

Omnibus surveys

Quick, easy, affordable online quantitative research

omnibus (om-nee-buhs) *noun*.

1. a series of separate questions compiled into a single research survey.

Discover what Australians think in a robust national research study that is fast and cost-effective

Omnibus questions

- ✔ Perfect to get fresh insights as needed
- ✔ 1,000 national respondents
- ✔ Cross tab analysis by gender, generation and geography
- ✔ Buy 2-10 questions on an ad-hoc basis (2 question minimum)
- ✔ Assistance with question development
- ✔ Options to add on McCrindle services like infographics or media commentary as needed

Omnibus membership now available

- ✔ Join to get fast, easy and affordable insights on demand over a 12-month period
- ✔ 12-month packages for streamlined insight collection
- ✔ Packages available for 10, 20 or 40 questions
- ✔ 25% off services including summary report, infographic design or media commentary
- ✔ Complimentary 30-min training session on how to do research for understanding and engaging the generations

Omnibus survey approaches

Choose the research approach that suits your organisation

1

2-10 questions
at \$1,000+GST per question

2

10 questions
in the omnibus membership for \$8,000+GST

20% saving

3

20 questions
in the omnibus membership for \$13,000+GST

35% saving

4

40 questions
in the omnibus membership for \$20,000+GST

50% saving

Our expertise

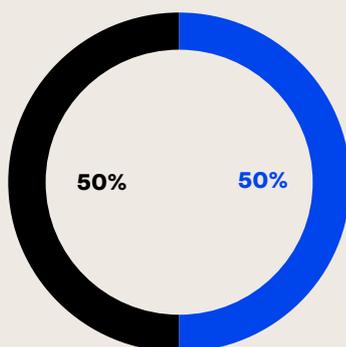
We utilise one of Australia's largest research panels which has more than half a million active members.

Our team of researchers will assist you to formulate questions to maximise your output within your available budget.

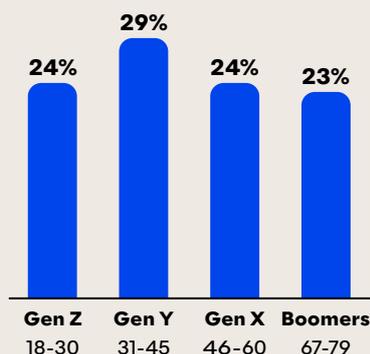
As Australia's leading social researchers, we will assist you to identify newsworthy media angles to help you communicate your research insights effectively.

Sample demographics

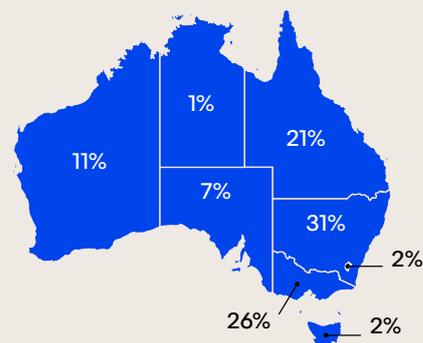
Male / female



Age (by generation)



State or territory



Our value.

Our omnibus yields at least 1,000 responses (18+) with raw data in Excel or Word available at the start of every month with results available quickly after the fieldwork closes. (Other output options available upon request).

Results are provided both as a total and by three key demographic categories:

Nationally representative sample

- ✔ Male / female
- ✔ Age (by generation)
- ✔ State or territory

Other optional descriptors available on request

- ✔ Level of education
- ✔ Employment status
- ✔ Household composition
- ✔ Five household income categories

Output options

At McCrindle we are well known for conducting relevant, world-class and cost effective research, and importantly, communicating the insights in innovative, useable ways.



1. Insights summary presentation slides or media-ready report

Don't have the time or energy to crunch the numbers and highlight the results? Insights summary presentation slides or media-ready report from just \$2,000+GST depending on the number of survey questions you have included.



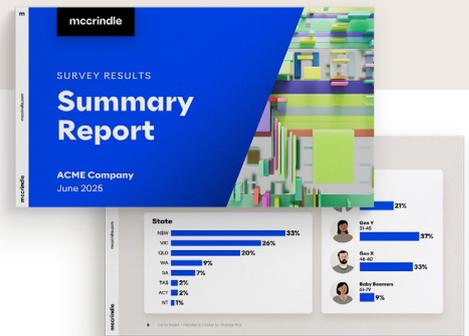
2. Bring your data to life through infographics or videos

Want to spread the message fast? Our research visualisation team are able to bring your data to life through infographics, visual presentations, animated videos, and splash pages.



3. Spread your results with the help of our media spokespersons

Our senior research team are actively involved in media commentary. With one set price there's no limit on the number of interviews we can assist you with if you would like the researchers to help communicate the findings.



To enquire about the Omnibus or find out the dates of our next omnibus please contact McCrindle on

(02) 8824 3422 or at info@mccrindle.com

Who we are.

We're specialists in human behaviour.

As leaders in social and market research, we create a clearer picture of the trends that inform strategic thinking.

Organisations come to us to gain greater knowledge and insights into what we call the '3Ps' – People, Products, and Places.

Omnibus solutions for:

- ✓ PR and communications agencies looking to maximise media activity
- ✓ Not-for-profit agencies tracking brand awareness and campaign reach
- ✓ Marketing teams looking to take industry snapshots and find trends in customer attitudes and behaviours
- ✓ Strategists looking to make well-informed business decisions
- ✓ Brands and organisations looking to develop research-based thought leadership

Some of our clients.



Get in touch.

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