



mccrindle

Omnibus surveys.

Quick turn-around online quantitative research.

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

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



- ✓ 1,000+ national respondents
- ✓ Assistance with question writing
- ✓ Assistance with identifying media angles
- ✓ Only 2 questions needed
- ✓ Cross-tabulation provided across 3 demographic identifiers
- ⦿ Topline report available
- ⦿ Research visualisation output
- ⦿ Media commentary

Omnibus surveys.

The best research projects are efficient and affordable. The McCrindle Omnibus makes it easy for you to get access to what Australians think, with fast turnaround results at a fraction of the cost of a comprehensive study.

It's as simple as determining how many questions you want to include, and developing your survey questions with assistance from our research consultants.

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.

Survey question pricing.

Minimum of 2 survey questions.

Cost per standard question*:

\$1,000+GST

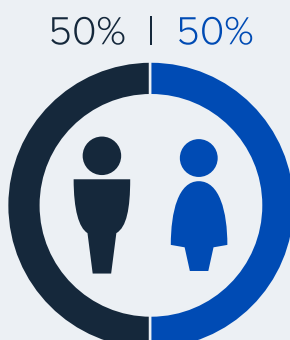
Questions are due by close of business Wednesday.

Raw data results are provided seven business days after questions are submitted.

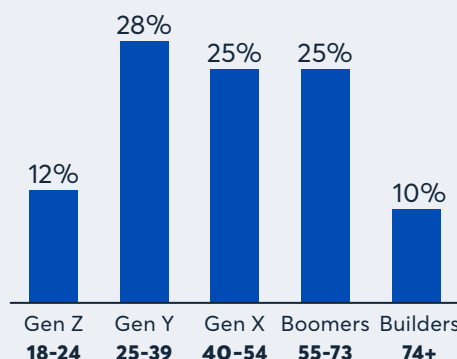
*A standard question is a multiple choice question, a matrix table up to 5x5, a numeric question or a yes/no question.

Sample demographics.

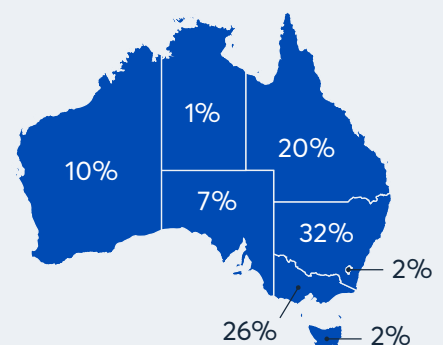
Male / female



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 within seven business days (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

Our output.

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. Let us do the analysis in a top-line or media-ready report

Don't have the time or energy to crunch the numbers and highlight the results? Top-line or media-ready reports start at just \$1,700+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.

Pricing of analysis report with cross tab.

#Standard Qs	Analysis report
2	\$1,700+GST
3	\$2,550+GST
4	\$2,900+GST
5	\$3,250+GST
6	\$3,600+GST



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.au

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
- ✓ Lobby groups and charities seeking to gauge public opinion on a multitude of issues
- ✓ 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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