

# EMRS Omnibus



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## Information and Fee Structure

# What is an Omnibus?

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- ❑ An omnibus is a research study with one questionnaire only, like a bus, it can hold a number of passengers.
- ❑ This makes the cost of obtaining valuable information very affordable as each passenger is sharing the set-up costs.
- ❑ The EMRS omnibus targets Tasmanian people aged 18 and over and consists of questions from a number of different clients or as we call them, passengers.
- ❑ One can think of it like taking a bus rather than a taxi. If you take a taxi, you pay a premium cost to go where you want by the most direct route. When you catch a bus, you travel along a fixed route, sharing the costs with the other passengers, therefore only paying a fraction of the cost. An omnibus works in a similar way.
- ❑ Each passenger has their own questions, which are asked to a sample of the Tasmanian population along with a range of demographic questions.
- ❑ Each passenger's results are confidential to that passenger.

# An Omnibus Has Many Uses

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An omnibus can be used for many things such as:

- Pre and Post Advertising testing,
- PR generation,
- Market penetration,
- Market sizing,
- Competitor analysis,
- Brand awareness,
- New concept testing,
- Usage and attitude research, and much more.

# How Does an Omnibus Work

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- ❑ Clients provide us with a rough draft of questions for us to give them an idea of what the research would cost. Alternatively, tell us what you hope to achieve and let us formulate the questions for you.
- ❑ Prices will only be confirmed on approval of the client's final questions.
- ❑ Clients must confirm the final questions via email 48 hours before the fieldwork is due to begin (date of commencement will be communicated at initial contact).
- ❑ Fieldwork is conducted throughout one working week and weekend.
- ❑ Within 5 working days of the completion of fieldwork, tables of results are analysed and checked before being dispatched to clients.
- ❑ More comprehensive reporting on the outcome of tables can be negotiated at the time of initial contact but will cost extra.

**An omnibus is a fast and cost effective way of testing the market.**

# What Does the Omnibus Give Me?

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Included in the cost per question you receive the following:

- Questionnaire design and development.
- Results in data table format by any of the standard demographics (see below).
- Output by email in either Microsoft Excel or Microsoft Word. Data in Excel or SPSS.
- Standard demographics include,
  - Gender
  - Age
  - Region
  - Employment Status
  - Household Income & Situation

# What Does the Omnibus Give Me?

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- Additional demographic questions are charged at \$500 each.
- Additional demographic questions may include,
  - Occupation,
  - Household Tenure (renting/mortgage),
  - Personal Income,
  - Main Grocery Buyer,
  - Socio/economic Status (blue/white collar worker), or
  - Highest Level of Education.

## Extra Analysis

- Analysis on Omnibus can be tailor made. If you want to look at one question by another question or you want to compare results with a previous round, we can do it for you for a nominal fee.

# What You Should Know?

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- ❑ **EMRS surveys a large sample of the Tasmanian population.**
- ❑ 1000 households, 500 in the South of the State, 250 in the North and North East and 250 in the North West and West of the State.
- ❑ The survey is run using CATI (Computer Assisted Telephone Interviewing) technology, providing a service which is second to none in terms of speed, efficiency, reliability and quality control.
- ❑ All surveying is conducted from EMRS' fully supervised call centre in Moonah.
- ❑ EMRS uses only “best practice” sampling and interviewing techniques.

# Omnibus Rate Card 2013 (Excluding GST)

Type of Question	1000 Statewide	500 South	500 North or North West
Simple pre-coded questions with yes/no, other coded categories, No coding of others".	\$2,000	\$1,500	\$1,500
Simple pre-coded with coding of "others".	\$2,300	\$1,700	\$1,700
Prompted (lists up to 10 brands/categories).	\$2,500	\$1,800	\$1,800
Open-ended with coding.	\$3,000	\$2,250	\$2,250
Extra lengthy concept statements to be quoted at the time.			

**Phone Samuel Paske or Paul Jamrozik on (03) 62 111 222 to discuss your research needs.**