

The Harris Poll® - Global Omnibus

Frequently Asked Questions

What is The Harris Poll - Global Omnibus?

The Harris Poll - Global Omnibus is an online global omnibus service that enables you to ask questions and get projectable answers from a representative sample of adults (aged 16-64) in each relevant market. Although all respondents are Internet users, our ongoing parallel studies and extensive experience enable us to weight the sample to represent the adult population of any given market.

How quickly do I get results?

This depends on the markets involved. Turnarounds range from 2-3 days to 3 weeks - fieldwork timings are much the same, but some markets run more regularly than others.

Which countries are covered?

- Great Britain
- France
- Spain
- Italy
- Germany
- Sweden
- Belgium
- Netherlands
- Poland
- Russia
- Australia
- + many more

Where does The Harris Poll - Global Omnibus sample come from?

We use a subset of Harris Interactive's online panel, which equates to more than 6 million managed email addresses in total! This unique managed panel is growing all the time.

How is The Harris Poll - Global Omnibus sample constructed?

The outgoing sample is stratified by age, gender and region.

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

Up to 20 questions.



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

Yes. We can perform complex skip patterns, randomisation, grids, images, multi-punch, single-punch, and open ended can all be asked.

What deliverable will I receive?

This is up to you. We usually provide computer tables which are included in the cost and these can be as simple or as complex as you require. In addition, we can provide data in a variety of formats including SPSS®, Quanvert™, PowerPoint®, Microsoft® Word, and Microsoft® Excel.

What will be included in my results?

We include answers to your questions weighted to reflect the total population of that particular market (we can, of course, provide you with multi-country/total data) across 40+ standard demographic breaks.

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What standard demographics are collected?

In total we collect:

- Age
- Gender
- Age within gender
- Household composition
- Marital status
- Region
- Social class
- Household income
- Number of children in household
- Age of children
- Employment status
- Education level

What do the results represent?

Using a series of sophisticated weighting procedures, we ensure that your data is representative of the general population.

Can I include questions on any subject on the omnibus?

Yes. However, if you wanted to research an area that was specifically Internet-based, such as attitudes to buying from online supermarkets, we would not be able to weight the data to be representative of the general population, only the online population. Online omnibus is also an ideal platform for sensitive questions.

Will the weighting distort my results?

No. The special weighting that is applied is similar in adjustment to the standard weighting that is normally used with traditional data collection methods.

How much does it cost?

Prices do vary country-to-country and on the number of countries commissioned. For example if you were to commission one of the main European markets (GB, France, Spain, Italy and Germany) the cost per question will be £450. However if you commission 3 or more of this key group the cost per question, per country will drop to £250. If all 5 European are commissioned + the US, the US (via QuickQuerySM) cost per question will also drop to £250.

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.

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

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

What do our clients have to say about us?

Fred Studeman, European News Editor at the Financial Times recently said:

"Working together with Harris over the last year has proved to be of real benefit for the Financial Times. The joint monthly polls have given us a series of great stories, some of which have generated considerable wider interest. We found Harris to be very flexible and particularly working together with news editors who, at times can be quite demanding and given to changing their mind. They have helped us a lot with questionnaire design and have provided useful industry insight."

Who do I contact about getting some indicative costs and for more information?

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AHEAD OF WHAT'S NEXT.

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