

Introducing qBus

1 survey, 1000 respondents, and a bus full of researchers—paying for only the questions they ask.

WHAT IS QBUS?

A program designed to help researchers run short surveys with a statistically significant sample size—an omnibus with the Qualtrics touch.

An omnibus enables you to collect data quickly and in a cost effective manner. By combining multiple researchers' questions into a single survey, you have easy access to a nationally representative panel for a low price.

Each researcher can purchase a block of questions. Questions are sent to a nationally representative sample of 1,000 respondents. Quotas are filled using overall demographic targets based on census percentages for representation: age, gender, ethnicity, household income, and census region.

A demographic block is provided at the end of each researcher's survey with additional fields such as education level, employment status, children in the household, etc.

WHAT CAN I USE QBUS FOR?

- Test ads, messages, and concepts.
- Identify awareness, attitudes, usage, and behaviors (for brands, products, and services).
- Establish and track benchmarks.
- Profile demographics and relevant segments.
- Understand public perception and opinions
- Conduct cost-effective research with large samples.
- Conduct short surveys.

WHY QBUS?

- Significant Cost Savings—significantly cheaper than running your own study.
- Quick turn-around—take advantage of our locked-in schedule.
- Highest standards for data quality in the industry.
- Exceptional service—from a dedicated Qualtrics project manager
- Allows users to create and analyze within the Qualtrics platform





HOW DOES IT WORK?

In your Qualtrics account, simply create questions for a short survey following the qBus question criteria. Check out the question criteria here or ask your Qualtrics rep—they'll be happy to help. Before the questions, draft a sentence that describes the project and goals very briefly.

Once a project is submitted to Qualtrics, a qBus PM will then combine all question sets for that ride into one survey. The order of the sets will be randomized, ensuring all users' block of questions come up first at least once.

Qualtrics then launches the survey through our panel partners, collects the responses, and exports final data files to share with all of the riders. Your questions, as well as the demographic questions for segmenting on the back end, will be sent as QSF, Excel, and SPSS files to your account.

THE QUALTRICS TOUCH

You design the survey the way you want it using the Qualtrics platform, which gives you access to our complete question library. After the survey is finished, your data is uploaded back into your Qualtrics account where it's easily accessible, downloadable, and customizable.

Qualtrics gives you the flexibility to create and edit visualizations within the in-platform report editor. Then you can download the data in the format you need, including SPSS, XML, CSV, and TXT. You're in the driver's seat.

OKAY, CAN YOU SUMMARIZE THAT?

By sharing the cost of the panel between multiple researchers, qBus gives you significant cost savings, without compromising the quality of your data. So, if you have a short survey and need a nationally representative sample, reach out to Qualtrics today to reserve your seat on the next available qbus.

Get on the Bus

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