

An Omnibus survey provides the most cost effective way of contacting a representative sample of the population.

An Omnibus is a survey on a variety of subjects. Interviewing anything from 1,000 to 2,000 people per survey, they are designed to be representative of the population in terms of age, sex, social class and region. They can be face-to-face in home, telephone or online.

- Face-to-face and telephone omnibus surveys offer a fresh group of people on every survey
- An online survey offers a selection from a pre-recruited panel

Usually multiple clients will have questions on any one survey and this makes the research very cost-effective as the set up and screening costs are shared amongst all clients.

Prices are calculated on a question unit basis – there are different levels of costs depending of the type of question (i.e. a 'yes/no question, multi choice or completely open).

Basic demographic information such as age, sex, class and region is included on every omnibus at no extra cost.

There is no entrance fee for GfK NOP's main population surveys, and discounts are given for questions to sub-groups and for repeat waves of research.

Omnibus surveys are pre-planned, you know when the research is being carried out and when to expect results.

When to use an Omnibus survey

- When you want to question a representative slice of the population
- To understand broader trends
- To measure attitudes and usage of a particular brand
- To track consumer opinion
- To understand public opinion
- To measure awareness
- To reach minority groups in a cost effective manner
- And ...when you need to know the answers quickly.