

Flash Polls

What are Flash Polls?

New from Harris Interactive, a bespoke 'Flash Poll' service available in Great Britain, providing you with representative research data in 36 hours. For occasions when you need results fast but refuse to compromise on quality or sample size, this service is for you.

This is not an omnibus service and you will not be sharing space with other clients. Your research will be treated as a stand-alone piece with all the senior research support you would expect at every stage - from questionnaire design through to analysis.

Who is it representative of?

Since this service is bespoke we have more flexibility to meet individual client needs with a tailored sample offering.

We can of course offer a nationally representative sample but if you want the same number of completes with women only or those in full time employment we can provide that too. These are only two popular examples; we can of course accommodate many more.

What does a typical time-frame look like?

Commission the research and agree the questionnaire by 10am and you will receive weighted results for up-to 1000 respondents by 3pm the next day.

How many questions can I include?

To maintain the super speedy turnaround and full research support at the same time we can generally accommodate a maximum of 15 questions though more may be feasible so please ask!

Will I be able to analyze my results by key demographic variables?

Absolutely! Clients generally ask for age, gender, region and social class. If you have something specific that you would like us to include, just ask, we can accommodate most requests.



How will my results look?

A standard deliverable is weighted data tables in either PDF, Word or Excel. If you have a bit more time we can provide more depth of analysis.

How much does it cost?

It depends on the interview length and your specific target needs but the average cost is £5,000 – a fraction of the price of a bespoke stand-alone piece.

What do your clients say about this?

"They work very fast. They were very easy to work with, and at the time of the last election their results were right on the mark. I would recommend them to any third party and do now!"

Professor Anthony King
Broadcaster & Political Commentator

Sounds like something we could definitely use, who do I speak to for more information?

Please call:

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