

ACNielsen Omnibus

ACNielsen Omnibus, is the online research service provided by ACNielsen. Instead of committing to a full scale study, clients can subscribe to a fraction of it at a competitive price.

Clients can set their survey on various topics. To ensure a high level of security, control and standardized quality services, **ACNielsen Omnibus** is based on an in-house managed panel, which currently has more than 12,500 members. Our powerful segmentation tool allows clients to select respondents of different age groups, monthly income levels, household size, occupations, different lifestyles, etc.. To further enhance the interactivity of the study, audio and visuals can be inserted according to clients' needs.

It was named **ACNielsen Omnibus** because the surveys run on a fixed schedule – like public buses. It runs every month -

regular, reliable and efficient



Benefits

- excellent for small scale studies
- greater flexibility
- greater variety of topics possible

Research design

The sample size of each survey is 1,000, aged between 15 and 45 years old, representative of the total online population in Hong Kong.

Cost (based on computer tabulation)

Type of questions	Cost (HK\$)
First two 'close-end*' questions	13,800
Each subsequent 'close-end' question	5,800
Each subsequent 'open-end' question	9,000
Report (including a maximum of 10 charts, 2-page summary and analysis)	15,000
Inserting video clips (per video)	1,800

* Each close-end question is consisted of 4 attributes or 4 aided brands

Discounts are offered to continuous tracking projects.

For further information, please contact Mr. Kenneth Chan on (852) 2856 6940 and visit the Your Voice panel (www.yourvoice.com.hk) for a glimpse of our sophisticated managed panel.

Omnibus Timetable 2006

Project Commission Date	Questionnaire Finalization Date	Online Programming	Fieldwork	Tabulation
Apr 12	Apr 18	Apr 19 - 24	Apr 25 - May 9	May 15
May 4	May 9	May 10 - 15	May 16 - 28	June 3
June 7	June 9	June 12 - 15	June 16 - 28	July 4
July 5	July 7	July 8 - 13	July 14 - 26	Aug 1
Aug 2	Aug 4	Aug 7 - 10	Aug 11 - 23	Aug 28
Sept 4	Sept 7	Sept 8 - 14	Sept 15 - 27	Oct 5
Oct 6	Oct 12	Oct 13 - 19	Oct 20 - 31	Nov 6
Nov 7	Nov 9	Nov 10 - 16	Nov 17 - 28	Dec 6
Dec 6	Dec 8	Dec 9 - 14	Dec 15 - 29	Jan 5