

The Harris Global Omnibus

Frequently Asked Questions

What is The Harris Global Omnibus?

The Harris Global Omnibus is an online global omnibus service that enables you to ask questions and get projectable answers from a representative sample of adults in any given market. Most countries offer sample size options of 1000 and 2000 (16-64) allowing for the analysis of smaller, harder to reach sample groups.

How quickly do I get results?

The Harris Global Omnibus currently runs weekly in Great Britain and fortnightly worldwide. Our turnaround is typically 10 days in Great Britain and 12 days in the rest of world, and as follows:

- *Final Questionnaire* - Monday 10am
- *Fieldwork Period* - Wednesday to Monday in Great Britain, Thursday to Tuesday in the rest of the world
- *Final Data* - Wednesday for Great Britain only studies or Friday for international studies.

Which countries are covered?

- Australia
- Brazil
- China
- France
- Germany
- Great Britain
- India
- Italy
- Japan
- Mexico
- Netherlands
- Poland
- Russia
- Spain
- + many more

Where does The Harris Global Omnibus sample come from?

We use a subset of Harris Interactive's online panel, which is continually monitored to ensure respondent and data integrity and a robust screening and demographic proofing. Our methods of recruitment are also designed so that 'professional survey takers' are not attracted to participate. This unique, globally managed panel is growing all the time.



How is The Harris Global Omnibus sample constructed?

The outgoing sample is stratified by age, gender and region. We also weight the data where necessary to bring key demographics in line with their actual proportions in the population surveyed.

What is the maximum number of questions I can ask on a single survey?

We can accommodate up to 20 questions in Great Britain, and 30 questions in the rest of the world, from any one client.

Do online omnibus surveys share the same capabilities as traditional telephone and face to face?

Yes and more. While we can deliver everything you would expect from telephone including single- and multiple- response questions, grids and scales, open-end questions, complex skip patterns and randomisation, the online platform also allows us to show visuals to respondents – static images, video clips and audio files can all be included.

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What deliverable will I receive?

This is up to you. Our typical deliverables are weighted tables in PDF or Excel which are included in the cost, and these can be as simple or as complex as you require. We can also accommodate study-specific bespoke breaks and/or provide the data in other formats (e.g. SPSS®) for a reasonable price. Optional reporting is also available on request.

What standard demographics are collected?

In total we collect:

- Age within gender
- Number of adults in household
- Number of children in household
- Age of children (to be requested ahead of fieldwork)
- Marital status
- Employment status
- Education level

Can I include questions on any subject on the Global Omnibus?

Yes. The internet is also the perfect mechanism to get honest answers to sensitive questions – topics covering personal health, political persuasion, sexual orientation and debt have all been effectively measured via our online omnibus.

Will the weighting distort my results?

No. Our weighting is similar in adjustment to the standard weighting that is normally used with traditional data collection methods. In most countries, we can weight the data to be either representative of the general population or online population, as appropriate, depending on the subject of the study. In some countries however, where the internet penetration is lower than 50%, only online weighting is available.

How much does it cost?

Prices do vary country-to-country and on the number of countries commissioned. As a guide, prices in Europe start from £250 a question. If you have a survey in mind we can very quickly turnaround costs for you.

I have an idea of the information I want to get from a study but no idea as how best to word the questions.

We are fully trained to assist you at every stage of the research process, including questionnaire design. This is how our product differs from other omnibus providers: we maximize your investment from start to finish.

How has the online Global Omnibus been previously used by Harris Interactive's clients?

The Global Omnibus lends itself to a variety of research needs including:

- Incidence testing
- Tracking studies
- Evaluating product ideas
- Evaluating purchase intent
- Concept screening
- Awareness and usage studies
- Public opinion issues
- Pack/ad testing

What do our clients have to say about us?

Hugh Williamson, European News Editor, FT

"Working in partnership with Harris has been immensely fruitful and has led to some great stories for us."

Kenny Campbell, Editor, Metro

"The work that Harris Interactive has done with Metro has paid dividends time and time again. As well as guaranteeing robust data, the team are very good at helping put together relevant and interesting questions, and they are an excellent group of people to work with. Significantly, we have generated several front page stories through our partnership, some of which have been agenda-setting. That is what a newspaper editor is really after."

Where can I get some indicative costs and more information?

Contact:

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