



GfK eBUS®


www.gfk.com/de/produkte/gfk-omnibus

GfK eBUS® – Fast. Representative. Cost-effective. In Germany and worldwide.


We support you in every project phase: from the development of your questions to the interpretation of the results. There are no restrictions in terms of content, even special target groups (e.g. financial decision-makers or car drivers) are easily reached.

With GfK eBUS® you get reliable results for your business decisions without long waiting times.


OMNIBUS ► REPRESENTATIVE OF THE POPULATION

Name	Sample	Dates	Prices (from €)	Method
	<ul style="list-style-type: none"> • Target group • Scope • Partial occupancy 	<ul style="list-style-type: none"> • Copy deadline • Results deadline 	<ul style="list-style-type: none"> • Closed questions • Open questions 	<ul style="list-style-type: none"> • Special features
 GfK eBUS® – Germany	<ul style="list-style-type: none"> • Population 18 - 74 years • 1,000, cumulations possible • <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No 	<ul style="list-style-type: none"> • Every Tuesday, 12.00 pm CET • One week later 	<ul style="list-style-type: none"> • from 600 € • from 960 € 	ONLINE <ul style="list-style-type: none"> • Quotation based on 6 demographic characteristics

OMNIBUS ► SPECIAL TARGET GROUPS

 GfK eBUS® – Germany	<ul style="list-style-type: none"> • Population 18 - 74 years, special target groups • Depending on target group, cumulations-possible 	<ul style="list-style-type: none"> • Every Tuesday, 12.00 pm CET • One week later 	<ul style="list-style-type: none"> • from 600 € • from 960 € 	ONLINE <ul style="list-style-type: none"> • Quotation based on 6 demographic characteristics
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OMNIBUS ► REPRESENTATIVE OF THE POPULATION

Name	Sample	Dates	Prices (from €)	Method
	<ul style="list-style-type: none"> • Target group • Scope 	<ul style="list-style-type: none"> • Copy deadline • Results deadline 	<ul style="list-style-type: none"> • Closed questions • Open questions 	<ul style="list-style-type: none"> • Special features
 GfK eBUS® – International	<ul style="list-style-type: none"> • Population 18 - 74 years • 500 / 1,000 / 2,000 	<ul style="list-style-type: none"> • Every Monday, 12.00 pm CET • After 2,5 to 3 weeks 	<ul style="list-style-type: none"> • Prices on request 	ONLINE <ul style="list-style-type: none"> • Quotation characteristics: Gender, age, region

Australia, Austria, Argentina, Belgium, Brazil, Bulgaria, Canada, Chile, China, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, Indonesia, Italy, Japan, Ireland, Latvia, Lithuania, Malaysia, Mexico, Netherlands, Norway, Philippines, Poland, Portugal, Romania, Russia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Thailand, Turkey, UK, USA, Vietnam.

Further countries on request.

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