

**A fast and affordable survey solution designed exclusively for PR professionals.**

## What is PRBus?

It's a survey that is uniquely available to PR agencies and consultancies. It offers PRs access to a low-cost nationally representative sample of 1,000 GB adults aged 16-64.

## Why is it only for PR agencies?

TNS Omnibus has recognised the requirement PRs have for cost-effective well designed surveys and polls that will deliver on their communications objectives. The PRBus has been designed with this in mind.

## Why is it different from your other omnibus surveys?

Efficiencies of question design ensure we can keep production costs minimal and offer extremely low prices. Question types are pre-formatted:

- Simple yes/no - £50
- Up to 5 item answer list - £100
- Up to 10 item answer list - £200
- A Survey Set up Fee - £200

## How do I make my questions fit your template and ensure that they are proper Market Research questions?

We can advise you. Let us see the questions you have in mind and our team of experienced researchers will be able to supply you with the kind of knowledge and expertise you would expect from TNS Omnibus.

## How does it work?

It's all done through an online-self completion questionnaire. Invitations to complete the questionnaire are sent out to people who have agreed to participate in market research. The survey is kept

open for a limited period and closed when we have achieved a representative and balanced sample – this takes three days.

## What about the Quality?

As with any research we provide, we adhere to rigorous professional quality standards which include working to the Market Research Society Code of Conduct and the ICC/ESOMAR International Code of Marketing and Social Research practice. The Company is accredited to ISO9001 and ISO 20252: 2006 (International Service Standard for Market, Opinion and Social Research).

## How do I get the results?

On the day the survey closes, they will be e-mailed to you in the form of data tables. All the survey results will be shown as percentage answers and you will be able to look at these by;

- **Total Sample**
- **Gender** • Male • Female
- **Age Group** • 16-24 • 25-34 • 35-44 • 45-54 • 55-64
- **Region** • Scotland • North East/Yorks-Humberside • North West • Midlands • South East/East Anglia • (Greater) London • Wales/South West

## How can I quickly see what are the main results to help build my story or support my messages?

Our new service, Data Sign-Posting, is a very visual and simple way of pointing out the main findings from each question, across the whole sample, and also by the three main sub-groups of gender, age and region. At a glance, you'll have the survey results to refer to, saving you time when it comes to tackling the interpretation. Data Sign-Posting is available for a small additional charge of 10% of your survey. It can take anything from an hour to a couple of days after data tables have been released, depending on how many questions you have placed on PRBus.

**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

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**tns omnibus**