

## Qualbus



Every month MRP conducts a series of qualitative omnibus studies. Rather than commissioning a full programme of focus groups, the qualbus format allows you to buy 30 minute sections. This is a highly cost efficient means of conducting research and is ideal when you need to understand opinions but don't need or can't justify a full research study.

### How it works

The focus groups are conducted during the last week of each month. MRP will design your discussion guide, recruit respondents and moderate the focus groups. The overall cost for recruitment, venue hire etc is shared with other clients, making qualbus a cost effective approach and ideal for projects with budgetary constraints.

### Who do we speak to?

Four different focus groups are held each month:

- ⦿ Consumerbus 1 (18-35 year olds, SEG BC1C2)
- ⦿ Consumerbus 2 (35-60 year olds, SEG ABC1)
- ⦿ Mumbus (mums with young kids)
- ⦿ Teenbus (16-18 year olds)

The focus groups are held in central Scotland and each group consists of 6-8 respondents.

### What are the outputs?

After the focus group, our moderators analyse the results and produce a confidential report. Each client only receives feedback on their section within the focus group. The findings from your questions are never shared with other clients. At the start of the focus groups, we ask some basic questions (e.g. cars in household, presence of children in household, occupation, general interests). This information, along with demographics such as age and SEG, are incorporated into the analysis. The reporting will include in-depth analysis and verbal quotations.

### Timings

<b>Deadline for questions</b>	2 <sup>nd</sup> last week in each month
<b>Fieldwork</b>	Last week in each month
<b>Verbal feedback</b>	Within a day of fieldwork
<b>Summary report</b>	Within 2 days of fieldwork

Timings are subject to Bank Holidays

For further information or a quotation, please contact Louise Walker

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