



Your guide to... Omnibus studies

www.online-market-research.netetude.co.uk



Harness the web's potential
for your marketing studies.

Omnibus studies

Omnibus studies are multi-subject studies carried out at specific dates on an identical target profile. Several companies can integrate one or several questions into one single online questionnaire.

Fast and cost-effective

Omnibus studies are low-cost per user because the cost is divided between all companies using the study. Omnibus enables you to contact a large target market in a short space of time. The timetable of studies is planned in advance enabling you to integrate your questions easily.

► Omnibus calendar

Representative panel	UK Population	Housewives	UK web surfers	18-25 year olds
Monday	✓			
Tuesday		✓		
Wednesday			✓	
Thursday				✓
Friday				

Questions/comments

If you only have a few questions to ask, or have a limited budget or time – an omnibus study is ideal for you.

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