



**FOCUS**Bus CZ

**An Omnibus Survey by the FOCUS  
agency**

**Dates and prices in the year 2021**

**All the research projects conducted by FOCUS are implemented in accordance with the provisions of the International Codex for Marketing and Social Research (ICC/ESOMAR) – issued by European Society for Opinion & Marketing Research (ESOMAR).**

## RESEARCH DESIGN

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The FOCUS agency monthly conducts omnibus surveys within its standard offer. The omnibus survey – "FOCUSBus" – is a sort of representative quantitative survey, in which the client can order one or more questions according to own choice. The sample represents the opinions of the adult population of the Czech Republic.

**FOCUSBus** presents the most effective way of collecting representative data. It is suitable for the wide spectrum of clients – from those who need only some indicating information to support their decision making process up to the clients who want a detailed analyses in a particular field, but the range of questions would not be enough for a single survey.

The financial costs of the survey are shared by clients according to the number of ordered questions. Each client receives an exclusive separate survey report.

<b>Research type</b>	Representative quantitative survey (Omnibus)
<b>Frequency of survey</b>	Monthly
<b>Sampling methodology</b>	Quota sample
<b>Sample size</b>	1.000 respondents 18 years and older / per country
<b>Quota sampling variables</b>	Sex, age, education, size of community, region of residence
<b>Methodology</b>	Face-to-face standardized interview according to the questionnaire (CAPI)
<b>Fieldwork</b>	Regularly trained interviewers of FOCUS agency
<b>Fieldwork control</b>	Random control 50% of conducted interviews

## TIME TABLE

The complete research implementation takes approx. 5 weeks. See the following table.

Month	Questionnaire deadline	Fieldwork	Data available	Final report
January	-	-	-	
February	5. 02.	21. 02.	26. 02.	10. 03.
March	5. 03.	21. 03.	26. 03.	12. 04.
April	9. 04.	25. 04.	30. 04.	14. 05.
May	7. 05.	23. 05.	28. 05.	11. 06.
June	4. 06.	20. 06.	25. 06.	16. 07.
July	9. 07.	25. 07.	30. 07.	13. 08.
August - September	20. 08.	5. 09.	10. 09.	24. 09.
October	8. 10.	24. 10.	29. 10.	12. 11.
November	5. 11.	21. 11.	26. 11.	10. 12.
December	6. 12.	20. 12.	07. 01. 2022	21. 1. 2022

## RESEARCH PRICE

The prices of the individual type questions in the following table are valid for the year 2021 and they do not include VAT (21%).

Question type	PRICE in EUR
<b>SIMPLE CLOSED QUESTION</b> (one answer possible) <ul style="list-style-type: none"> <li>▪ to 5 items</li> <li>▪ more than 5 items</li> </ul>	320,- 360,-
<b>CLOSED QUESTION</b> (more answers possible) <ul style="list-style-type: none"> <li>▪ to 7 items</li> <li>▪ more than 7 items</li> </ul>	400,- 440,-
<b>STATEMENTS</b> (items) BATTERY <ul style="list-style-type: none"> <li>▪ basic battery containing 3 items</li> <li>▪ every other item</li> </ul>	440,- + 34,-
<b>SIMPLE OPEN QUESTION</b> (e.g. Brands, numbers etc.)	420,-
<b>COMPLEX OPEN QUESTION</b> (e.g. statements)	480,-
<b>STATISTICAL DATA PROCESSING</b> (in a form of tables in MS Excel, first and second grade sorting, sociodemography vs. yes/no questions)	+ 10% to price for given file
<b>STATISTICAL DATA PROCESSING AND FINAL REPORT CREATION</b> (in a form of tables, graphs and informational text)	+ 25% to price for given file

**The price includes:**

- developing of the questionnaire
- translation and backtranslation of the questionnaire
- preparation of the sampling methodology and sample design
- graphic design, printing and distribution of the questionnaire and the instructional letters for interviewers
- organization of the fieldwork data collection
- salaries for the interviewers
- control of the interviewers work
- control of the questionnaires
- coding of the open-ended questions
- data recording
- control and logical control of the recorded data
- delivery datafile with English labels to client in SPSS format
- methodological report
- social-demographical characteristics of the respondents – age, education, sex, economic activity, household size, income per member of household, size of community, region of residence