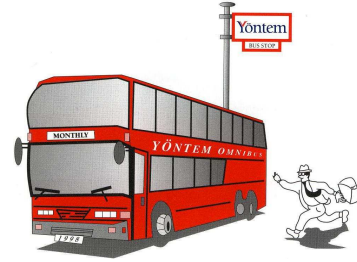


OMNIBUS

The target of Yöntem Omnibus is equally distributed among female and male consumers, over the age 15. It is conducted monthly in 11 provinces, Istanbul, Ankara, İzmir, Bursa, Konya, Adana, Antalya, Samsun, Zonguldak, Diyarbakır and Erzurum with a sample of 1.000 respondents representing the urban population of Turkey. Face-to-face interview technique is applied on the sample which is chosen by quota sampling method.

2010 Time Schedule

Fieldwork Start Date	Data Delivery Week
8th Jan	1st Feb
5th Feb	22nd Feb
5th March	29th March
2nd April	26th April
7th May	31st May
4th June	28th June
2nd July	26th July
6th August	31st August
3rd Sept	04 th Oct
1st Oct	25 th Oct
5th Nov	6th Dec
3rd Dec	27th Dec



**Don't miss the
Yöntem Omnibus**

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22nd Year

Yöntem