

# Ncompass International

The widest reaching international omnibus, centrally run by a dedicated specialist international research team, giving you a choice of methodologies in over 80 markets.

## What is an omnibus?

It's a population representative survey conducted at regular intervals. The survey costs are shared by clients who buy into it on a per question basis, making it more cost-effective than setting up your own bespoke survey. You have the assurance that all the data from your questions remains **confidential** to you, whilst you can access a broad range of demographic details for cross-analysis.

## Why would I use Ncompass International?

It provides you with **cost-effective** access to large multi-country adult **population representative** samples. Why commission an expensive standalone study when you can hop onto an omnibus that delivers time and cost efficiencies? Furthermore, our experienced, dedicated team of multi-country omnibus researchers will advise, recommend and support you through the process.

## How does it work?

You tell us which countries you want to conduct your research in and we'll co-ordinate the whole project for you. **We are experts** in providing methodology recommendations as both telephone and face-to-face data collection is offered through Ncompass International (for a web-based approach, please see Ncompass OnLine). TNS has an established global network of omnibus surveys that are co-ordinated through the Ncompass International team, enabling us to apply a consistent approach for both questionnaire design and data analysis which is so important for multi-country surveys.

## How do I get the questionnaire translated?

You don't – **we'll do that for you**, included in the service. We run a double-checking translation service. The agreed and final version of the English questionnaire is translated into the relevant languages and then independently back translated into English to ensure the correct interpretation and cultural context has been used.

## What type of research could I use Ncompass International for?

Most types of **multi-country** consumer opinion and marketing research. Our clients have used Ncompass International for tracking the effectiveness of their advertising; monitoring public opinion; obtaining consumers' views of products, brands or services for marketing development; monitoring behaviour amongst users or buyers; or to screen new ideas or concepts.

## How long does it take to get my results?

We have a dedicated team of experienced multi-country omnibus researchers who can provide you with all the assistance you need in questionnaire design and analysis, saving you time. Ncompass International can give you your data tabulations starting from one week after commission. We can also present your findings or, if you prefer, send you key charts, saving you valuable time and resources.

In international omnibus research, you have to speak the language.

Whoever you want to talk to, talk to TNS, the omnibus world leaders.

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OnLineBus



Face to Face



PhoneBus



Ncompass  
International



Kids



NightLine



BMRB

tns omnibus