

GfK Omnibus surveys 2010 – Catch the Bus!

fast – affordable – representative



Get on board!

Looking for a fast and economical solution to your questions? Then you've come to the right place. Our buses run regularly every week to a fixed schedule. You, too, can get on board with the other passengers and specify a certain number of individual questions that you would like to put. In this multi-topic survey, we will take you to your destination by Telebus, Onlinebus or Interbus efficiently, reliably and without any delays.

Your goal...

Information

- ...on your existing or potential customers
- ...on your market potential or a product development
- ...on how your brand or your communication is perceived

Advice

- ...when selecting the right method
- ...when developing and fine-tuning the question concept
- ...when interpreting the data collected

Our services...

- **Reliable results:** Representative sample of private people aged between 15 and 74 in German- and French-speaking Switzerland.
- **Speedy processing:** Results available within 7 to 21 days (depending on method).
- **Attractive pricing:** The fixed costs are shared among several clients.
- **Regularly conducted:** You can join at any time and data can also be compared using repeat studies.
- **No limitations:** Our buses can handle questions on all multimedia formats such as logos, print ads, posters, web-layouts, animated graphics, TV and radio commercials, videos, packaging designs or concepts.
- **Wide variety of methods:** We ensure top-quality samples by means of random quotas, powerful evaluation programmes, weightings and psychographic segmentations.

Our strengths are your advantage!

GfK Telebus

Telephone multi-topic survey (CATI)

Destination Telebus

Every week, GfK Switzerland's experienced specialists conduct 2 x 500 interviews from its telephone laboratories in Hergiswil and Lausanne. The benefits of this method are its speed and continuity. Telebus is thus ideal for tracking, for example. GfK Switzerland guarantees top quality work: interviewers are supervised by means of a monitor and GfK's programmed questionnaire management excludes filter errors. Come and see for yourself in our telephone laboratory!

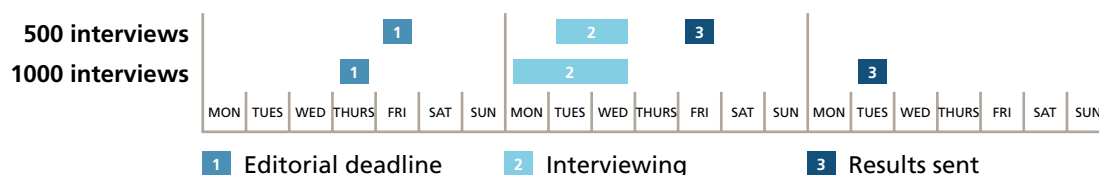
Flexible, fast and always on time

500 interviews: Deadline: Every Friday, 9.00 a.m. with results available after 5 working days.

1000 interviews: Deadline: Every Thursday, 12 noon with results available after 8 working days.

An affordable ride

Type of question	500 interviews	1000 interviews
Closed questions		
■ 3 responses, not read out	825.–	1400.–
■ per additional response option	30.–	50.–
■ 3 responses, read out	1050.–	1750.–
■ per additional response option	100.–	170.–
■ extra per scaled statement	250.– to 450.–	400.– to 750.–
Semi-open questions		
■ incl. coding of comments	from 1125.–	from 1900.–
Open questions		
■ dependent on outlay	from 1550.–	from 2600.–
Audio file		
■ inclusion of audio files (dependent on length)	750.–	1200.–
Quantity discounts		
■ 5% for orders of CHF 10000.–		
■ 10% for orders of CHF 20000.–		
■ Prices do not include VAT and are subject to change without prior notice		



GfK Onlinebus

Web-based multi-topic survey (CAWI)

Destination Onlinebus

GfK Switzerland conducts 1000 online interviews for you every week. The benefit of this method is that it offers perfect quality and technological opportunities. You can present interviewees with every multimedia format, such as TV and radio commercials, videos, posters, etc. Our online reporting will also keep you continuously updated on the study's current status.

Flexible, fast and always on time

1000 interviews: The deadline is always noon on Tuesdays and results are available after 10 working days.

Psychography

On request, an up-to-date psychographic profile can be provided for all interview participants: blue mind, Sinus Milieus or GfK Roper Consumer Styles.

An affordable ride

Question type	500 interviews	1000 interviews	2000 interviews
Closed questions			
■ Up to 12 responses	800.–	1250.–	2000.–
■ Each additional response option	30.–	45.–	75.–
Scaled questions			
■ Up to 3 statements	1200.–	1900.–	3000.–
■ Each additional statement (4 to 10)	150.–	250.–	400.–
■ Each additional statement (11 and more)	200.–	300.–	450.–
Semi-open questions			
■ Incl. coding of comments	1000.–	1600.–	2500.–
Open questions			
■ Simple (e.g. list of brands)	1400.–	2250.–	3600.–
■ Complex (e.g. opinions)	1900.–	3000.–	4800.–
Multimedia			
■ Inclusion of up to a max. of 5 logos, pictures free of charge	free of charge	free of charge	free of charge
■ Inclusion of 6 or more logos, pictures	150.–	150.–	150.–
■ Inclusion per film, sound	200.–	200.–	200.–
Quantity discounts			
■ 5% for orders of CHF 5000.–			
■ 10% for orders of CHF 10000.–			
■ Prices do not include VAT and are subject to change without prior notice			



GfK Interbus

Face-to-face multi-topic survey (CAPI)

Destination Interbus

GfK Switzerland conducts 500 face-to-face interviews in two waves every two weeks. Benefits: Face-to-face interviews mean that complex questions can be put and display material can also be physically used. Interview quality is assured by our experienced interviewers and technological innovations. The computer-based approach allows the interviews conducted to be monitored, by systematically identifying and excluding faulty interviews.

Flexible, fast and always on time

500 interviews every two weeks: Deadline: Friday, 12 noon (every odd-numbered calendar week) with results available after 21 days.

An affordable ride

Type of question	500 interviews	1000 interviews
Closed questions		
■ 3 responses	900.–	1400.–
■ per additional response option	60.–	85.–
■ extra per scaled statement	350.– to 550.–	550.– to 750.–
Semi-open questions		
■ incl. coding of comments	1150.–	2250.–
Open questions		
■ dependent on outlay	2050.–	3250.–
Display material		
■ Inclusion of logos, pictures	150.–	250.–
■ Inclusion of films, sound	200.–	350.–
■ Inclusion of physical display material dependent on size, postal/shipping charges		
Quantity discounts		
■ 5% for orders of CHF 10000.–		
■ 10% for orders of CHF 20000.–		
■ Prices do not include VAT and are subject to change without prior notice		



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GfK Switzerland, based in Hergiswil/NW, is Switzerland's largest market research institute and the country's only full-service provider of qualitative and quantitative market research. GfK Switzerland belongs to the international GfK Group, which is based in Nuremberg, Germany, and is one of the leading market research companies in the world.

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