

Affordable, consistent insights from all over the world, collected using the latest online technologies.

## 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 OnLine?

It provides you with **fast** and **cost-effective** access to large multi-country adult population samples. Research conducted via Ncompass OnLine will deliver efficiency over traditional methodologies resulting in time and cost saving, whilst providing **consistency** of quality data collection and analysis.

## How does it work?

It's **online self-completion**. Invitations to complete the questionnaire are emailed out to a sample of online panellists in the relevant countries who have agreed to participate in market research. The survey is open for a limited time period and then closed 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 and their own language.

## 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 about open text boxes?

Respondents type in their answers in their own language. We then use our in-house coding resource who work in their native language to group together common answers ('coding') to produce quantified themes within the data tables.

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

Most types of **multi-country** consumer opinion and marketing research. Our clients have used Ncompass OnLine 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. Ncompass OnLine 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?

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 OnLine runs each week and fully tabulated results are available from 6 days after the start of the survey. We can also present your findings or, if you prefer, send you key charts, saving you valuable time and resources.

The power of online research, across the globe.

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

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