

OnePoll

The trusted voice of market research

OnePoll is a leading market research agency specialising in online quantitative research for the creative communications and news industries.

Our experts provide fast, effective research and insights on a broad range of topics for a wide variety of brands, agencies and organisations.

With the OnePoll proprietary UK panel at our core, we can deliver a 2,000 nationally representative sample from 48 hours.



BPC



For more information contact OnePoll on:
0207 138 3053 | hello@onepoll.com | [@onepoll](https://twitter.com/onepoll)

We work with international partners to deliver single and multi-country research giving us global reach. We are trusted by the media across broadcast, print and digital, and are proud to have powered over 100,000 headlines in the last decade.

gold standard

OnePoll

Rate Card

The voice of the nation

OnePoll's **gold standard** service is built on two decades of working with the press, publishers and journalists to deliver the voice of the nation through **public opinion polling**.

As part of the British Polling Council, MRS and ESOMAR, our research and insights combine the **highest quality & value**, with **turnaround times** to meet the fastpaced needs of both print and digital media and news.

Our gold standard service includes:



Specialist support from our MRS qualified experts



Insights from 48 hours from our national panel



Data dashboards delivering across age, gender & region



Publisher proof stats that meet all UK publication requirements

Nationally Representative

Research with **2,000** adults across all regions of the UK



number of questions	cost per question	total price
10	£150	£1,500
15	£145	£2,175
20	£140	£2,800

[Discover more](#)



Interested in great volume discounts?

[Get in touch](#) to learn about preferred supplier and research bundle deals

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Diversified voices

OnePoll's tailored service is designed to deliver **360 degree research**, from informing a pitch or proposal, to measuring the impact of your campaign.

Whether it's a hard-to-reach audience, large respondent sample or a solution to a complex research need, **our collaborative approach** allows us to act as an extension of your team.

With a wide range of bolt-on options, we can **tailor the package** to meet your individual research needs.

Our tailored service menu includes:



Questionnaire development



Telephone depth interviews



Ad testing



Pre/post campaign evaluation



Brand tracking



Online qualitative research



Data dashboards



Data analysis



Insight presentations and report

Tailored research

Customized packages, based on type of research, **target audience**, sample size, question number and consultancy

Target audience	Number of respondents	Number of questions	Price
Parents	2,000	10	£2,500
Car owners	2,000	10	£2,500
Office workers	2,000	10	£3,000
SME business owners	1,000	10	£7,000
HR directors	500	10	£4,000

[Discover more](#)

[Why not book a call to see how we can tailor a package for you](#)
[Book a meeting](#)

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Voices of the world

OnePoll's **global research expertise** spans more than 70 countries and 6 continents.

With projects incorporating **30 countries and 13 languages under our belt**, we know how to deliver the global voices needed for **powerful** communications and campaigns.

Whether you need **consumer, B2B, general population or niche research**, our global research capabilities rival the largest research names and at **prices that are hard to beat**.

Our global service includes:



