



KIIS OMNIBUS

General Information

KIIS Omnibus is a regular multi-targeted survey of the population which is carried out on order of multiple clients with different goals, who finance the survey.

The idea of Omnibus is that each client includes his questions into the questionnaire and pays only for those questions that are relevant to his informational needs. Basic social-demographic questions are included free of charge and are jointly used by all participants of the projects.

KIIS Omnibus is a quick, convenient and economical way to get high-quality information about the population of Ukraine.

What is Omnibus used for?

Participation in KIIS Omnibus gives our clients and partners a chance to fulfill various current tasks on the following subject groups:

- Evaluation of the situation in Ukraine, key problems, social-economic and national-cultural orientations of the population
- Electoral orientations and ratings of leading politicians and political parties
- Informational and advertising campaigns efficiency measurement
- Studies of customers' behavior and attitude towards various goods, services, ads and monitoring of changes
- Lifestyles research
- Methodical tasks solution e.g. testing questions, making up sub-samples of rare respondents, who are ready to participate in further studies
- Other current requests in need of fast evaluation

Advantages of KIIS Omnibus

Advantages of Omnibus research

- Low cost — you pay only for questions you suggest yourself and apart from them you get main social-demographic data free of charge, which gives you an opportunity to get results at considerably lower cost, than in the case of separate own research (ad-hoc).
- Quickness — results can be obtained within 3-4 weeks after suggestion of the questions
- Regularity of the survey conduction opens wide prospects of monitoring the dynamics of the processes
- Confidentiality — only you get information on your questions.
- Convenient per-question payment basis and the opportunity for the client to chose the type of the questions and their number according to needs and financing possibilities.

KIIS Omnibus

KIIS Omnibus — high accuracy and reliability of data, which is provided by efficient following the research standards at the stages of planning, sample development, conducting interviews and results analysis.

- KIIS uses absolutely random representative sample, which allows avoiding biases that can arise when using different respondents' selection methods.
- Possibility to chose the sample size most suitable for the client — national survey 2000 or 1000 respondents, urban population survey (sample size — 1350 respondents).
- Own network of experienced and trained interviewers all over Ukraine.
- KIIS carries out 10–15% control of interviewers' work by visiting respondents.
- High proficiency in data analysis with usage of multidimensional and statistical methods for satisfaction of clients' various requests.
- Diversity of forms in which final data, reports and presentation of Omnibus results can be prepared.
- Discount system for patrons and major orders

KIIS Omnibus Specification

Periodicity: quarterly

Territory coverage: all Ukraine

Sample options

- 2000 respondents aged 18+, who reside in Ukraine
- 1000 respondents aged 18+, who reside in Ukraine (half of the sample)
- 1350 respondents aged 18+, who reside in urban settlements

Sampling:

Multi-staged sample, obtained by random selection method. This sample is representative not only for adult population of Ukraine, but also for separate macro-regions and groups of the population.

The sample is based on random selection of 200 survey points (post-offices) in the territory of Ukraine (all 24 regions and the city of Kyiv). The process of sample development is based on random selection of streets, houses and apartments within each postal district. The final stage is random selection of respondents in families.

Method of respondents' selection: random route selection

Survey procedures:

- Survey is conducted by “face-to-face” interviews
- Normal interview length 20–40 minutes
- Data collection is performed by KIIS network of interviewers

Survey Instrument:

During interviews KIIS uses questionnaires both in Russian and Ukrainian. Interviews are conducted in the language most convenient for respondents.

KIIS performs the following types of work:

- Free-of-charge translation of the questions suggested by the client into Russian and Ukrainian
- Methodical expertise of the questions to determine their accordance to main requirements of formulation
- Adaptation of question taking into consideration specific features of Ukraine
- Preparation of cards and instructions for interviewers.

Social-Demographic questions:

Social-demographic indicators given free of charge:

sex, age, education, ethnic group, place of residence (oblast, urban or rural population, settlement size).

Other social-demographic indicators given for additional cost:

occupation, income, family status, language, religion etc.

Fieldwork stage quality control:

- 100% control of questionnaires completion;
- Selective control of fact and fullness of the conducted interviews and control of the respondent's selection method observance — implemented by re-visiting 10-15% of respondents;
- Logical analysis of 100% of the questionnaires.

Standard survey results:

- Data file (SPSS, OCA or ASCII format)
- One-dimensional distribution tables
- Brief description of the survey methodology and survey procedures

Report types (for additional cost):

- Brief informational report
- Detailed analytical report
- Two-dimensional distribution tables
- Power Point Presentation

Participation cost*

Question Type	Sample size		
	2000 respondents	1000 respondents	1350 respondents
Simple closed question (1 variable in SPSS)	260 USD	130 USD	175 USD
Question with compatible alternatives, up to 5 alternatives (1–5 variables in SPSS)	260 USD	130 USD	175 USD
Question with compatible alternatives, 5–10 alternatives (5–10 variables in SPSS)	290 USD	145 USD	190 USD
Question with compatible alternatives, 10–15 alternatives (10–15 variables in SPSS)	340 USD	170 USD	215 USD
Question with compatible alternatives, over 15 alternatives (over 15 variables in SPSS)	negotiated	negotiated	negotiated
Closed question in battery of 3 and more questions	190 USD	110 USD	130 USD
Open-ended question	460 USD	240 USD	310 USD
Card usage (1 page)	free	free	free
Half-opened question, rotations, cards up to 1 page	negotiated	negotiated	negotiated
Key demographic questions: <i>sex, age, education, ethnic group and place of residence (region, urban or rural settlement, settlement size)</i>	free	free	free
Additional demographics: <i>main occupation, income, family status, language, religion etc.</i>	55 USD	30 USD	30 USD
Increasing the sample size to represent the population aged:			
17 years and older	200 USD	100 USD	130 USD
16 years and older	380 USD	190 USD	250 USD
15 years and older	550 USD	275 USD	365 USD
14 years and older	710 USD	355 USD	475 USD

* cost is exempt from VAT

Discounts system:

- For clients who order more than 10 questions — 10%
- For clients who have already participated in previous omnibuses — 20%

In order to include questions in KIIS Omnibus or to get more detailed information contact:

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