



# OMNIBUS

Speed and high data quality

2021



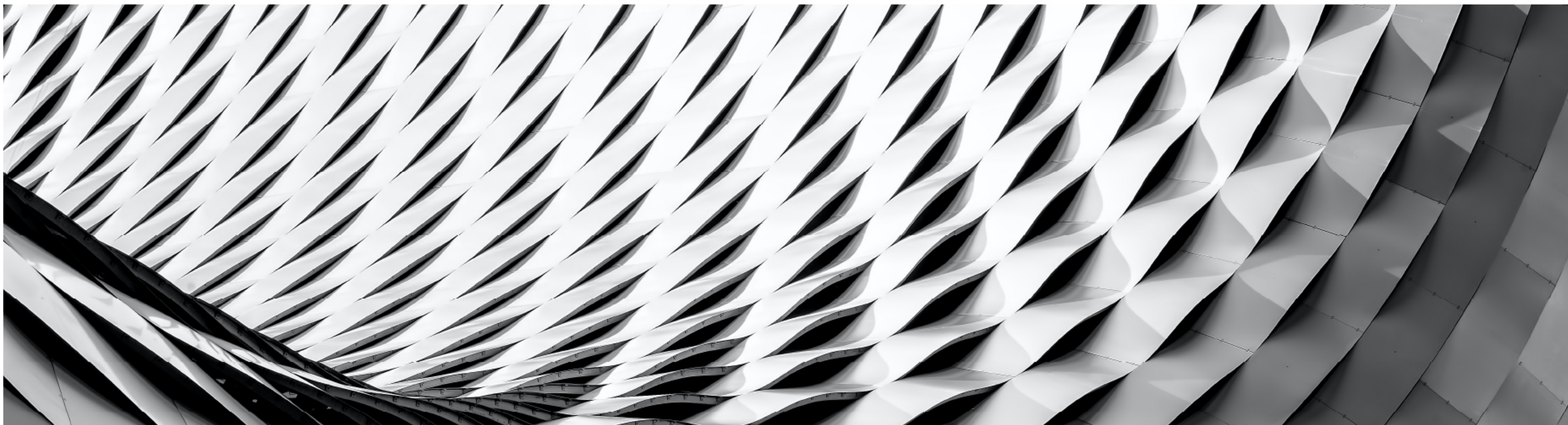
# INTRODUCTION

## What is an omnibus and why do you need it?

- ★ An **omnibus survey** is a method of **quantitative marketing research** where data on a wide variety of subjects is collected during the same interview.
- ★ Also called **piggyback survey**, it is a research in which multiple clients share the cost of conducting research.

## How does it help?

- ★ You **save the costs** by sharing the sampling and screening costs with our other partners.
- ★ You also join our **omnibus clients' list**.
- ★ We're surveying a wide variety of subjects inside **one single interview** to offer you the best prices and data on the market.





# WHY CHOOSE US?



The greatest benefit of omnibus survey is that it can provide **unexpensive answers really fast.**



**Our aim** is to offer you clear data about a **broadly defined population.**



**The omnibus survey** is the first great step to future research studies.

It's the **foundation** to more **specific insights and findings.**



Main priorities:

- **client satisfaction**
- **clear and precise data**
- **best price and timeframe for deliverables**

Through omnibus surveys we discover details about how your customers see your current products, in the smallest details: where your products are better compared to the competition, what should you do to improve the products and the offer, the final goal being to optimize your investments.



# WHAT'S OUR TARGET?

## TARGET



General population,  
males and females



18-65 years old



National representative  
quotas on Age, Gender  
and Region

## SAMPLE SIZE




Choose between **500** or  
**1000 completes.**

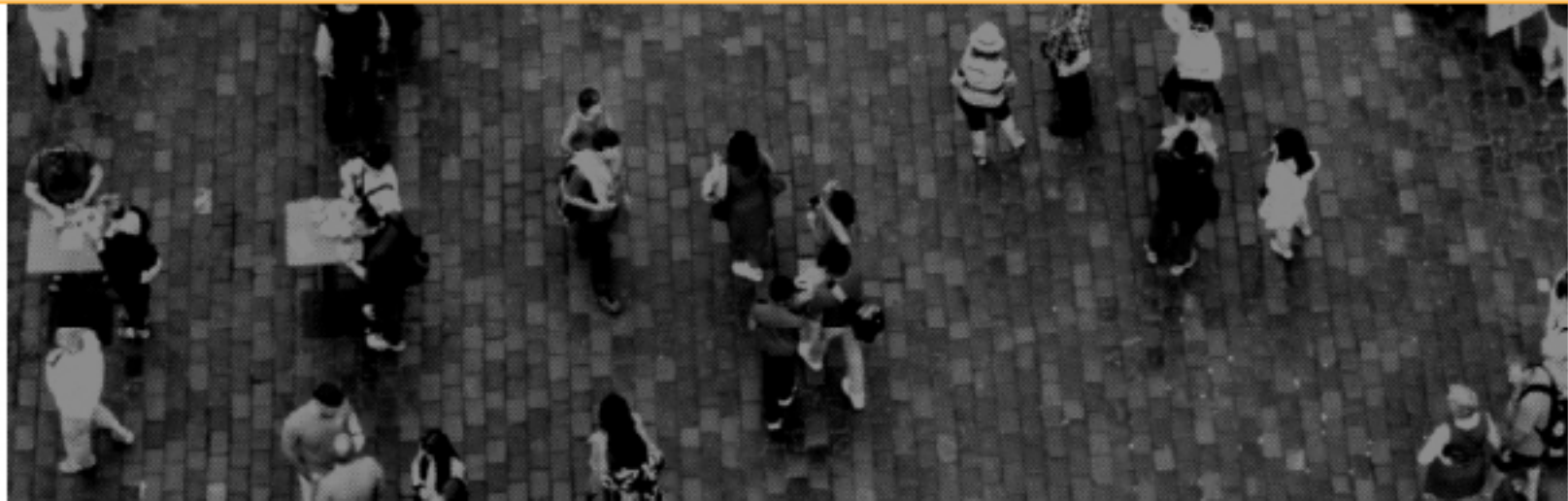
Any additional quotas will be discussed on a project-by-project basis.