Expertise in understanding foreign laws and customs for research



Translation of all questionnaire's into the languages required

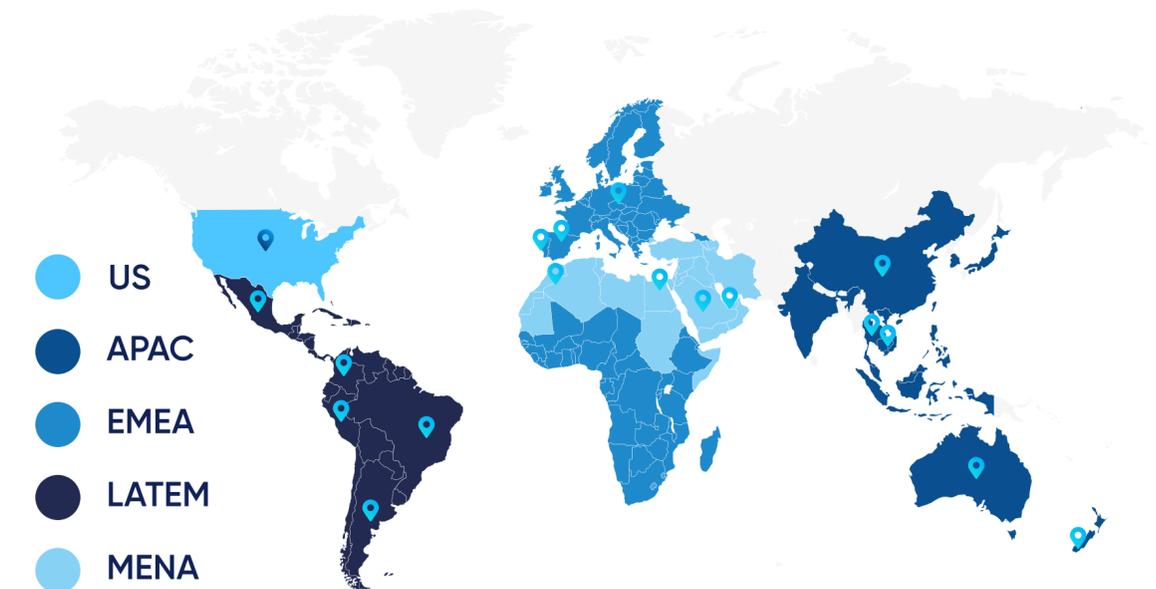


Data dashboards for each country

On demand:

We can also provide **merged data, and fully translated insight reports** to help you get the most from your multi-country study.

International research



[Discover more](#)



[Find out more about our international research capabilities and pricing](#)

[Talk to the team](#)

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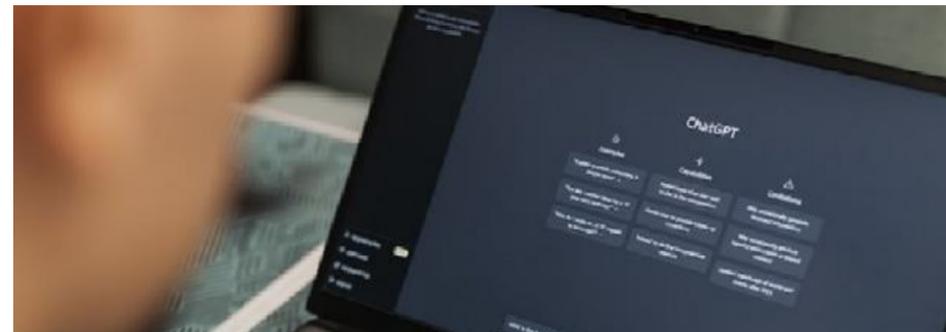
The UK's largest menopause study

OnePoll spoke to **5,000** women across the UK who were pre, peri and post menopause on behalf of health and hygiene giant Essity.

The insights helped drive two national menopause campaigns, achieving nearly **300** pieces of coverage across TV, Radio, Print & Digital.

It later expanded internationally across **11** countries.

[See more](#)



Blackberry:

International ChatGPT study

Blackberry wanted to assess how **IT decision makers** across the globe felt about ChatGPT.

OnePoll surveyed **2,500** respondents across the UK, US, Canada, Australia, France & Germany with interesting results.

The insights helped BlackBerry achieve coverage in target titles including **Forbes & TechRadar**.

[See more](#)



Good Morning Britain:

Junior Doctors' Strike

TV's Good Morning Britain commissioned OnePoll to conduct an **exclusive national poll** about the Junior Doctors' strike.

We polled a nationally representative sample of adults from across the UK, **providing the nations voice** on this national conversation.

It was a **feature story** for Good Morning Britain in January 2024.

[See more](#)

Let's talk...

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BPC



ESOMAR²⁴
Corporate