

Lets you reach a representative GB sample of adults every weekend.

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 PhoneBus?

It provides you with **fast** and **efficient** access to large representative samples – you can access 1,000 adults aged 16+ in GB each weekend. When it's important to capture comprehensive coverage of the population, telephone data collection methodology provides a speedy route.

How does it work?

We use CATI data collection – **C**omputer **A**ssisted **T**elephone **I**nterviewing – which means that the interviewers read out the questions from a screen in front of them and input the respondents' answers directly into the computer programme. CATI ensures high quality and accurate data as all questionnaire filters and data checks are automatically applied. TNS PhoneBus CATI interviewing is conducted by our in-house operational division, Kantar Operations.

What type of research could I use the PhoneBus for?

Just about **anything that anyone would want to know about consumers**. For instance, our clients use the survey 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. You can even play digital sound bites to respondents over the phone to measure awareness or gain their views.

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. PhoneBus runs each weekend and fully tabulated results are despatched from the Monday immediately after that weekend's survey. We can also present your findings or, if you prefer, send you key charts, saving you valuable time and resources.

The quick turnaround phone omnibus.

tns omnibus

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