



Online-Omnibus

Our weekly multi-topic survey

Fast and inexpensive

With the weekly multi-topic survey in the intervista online panel, you receive reliable answers to your current questions within a short time and at a reasonable price.

Our Omnibus is ideal for

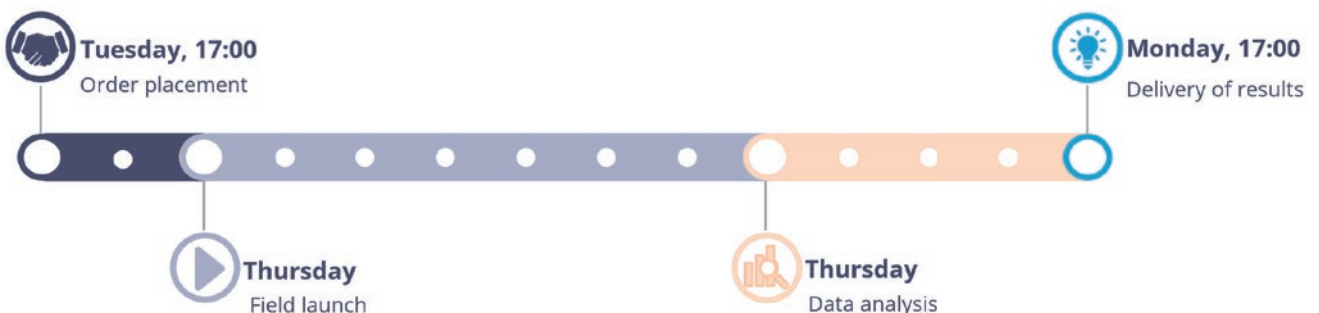
- > Limited surveys
- > Opinion polls on current topics
- > Awareness measurement
- > Surveys on product market potential
- > Concept reviews
- > Pre-tests and post-tests

Your benefits at a glance

- > Short field duration, quick project processing and rapid data delivery
- > High data quality
- > Excellent price-performance ratio
- > Integration of all multimedial formats such as TV and radio spots, videos, posters is possible
- > Weekly repeats possible

The high quality of the intervista online panel – one of the largest in Switzerland – is the basis for meaningful results. The sample surveyed for you is representative of the population quota with regard to the criteria age, gender and language region.

Timetable





Powerful, fast and cost-effective

What does Omnibus cost?

Question type	n = 500 CHF	n = 1000 CHF
Closed-end questions		
> Single/Multiple answers (max. 15 answers)	800	1250
> Per additional answer	30	50
> Coding per semi-open- ended question (others i.e.):	400	600
Matrix questions		
> Up to max 5 items	1200	2000
> Per additional item	200	300
Open-end questions		
> Questions incl. coding	1400	2500
Multimedia material		
> Integration of logos/images	inkl.	inkl.
> Integration of film- or audio material	200	200

You can assign between 1 to 10 questions per wave.
Minimum order value: 1500 CHF

Our services

- > Representative sample for the online population of German- and French-speaking Switzerland aged 15 – 79 years
- > Questionnaire review/consultation
- > Programming using state-of-the-art survey software and in Responsive Design
- > Field control and data collection
- > Documentation of results in clearly formatted tables with standard breaks (age, gender, region)
- > One PowerPoint slide with standard graphic per question

Optional services to order

- > Inclusion of additional sample from the Italian-speaking part of Switzerland
- > Up to 4 additional breaks possible in the evaluation
- > Delivery of the raw data set
- > Translation into French / Italian

More about the intervista online omnibus:

www.intervista.ch/en/panels-for-market-research/online-omnibus



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