



## Overview

Increase your reach with **CARAVAN® International Online Omnibus**. Building on the CARAVAN® reputation for on-time, reliable research, we now offer you the ability to tap into the markets of countries around the world.

**CARAVAN® International** is a multi-client online study conducted weekly among adults 18 years of age and older (1/2 male; 1/2 female). Contact one of our CARAVAN® research specialists to request a quotation or to discuss your needs.

**CARAVAN® International** helps you understand your market in terms of:

- Incidence check
- Brand awareness
- Attitude and usage
- Image/advertising testing
- Market potential
- Market trends
- Concept testing
- Spokesperson credibility

Country*	Sample Size Census Representative	First 3 closed-end questions US \$	Subsequent questions (each) US \$
Canada	1000		
France	1000		
Germany	1000		
Italy	500		
Spain	500		
U.K.	1000		
United States	1000		

Please call for pricing

\* Access to additional countries coming soon.

Translations are included in the cost per question. Final costs will be provided at the time your project is scheduled. Translations are a two-part process: first, the finalized English questionnaire is translated into the local language, and then independent back-translation is performed for quality control purposes.

## Weekly Schedule Details

Event	Client Deadline (Eastern time)
English version of questionnaire finalized	Tuesday 2 p.m.
Final version of translated questionnaire and images	Friday 2 p.m.
Field period	Monday - Friday
Closed-end tabulations delivered	Tuesday end-of-day

More on back . . .



**Guidelines**

Question Unit Description	One Question Unit equals:
Yes/No choice	
Single/multi-select	Up to 10 items
Ranking	Up to 4 items
Attribute list	Up to 4 items
Open-end question	Verbatim answers provided

- Minimum of 3 and maximum of 15 question units per client.
- Acceptable graphic file type: JPG or GIF
- Questions can contain skipping and piping. Complex or specialized requests may require additional resources.

**Additional Services**

- Coding
- Custom cross-tabs/banners
- Data in SPSS, Excel, ASCII
- Written Summary Report

**Standard Deliverables**

Unweighted results in MS Word file, segmented by:

- Gender
- Age
- Marital status
- Children in household
- Household size
- Household income
- Region

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