

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) and weighted to gender and age. 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	First 3 closed-end questions US \$	Subsequent questions (each) US \$
Australia	500	<i>call for price</i>	<i>call for price</i>
Austria	500	"	"
Belgium	500	"	"
Canada	1000	"	"
China	500	"	"
Denmark	500	"	"
France	1000	"	"
Germany	1000	"	"
India	500	"	"
Italy	500	"	"
Japan	500	"	"
Netherlands	1000	"	"
Norway	500	"	"
Poland	500	"	"
Portugal	500	"	"
Spain	500	"	"
Sweden	500	"	"
UK	1000	"	"

* Ask about additional countries.

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.

More on back . . .

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 - Wednesday*
Closed-end tabulations delivered	Friday end-of-day*

* For most countries.

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

Deliverables

Weighted tabular data via e-mail. Two standard demographic banners are provided, and custom banners can be developed.

Questions. Answered.

www.opinionresearch.com/us/omnibus

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