

The OmNow Mobile Omnibus Panel

The OmNow panel is an established consumer research panel with over 20,000 active members recruited from a broad range of channels.

Key Details		UK Population	20,000
16 - 24	17%	Male	40%
25 - 34	29%	Female	60%
35 - 44	25%	England	86%
45 - 54	16%	Scotland	7%
55 - 64	10%	Wales	5%
65 +	3%	Northern Ireland	2%

Sampling

Every member of the panel is invited to complete a personal profile which can amount to more than 400 fields of data, depending on their personal characteristics, lifestyle and preferences. This allows us to profile members accurately and minimise screen-outs.

Data integrity

Having an in-house team of data analysts allows us to check and cleanse all survey data quickly and to a high standard. All survey data is verified before being cleared for further analysis and reporting. We have developed and engage several automated and manual processes to identify anomalous data or attempted rogue participation in surveys.

Response rates

Every survey opportunity delivered to OmNow panel members is accompanied by financial reward. This is intended to incentivise respondents to engage with the surveys delivered to them, and is offered as recompense for their time. We actively discourage the recruitment of individuals who are merely seeking additional income sources and may therefore be classed as 'professional respondents'.

Support

Our in-house technical support staff provide client and panel member support during and outside of UK office hours. As we have extensive experience of managing international projects, we are used to operating at all times of the day, and weekend.