

The Road to Success

Populus Data Solutions is, and always has been, driven by innovation.

It remains at the heart of everything we do. It's this focus and commitment to innovative solutions that consistently wins us some of the most prestigious awards in our industry. We couldn't do any of it without our fantastic clients, loyal panellists and hard-working team.

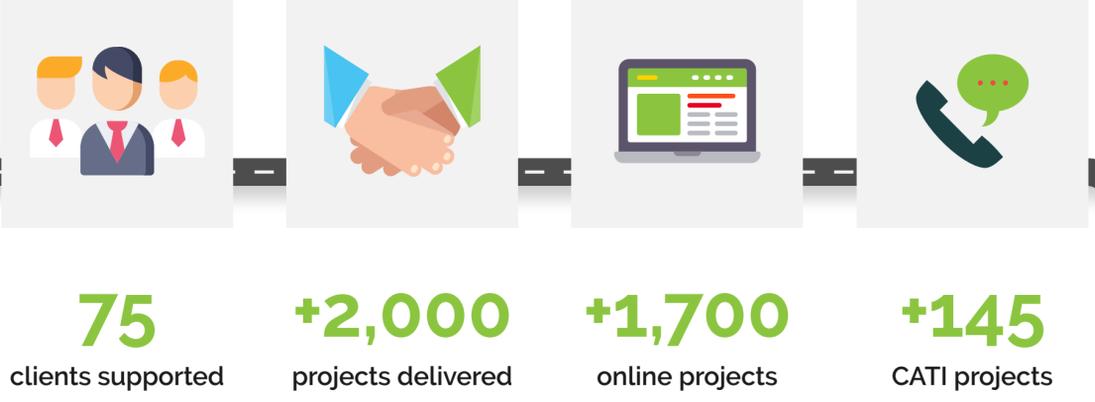
Thank you for being part of our story so far. We can't wait to see what's next.

Driving forward with innovation

Our work defines who we are. It matters. It makes a difference. We continuously evaluate our methods to deliver state-of-the-art data capture, delivery and visualisation solutions.

So far we've brought ground-breaking innovation to market, ranging from biometrics to Virtual Reality. 2019 is set to be no different, as we continue to evolve our products and services to meet the needs of future-proof agencies and brands.

2018 in numbers



Online omnibus

Our nationally representative Online Omnibus of 2,000 UK adults aged 18+ runs three times a week, every week. Clients rely on our Early Bird, Midweek and Weekend Omnibus for the robust results needed for real-world business solutions.

[Find out more](#)

+6,000
adults reached every week in 2018

Data collection carried out in **+75 markets**

Ones to watch in 2019

Leading insight, media and strategy agencies to return to us for new solutions, which incorporate the latest technologies. And it shows. It's seen us crowned three-time winners of the coveted MRS Operations Award for Best Data Solution, having won for three consecutive years.

[See our latest case studies](#)

Our innovative market research techniques include...

- Biometrics
- Facebook polling
- Virtual reality
- Random device engagement
- Passive data collection
- Launch of Opinion Influencers panel
- Facial coding

We continue to challenge the status quo with **pioneering research techniques** to meet and exceed our clients' needs.

Thank you for being part of the journey so far.

We look forward to what 2019 brings

Find out more about the next generation of industry innovation at www.populusdatasolutions.com

Get in touch

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