables
- ✓ Analytical reporting to publication standard
- ✓ Presentation of findings



## Respondent background questions

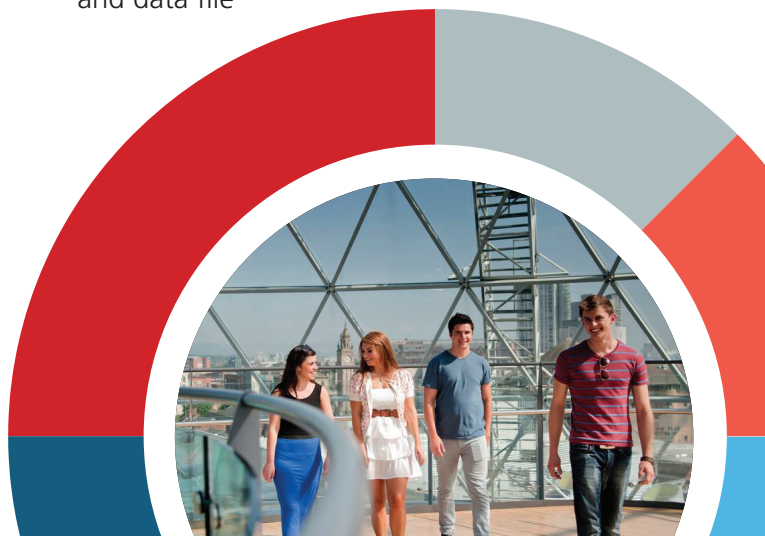
In addition to your own questions, the survey contains a core module covering:

- ✓ Age
- ✓ Gender
- ✓ Social Class
- ✓ Postcode
- ✓ Dependents
- ✓ Limiting long-term illness
- ✓ Ethnicity
- ✓ Sexual orientation
- ✓ Community background
- ✓ Political affiliation
- ✓ Education attainment level



## Timetable and Cost

- ✓ Buy in as a one-off or up to 6 times annually
- ✓ Discounts for regular use of the survey
- ✓ Cost covers survey implementation, questionnaire design, provision of data tables and data file





## Contact SMR

For more information on how SMR's Social Omnibus Survey can help and support your organisation, please feel free to contact Donal McDade for an informal and no obligation chat.

### Donal McDade

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## Our Clients



Equality Commission

FOR NORTHERN IRELAND



Special EU Programmes Body  
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Regulating doctors  
Ensuring good medical practice



Northern Ireland  
Fire & Rescue Service



Changing the world for deaf  
and hard of hearing people

