

The largest UK omnibus that can put you face-to-face with smaller, hard to reach groups.

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 CAPI OmniBus?

It provides you with **frequent** and **cost-effective** access to large representative samples. Uniquely, our in-home face-to-face surveys can reach from 1,000 to 4,000 adults aged 16+ per week and we offer fieldwork in either **GB or with full UK coverage** including Northern Ireland. The sheer size of the total sample means that, whoever you want to talk to, we can **locate your target groups** quickly and efficiently.

What does CAPI stand for?

Computer Assisted Personal Interviewing. Each of our fully trained interviewers is equipped with a **CAPI** machine similar to a laptop computer. The electronic nature of the pre-programmed questionnaire allows for **high quality** data collection with full verbatim responses, and an added benefit of the technology is that **we can easily show images, logos and play ads** to respondents.

What type of research could I use the CAPI OmniBus 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; locating low penetration brand users; or to screen new ideas or concepts. We have even tested products to assess measures such as taste preference and likelihood to buy.

What if I want to research only a targeted group of the population?

Great – **we can do that**. Men, women, mums, dads, pet owners, grocery shoppers, pensioners, car drivers, young adults, workers, or buyers of specific products, to name but a few groups we can reach quickly and easily. Just talk to us about who you want to research and we'll suggest the best solution. What's more, **prices are very attractive** as we only charge you for the proportion of the total sample who will be answering your questions.

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 surveys each week and fully tabulated results available within two working days of fieldwork, 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.

Face-to-face with a bigger audience.

tns omnibus

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

Anita Emery 01372 825 800, anita.emery@tns-global.com John Kruk 020 7160 5551, john.kruk@tns-global.com
Liz McLean 01372 825 805, liz.mclean@tns-global.com



OnLineBus



CAPI
OmniBus



PhoneBus



Ncompass
International



Ncompass
OnLine



OnLine Kids



NightLine



Scottish
Opinion Survey