

A group of seven diverse people are sitting on a red sofa against a plain white background. From left to right: a woman with dark hair wearing a white jacket, a woman with blonde hair wearing a grey cap and a dark jacket, a man with dark hair wearing a grey hoodie, a woman with dark skin wearing a white top, a woman with dark hair wearing a grey button-down shirt, a man with short brown hair wearing a striped shirt, and a woman with blonde hair wearing a red beret and a striped shirt. They are all looking towards the right side of the frame with various expressions of interest and engagement.

GfK Omnibus and Legal Research: Representative surveys in Germany, Europe and worldwide.

Do you ask questions, requiring quick, concise and cost-effective answers? To this end, we have developed our system for multi-topic surveys: our Omnibus research – face-to-face, by telephone or online.



WHAT WE OFFER:

Our representative multi-topic surveys are regularly used in Germany, Europe and globally. You can easily join a study with just one or indeed many questions: we simply take on a little more work and you receive valuable information quickly at a low price. Within an Omnibus survey, we combine all different kinds of questions from multiple clients. Questions relating to brand awareness, advertising impact, purchase behavior, product acceptance as well as regarding wishes, opinions and needs of particular demographic groups. We deliver results within a matter of days depending on the sample, scope and method.

The benefits to you at a glance – our Omnibus research is

- ✓ efficient
- ✓ fast
- ✓ cost-effective

- ✓ representative
- ✓ exclusively, with large samples

OUR SERVICES INCLUDE



GfK CLASSIC BUS

Face-to-face Omnibus (CAPI)



GfK PHONE BUS

Telephone Omnibus (CATI)



GfK eBUS

Online Omnibus (CAWI)



GfK EURO / GLOBO BUS

International Omnibus studies



GfK SPECIAL BUS

Target group specific surveys



GfK CLASSIC BUS



In our GfK CLASSIC BUS we survey face-to-face – using the CAM*Quest method (Computer Assisted Multimedia Questioning).

Particularly suitable

- If customer guides or multimedia questionnaires are to be used
- For sensitive or complicated questioning
- If older target groups or groups who are less active online are to be surveyed
- For questions with a judicial background

Sample

- 1,000 or 2,000 men and women aged 14 years and older and representative of the German speaking

Selection of Respondents

- In two stages on the basis of data in official statistics (Quota)
- Quotas on: Gender, Age, Region, Size of town, Size of Household, Profession of head of household.

Demographics

- More than 20 Standard-demographics (e.g. internet usage / access, attitude to trends)

Timing

- Deadline: Every Tuesday, 10 am
- Results for N=1,000: after two weeks
- Results for N=2,000: after three weeks

Prices

	N=1.000	N=2.000
• Yes / No Question:	€ 790.-	€ 1,050.-
• Closed question with up to 11 precodes:	€ 940.-	€ 1,250.-
• Scaled question with 3 items on a scale:	€ 940.-	€ 1,250.-
• Scaled question with 6 items on a scale :	€ 1,500.-	€ 2,000.-
• Open ended question:	€ 1,160.-	€ 1,550.-

Contact: bus@gfk.com | +49 911 395-2323



In our GfK eBUS we survey online (CAWI – Computer Assisted Web Interviewing) with about 35,000 OnlinePanel participants.

Particularly suitable

- For urgent surveys
- For multimedia questionnaires
- For sensitive questions

Target

- 1,000 men and women aged 14 years and older and representative for the German ONLINE population

Selection of Respondents

- Quota-selection from our own askGfK Panel (approx. 35,000 panelists)
- Off- and online recruited
- Representative for Gender, Age, Region, Size of town, Size of Household

Demographics

- 9 Standard-Demographics (e.g. age, gender, household income, etc.)
- More demographics possible (additional fee)

Timing

- Deadline: every Wednesday, 10 am (finale questionnaire)
- Results: for 1,000 interviews on Wednesday of the following week

Prices

- | | |
|---|---------------------------|
| • Yes / No question: | N=1.000
€ 600.- |
| • Closed question up to 10 precodes: | € 720.- |
| • Scaled question with 3 items on a scale : | € 680.- |
| • Scaled question with 6 items on a scale : | € 880.- |
| • Open ended question : | € 1,050.- |
| Minimum Fee: | € 1,800.- |

GfK EURO BUS® or GLOBO BUS® / GfK SPECIAL BUSES



GfK EURO / GLOBO BUS

International Omnibus studies



Do you have one or more questions you wish to ask the population in specific European countries? Or even in America, Asia, Africa or Australia?

Thanks to GfK's international network (GfK EURO BUS® and GfK GLOBO BUS®) and the cooperation with well-respected partner institutions around the world, we are able to carry out our multi-topic surveys not only across Europe but globally too.

Depending on the country-specific factors, we carry out GfK EURO BUS® and GfK GLOBO BUS® face-to-face, by telephone and online.

We survey at least 500 representative adults per country.

Dates: The surveys take place at least once a month (exact dates upon request) and last between three and eight weeks depending on method and country.

Prices: A closed question is available from €900.

GfK SPECIAL BUS

Target group specific Omnibus surveys



If your questions are directed at a particular target group, we will question them separately for you. We therefore offer multi-content surveys, where we interview seniors, children, motorists, financial or energy decision-makers exclusively.

We interview the following demographic groups for you upon request:

- **Seniors:** 600 adults over 60 years of age, in Germany and across Europe
- **Children:** 200 children between 6 and 13 years of age, in Germany
- **Motorists:** 1,400 motorists (18+) answer questions pertaining to driving and vehicles, in Germany and across Europe
- **Financial decision-makers:** 600 adults (+18) who decide over financial matters in private households (or are involved in the decision-making process) answer questions pertaining to finance, investment and assets, in Germany
- **Energy decision-makers:** 1,400 adults (+18) who decide over household energy matters (or are involved in the decision-making process) answer questions pertaining to energy and electricity, in Germany

Dates: Our target group specific questionnaires always commence on Tuesdays. We deliver the results within three weeks.

Prices: Upon request

For more information contact bus@gfk.com.

Please contact:

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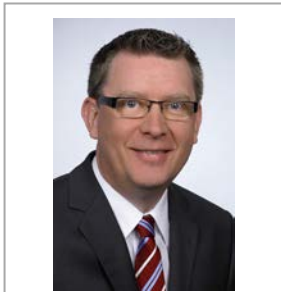


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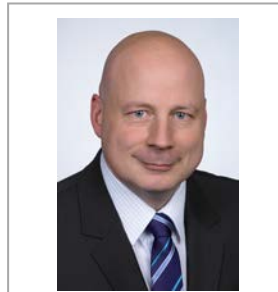


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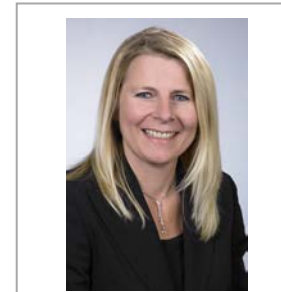


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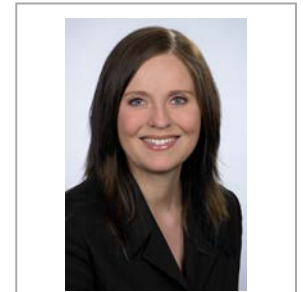


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Destination Success!

GfK OMNIBUS & LEGAL RESEARCH: Representative surveys in Germany, Europe and worldwide.