

A cost effective, online omnibus that brings you research insights in just a few days.

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 OnLineBus?

It provides you with **fast and cost-effective** access to large adult population samples. When juggling tight deadlines with an eye to budget, OnLineBus delivers.

How does it work?

It's **online self-completion**. Invitations to complete the questionnaire are emailed out to a sample of GB online panellists who have agreed to participate in market research. The survey is open for a limited time period and then closed off a few days later when the required sample profile has been achieved. Questionnaire filters and data checks are automatically applied during the course of the self-completion interview, resulting in **high quality** data collection. Open text boxes allow respondents the freedom to really express themselves in their own words.

What type of research could I use the OnLineBus for?

Most types of consumer opinion and marketing research. Our clients have used OnLineBus 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. OnLineBus is also used by many PR professionals for collecting credible and authoritative survey results for press release activity. Of course, online research is ideal for **showing still or moving images and ads, concepts and logos** to respondents.

How long does it take to get my results?

Our experienced team can provide you with all the assistance you need in questionnaire design and analysis, saving you time. With two OnLineBus each week and fully tabulated results available the day the survey closes, there should be an omnibus to meet your deadlines. We can also present your findings or, if you prefer, send you key charts, saving you valuable time and resources.

Fast, affordable insights
are just a click away.

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