

Omnibus Services

Telephone and Online Data Collection



Harris Interactive offers both telephone and online omnibus surveys. They include:

- QuickQuerySM - online omnibus conducted using our multimillion member panel (n=2,000)
- National Quorum - our telephone omnibus (n=1,000)
- YouthQuerySM - our online omnibus conducted with young consumers nationwide (n=1,100)
- Congressional OmnibusSM - telephone omnibus with key influentials on Capitol Hill
- Executive Omnibus - telephone omnibus surveying 150 companies representative of the Fortune 1000

Based on the content and sample specifications for your project, we will advise you about which survey will best meet your needs.

What is an omnibus survey?

- An omnibus is a regularly conducted survey to which clients can add questions, piggyback-style.
- Omnibus surveys are generally among the most cost-effective and time-efficient methods of conducting research and understanding public opinion. When a client has fewer than 20 questions to ask of the general public, an omnibus survey is usually the best approach.
- Harris Interactive omnibus surveys include answers to your questions among 40 standard demographic banner points, are conducted among adults 18 and older, are nationally representative and usually consist of 1,000 individual telephone responses or 2,000 individual online responses

I'm going to use the survey results in a press release. Is the sample representative or projectable to the US population?

Yes, the sample is representative of the US adult population. In order to ensure the sample is representative, telephone omnibus results are weighted to the general US population. QuickQuery (online omnibus) results can be weighted to either the general US population or the US online population – whichever is more appropriate for a given survey.

The sampling error for QuickQuery is $\pm 2.0\%$ (2,000 responses) while the sampling error for the Telephone Omnibus is $\pm 3.0\%$ (1,000 responses).

What do I get from an omnibus survey?

When you submit an authorization form commissioning an omnibus survey, we will:

- Advise which omnibus option (telephone or online) will best serve your needs
- Revise your questions as deemed necessary based on over 50 years of research experience
- Field the survey



- Provide cross-tab survey responses in an electronic format with standard 40-point demographic banners consisting of:

Telephone	Online
Age	Age
Children In Household	Age and presence of children
Dual Income	Age within gender
Education	Education
Household Income	Employment Status
Household Size	Gender
Metro	Household Size
Non-Metro	Income
Race	Marital status
Region (Northeast, Midwest, South, West)	Region (Northeast, Midwest, South, West)
Sex	

In addition to these services, omnibus surveys will provide the following services for an additional charge:

- Customized banner
- Statistical Package for the Social Sciences® (SPSS) data file
- Brief reports describing major findings, usually prepared in PowerPoint® format

How long does it take to conduct either a telephone omnibus or online omnibus?

Typically, an online omnibus takes a few days less to complete than a telephone omnibus. From the point that questions are approved and finalized by the client, National Quorum (telephone) takes approximately seven days, plus any optional report writing. QuickQuery (online) takes approximately 4 days (plus report writing). Other surveys vary in delivery time - contact us to learn more.

The telephone omnibus runs twice each week. QuickQuery runs on a rolling schedule and can field when questions are approved and finalized. Each week’s frequency is based on demand.

NOTE: As soon as you provide draft questions and sign an authorization for either omnibus service, we will be able to provide feedback on questions and secure your final approval before scheduling fieldwork. We suggest that you allow approximately 7 to 10 days to develop and finalize questions, however, faster turnaround is possible.

What are approximate costs for these omnibus services?

Both online an telephone omnibus surveys are priced between \$1,000 - \$1,500 per closed-end question. Open-ended questions range from approximately \$2,00 - \$3,000. Exact pricing for questions is determined based on your specific questions(s), number of questions asked and other factors.

Services available for an additional fee:

- Custom banner points
- SPSS format data file
- PowerPoint presentation-style report

NOTE: These prices are only a guide. Some questions are longer or more complicated than others. Therefore, we determine the number of billable questions based on the question units, or equivalents. The final price is determined after the questions have been finalized.

When I’m ready to move ahead with a survey, how do I get started?

Contact us at 877.919.4765 or info@harrisinteractive.com or www.harrisinteractive.com.

To begin the process, we will help you decide which data collection mode (telephone or online) and survey instrument is best, based on your needs, discuss whether you need any special services, and send you an authorization form.

If you have draft questions prepared we will review them, providing formal recommendations. Otherwise, we’ll discuss with you how to get started.

