

# harris 24

## Get answers to your business questions within 24 hours

We've all experienced situations where deadlines are cut, an urgent request needs answers tomorrow, or decisions need extra validation without much budget. **Harris 24** is for those moments when you need to canvass consumer opinion from nationally representative populations to targeted audiences, quickly and cost effectively.

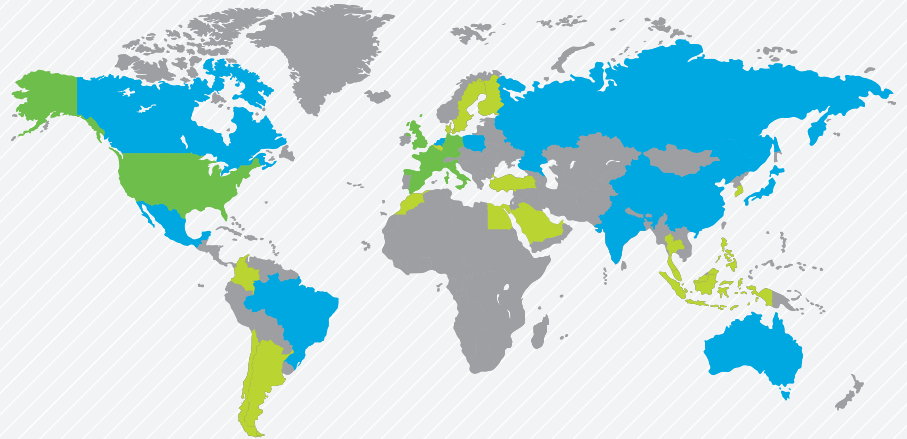
### Fast, targeted & international!

- Ultrafast high quality insights from up to 5000 consumers
- Real time data access via an analytics platform with exportable outputs
- Reach of 13+ million global consumers across 50+ markets via the Toluna community
- Pre-qualified consumers on 60+ demographics/profiles + custom targeting
- Up to 50 questions per survey
- Easy survey duplication for multiple audiences/markets
- Harris expert survey design support included. Additional request services: translations, data tables, open end coding, specialist weighting, ppt report

You can launch a survey whenever you need to. Harris 24 is a flexible & speedy alternative to omnibus surveys. You can also use your own customer sample.

### Harris 24 speed/reach

A few key examples:



#### Within 24 hours

Results from 1000-2000 nationally representative or high IR 50+ targeted audiences

#### From 48 hours to 7 days

Results for lower 20%-50% IR targeted reach or samples above 2000



#### Around one week

1000-2000 gen pop/nat rep populations



#### Around one week

500-1000 gen pop/nat rep populations

### Audiences profiled include:

Main store chain shoppers | Online shoppers | Owners of certain car brands | People with specific medical conditions | Specific banking customers | Those who plan to buy a mobile/tablet/desktop | Social network users | Specific media/entertainment consumers | Video gamers | Luxury product buyers | Sports players and gym goers | Frequent travellers

### How clients have benefited from Harris 24

Health and Nutrition U&A insights | Supermarket shopper behaviour | Public opinion on weekly events for a TV programme | Banking trust and confidence | Opinions on economic, society, environment and politics | Reactions to breaking news and politics | Price and promotional testing | Communications pre-testing | Product/service concept/proposition testing | Post event customer experience | Name testing

For further information please contact your usual account manager or call Rhys on the number below:

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