



# On Demand

JRA Research specialises in well thought out and professionally run customised ad-hoc research. But our clients have told us that sometimes they require really quick answers and to a very tight budget!

So we've come up with something that plugs the gap between bespoke quantitative research and an omnibus survey.

## What do you get?

- 300 sample - 18-65 with respondent penetration of 30% or above (lower incidence or larger sample sizes can be accommodated for a small additional amount)
- 5-day reporting turnaround (assumes commissioning on the morning of 1st day and summary report delivery by end of 5th day)
- Questionnaire format – 16 questions - 12 pre-codes, 2 battery statement questions (max of 12 statements) and 2 open-enders
- 5 images or one video/recording included
- Written summary report, excel tables and office-based support
- Cost - £3,500 + VAT.

## Why On Demand from JRA?

- Designed around your information needs with full executive support for survey design, questionnaire content/layout etc
- Very flexible to hit your information deadlines – if it can be done – we'll do it!
- Engaging data collection techniques for respondents – just say "boo" to boring online surveys!
- Focused on your specific information needs – so not part of an Omnibus survey where your questions get put on the end!
- Flexibility on sample structure
- £700 more if incidence rates go to 20% and
- £800 more for an additional 100 respondents within the 30% incidence, just ask if you need alternative sample structures!
- Much more than online fieldwork and tables - you get a written summary report, formatted Excel data tables and office-based phone support for additional queries.

Please contact Mark Lasbury or Andy Grout for further details.

E [name@jraresearch.com](mailto:name@jraresearch.com) T +44 (0)115 9551133

Victoria Court | Kent Street | Nottingham | NG1 3LZ

[www.jraresearch.com](http://www.jraresearch.com)



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