



**harris
interactive**
ahead of what's next

HARRIS 24



Get answers for your business question within 24 hours!

Do you need some concept test results quickly, a few numbers for an important meeting tomorrow or to urgently confirm you are making the right decision?

Harris 24 provides results for urgent business decisions in ultrafast timing.

Quick, international and high quality

Harris 24 is an innovative research tool allowing you to launch your survey whenever you want and delivering back results to you in less than 24 hours.

Harris 24 is available globally. Covering more than 30 countries, Harris 24 gives you access to over **8 million consumers** to answer your questions. For the major markets **Germany, France, United Kingdom, Italy, Spain and United States**, surveys with **up to 2000 responses** can be turned around within 24 hours.

Our team of expert market researchers offer **consultancy and support** your study from set-up to questionnaire development through to analysis of results. Leveraging quotas you get immediate answers straight from **your relevant target audience** for up to 25 questions – faster than ever before!

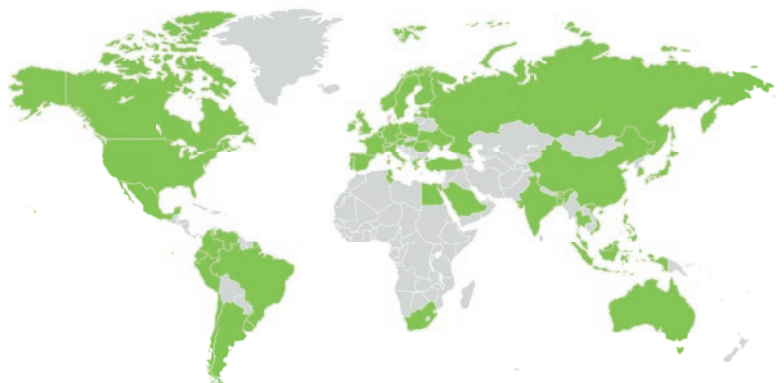
Investment

Decide on the number of questions, the number of respondents and the number of quotas – just like in omnibus studies. However, Harris 24 offers far greater flexibility, can be launched at any time and is often even cheaper!

Wide range of applications

Harris 24 is a highly efficient and cost-effective solution to generate ultrafast insights without compromising on the quality of the data for the many types of studies:

- Concept/claims testing
- Communications testing
- Straightforward pricing and promotions testing
- Usage & attitude studies (U&A)
- Consumer profiling & incidence checking
- Consumer feedback on hot topics
- PR focused surveys
- Customer satisfaction



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Harris 24 in 5 steps

1

- You share your objectives and scope of research.
- We'll confirm the price – it will be cost effective.

2

- We design and script a tailored survey for you which will be optimised for online and mobile completion.
- You can choose from 20 question types including single and multiple selection, grid, open ended questions, rankings and videos / images.
- If required, we will translate your survey for you.

3

- We launch the survey to your audience of interest. You can target on 3 broad demographics or include more specific criteria for your target audience.
- Results directly feed into an automated analysis and reporting tool.

4

- Efficient automation ensures that results are available within 24 hours. If required, we will provide a report with insight /interpretation within 2 to 3 days.
- The data can be automatically weighted to be nationally representative. Alternative weightings are possible as well.

5

- In addition, we can present the results to you in person or via a web meeting.

Global capability

Depending on your target audience, you will typically receive within 24 hours up to:

- 1000-2000 interviews in Germany, France, Great Britain, Italy, Spain and USA
- 700- 1000 interviews in Australia, Brazil, Hong Kong, India, Japan, Netherlands, Poland and Russia
- 250-700 interviews in China, Mexico, Sweden, Singapore, South Korea and Turkey
- 100-250 interviews in Belgium, Denmark, Finland, Greece, Ireland, Canada, New Zealand, Austria, Portugal and Czech Republic

Need more answers?

More interviews can be achieved by extending fieldwork timings

For Harris 24 you select:

- **When: starting a survey is possible at any time; results within 24 hours**
- **Who: pre-programmed criteria and up to 3 demographics for targeting**
- **How many: 100 to 2000 interviews**
- **Where: available in more than 30 countries**