

# Lightspeed Research announces launch of weekly global omnibus survey

LightBus will reach consumers in Europe, North America and Asia

**London 4th March:** Lightspeed Research, a global online market research company, has launched a new weekly omnibus survey – LightBus - in response to customer demand. The global research service provides clients with cost-effective and fast access to the opinions of consumers across Europe, North America and Asia Pacific.

LightBus will research the opinions of 1000 nationally representative adults in each country. As with all Lightspeed Research's studies, the omnibus respondents will be chosen by their demographic details including age, gender and social class or income. Clients can choose to survey people from Lightspeed Research's online panels, including the UK, Germany, France, Italy, Spain, the Netherlands, Austria, Sweden, North America, Canada, China, Japan and Korea. Lightspeed Research also offers clients a 'Sneak Peak' service where they have access to interim results after one day, as standard.

David Day, CEO Europe said "We are delighted to introduce LightBus to the market, providing a cost-effective way for them to carry out global research. We expect this service will be used extensively by our clients, who have been asking us to develop an omnibus that provides the high quality research they expect from us, with global reach, fast turnaround and competitive pricing."

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For press enquiries please contact:

Ralph Risk, Marketing Manager Europe – Lightspeed Research  
Tel office +44 (0)20 7896 1950 Tel mobile +44 (0)787 650 7689  
[rrisk@lightspeedresearch.com](mailto:rrisk@lightspeedresearch.com)

Lucy Green, PR Consultant  
Greenfields Communications  
[lgreen@greenfieldscommunications.com](mailto:lgreen@greenfieldscommunications.com)  
Tel: +44 7817 698366

## About Lightspeed Research

Lightspeed Research is a global interactive data solutions provider delivering market research results through global panels. Lightspeed Research provides access to household members across 34 countries in Europe, North America and Asia-Pacific.

Lightspeed Research's proprietary panels are recruited and maintained to ensure quality and representative sampling to support studies that range in scope and complexity across most industry sectors. Lightspeed Research operates panels covering healthcare, financial services, automotive, B2B, telecommunications, family and more. Lightspeed Research is a member of WPP (LSE: WPP) (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit [www.lightspeedresearch.com](http://www.lightspeedresearch.com)

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