

HISB *megaBUS*

A cost-effective solution for low-incidence studies



What makes the HISB *megaBUS* different?

With 50,000 completes per wave, the HISB *megaBUS* is specifically designed to identify target respondents for cost-effective, low incidence studies. A growing number of clients have voiced a need for new solutions that can help to pinpoint target sample as well as drive custom follow-up work. The result? The HISB *megaBUS*.



A new breed of omnibus: 50,000 completes per wave yield targeted sample for cost-effective, low-incidence follow-up research.

Primary Usage

- Isolate low-incidence sample for cost-effective follow-up research
- Field short surveys requiring a large number of completes, quickly and cost-effectively

Methodology

- The HISB *megaBUS* is conducted on a quarterly basis (see schedule on reverse side); surveys 50,000 Internet-representative 18+ year-old members of the Harris Poll Online across age, gender and region.

Specifications

- Five-minute survey per seat – typically two questions, depending on length and type of question
- Four potential seats per quarterly wave
- 50,000 completes at 100% IR
- Question types include yes/no, single/multi selection, grids, ranking questions, attribute lists and open-ended questions
- Deliverable – data file via email or posted on tailored client portal

Pricing

Single wave	\$35,000 per wave
Commitment for 2 nd and 3 rd waves	\$32,000 per wave + 5% discount on 5 follow-up studies*
Commitment for 1 year (4 waves)	\$30,000 per wave + 10% discount on 5 follow-up studies*
Each additional seat on single wave	\$25,000 per seat

**Discount good for one year. For optimal follow-up study results, we recommend completing the study one month following the omnibus.*



To participate, or for more information, contact us at: 877.635.4468 or info@hisbonline.com.

See how your clients can significantly reduce costs on low-incidence research.

Offer clients a way to conduct low-IR custom research at substantial savings. See how using the HISB *megaBUS* can save more than \$21,000 on custom low-IR research while creating a new pipeline of custom follow-up work for you.

Traditional Method	HISB <i>megaBUS</i>
20 minutes	<i>megaBUS</i> survey: 5 minutes Follow-up study: 20 minutes
500 completes	500 completes
2% IR	Using targeted respondents from <i>megaBUS</i> 100% IR
\$66,000 (estimate)	One <i>megaBUS</i> seat: \$35,000 Follow-up study: \$9,700 \$44,700 (estimate)

HISB *megaBUS* Savings – \$21,300

HISB *megaBUS* Schedule – 2006

2006		Commitment by	Questionnaire by	Field	Data File by
Q1	DEC	December 25, 2005			
	JAN		January 13	January 30 thru	
	FEB			February 13	February 17
Q2	MAR	March 27			
	APR		Apr 14		
	MAY			May 1 thru May 15	May 19
Q3	JUN	June 26			
	JUL		July 14	July 31 thru	
	AUG			August 14	August 18
Q4	SEP	September 25			
	OCT		October 13	October 30 thru	
	NOV			November 13	November 17

Note: Any additional data deliverables such as tables and coding will need to be estimated and scheduled.



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