

Harris 24, Harris 24+, Omnibus and Bespoke surveys compared

	Harris 24	Harris 24 +	Omnibus	Bespoke survey
Snapshot for use	When speed is critical, results are automatically available in an online platform, design is fairly straightforward, targeted audience isn't needed	When speed is important, results are automatically available in an online platform, design is fairly straightforward, targeted/ representative audience is critical	When speed is important, design is a bit more complex, and representative audience is critical	When speed isn't as important, but where design, methodology, and target audience are complex, or where reach is offline
Speed	1000-2000 interviews within 24 hours.	1000-2000 online interviews typically within 2 to 5 days.	1000-2000 UK online interviews in 5 days; 1000 interviews in other key markets in 5 days; other market options longer. Fixed fieldwork schedule.	More than 5 days; online, telephone or other modes.
Survey type	Online panel and/or client online sample	Online panel and/or client online sample	Online panel	Flexible mode – online, telephone, f2f, mobile etc.
Audience reach/ representativeness	Weighted to be representative of the general population on broad demographics of age, gender, and region i.e. ages 18-34, 35-54 and 55+. Regions are South, Midlands & Wales, North & Scotland, Northern Ireland	With quotas and weighting to be representative of the UK general or online population, by age (16+), gender and region based on ONS census statistics OR other specific targeted audiences.	With quotas and weighting to be representative of the UK general or online population, by age (16+), gender and region based on ONS census statistics	With quotas and weighting to be representative of the UK general or online population, by age, gender and region based on ONS census statistics OR specific targeted audiences. Adult and child audiences possible.
Key markets	UK, US, France, Germany, Spain & Italy Other markets in EMEA, APAC, North and South America feasible but not within time limits above			Any markets
Typical survey question limits	Up to 25 questions	Up to 35 questions	Up to 15 questions	Unlimited question number
Survey customisation	Basic customisation but limited to colour changes in survey headers, text and answer boxes	Basic customisation but limited to colour changes in survey headers, text and answer boxes	Basic customisation but limited to colour changes in survey headers, text and answer boxes	Branding, whole survey look and feel, fully customisable
Coding of verbatim comments	No, but word cloud in online platform	No, but word cloud in online platform	Yes	Yes
Data outputs	Results automatically feed into online platform for data analysis. Quick data/chart export. Report available on request.	Results automatically feed into online platform for data analysis. Quick data/chart export Report available on request.	Data tables	Flexible e.g. online platform, bespoke dashboard/portal, scorecards, full report, presentation