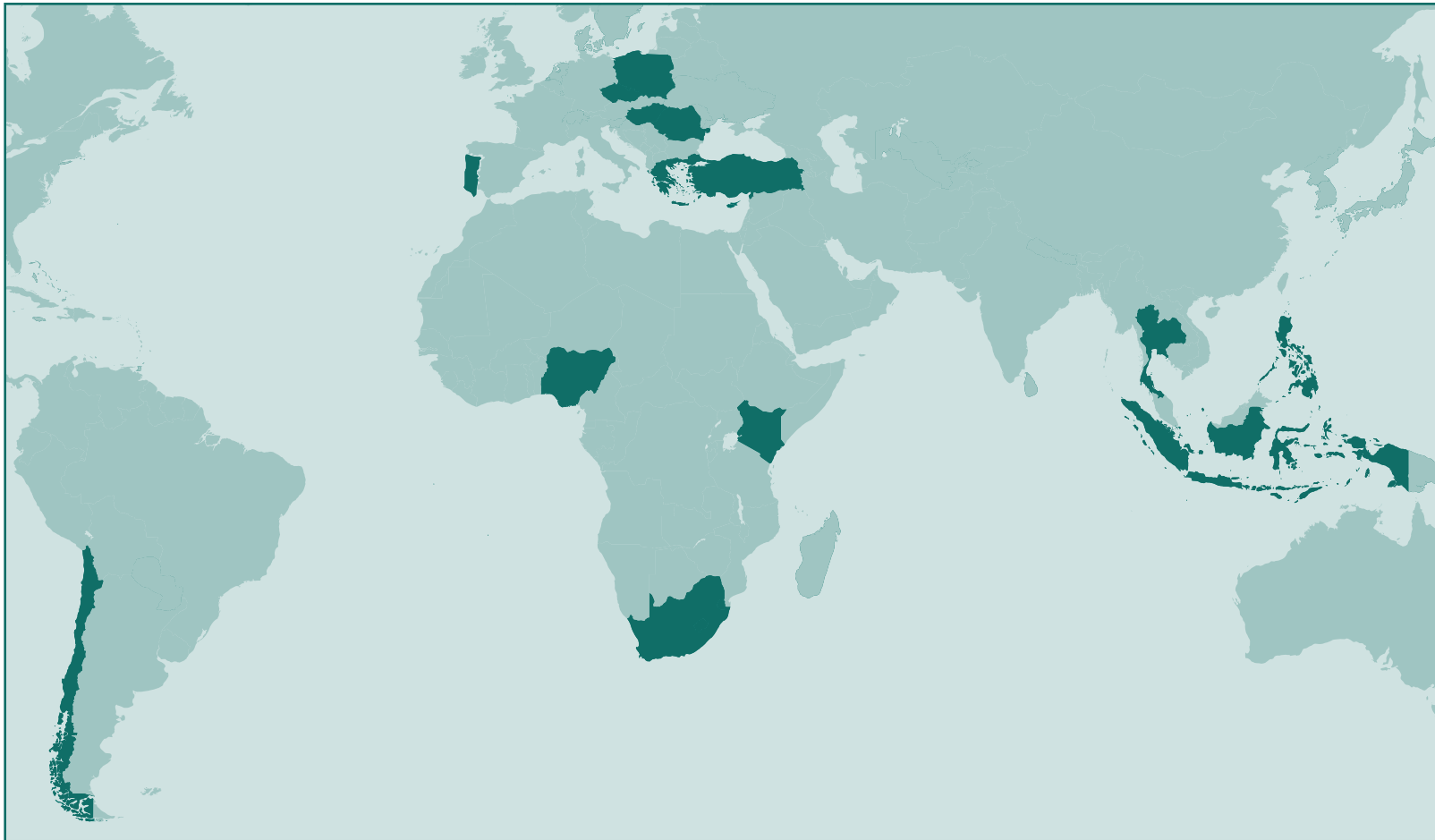
# WHAT IS A QUESTION UNIT? HOW DO WE COUNT IT?



Question type	Count (Question Units)
Single choice – Yes or No	1 QU
Multiple choice	Every 10 possible choices = 1 QU
Single choice per Row or Column	Every 5 statements = 1 QU
Multiple choice per Row or Column	Every 25 clickable items = 1 QU
Dropdown in grid	Every 15 dropdowns = 1 QU
Numeric	1 QU
Other specify	0 QU
Fully Open ended	1.5 QU
Short Open ends – Up to 10 Open ended boxes (ex.: spontaneous awareness)	1.5 QU



# WHAT ARE THE PRICES?



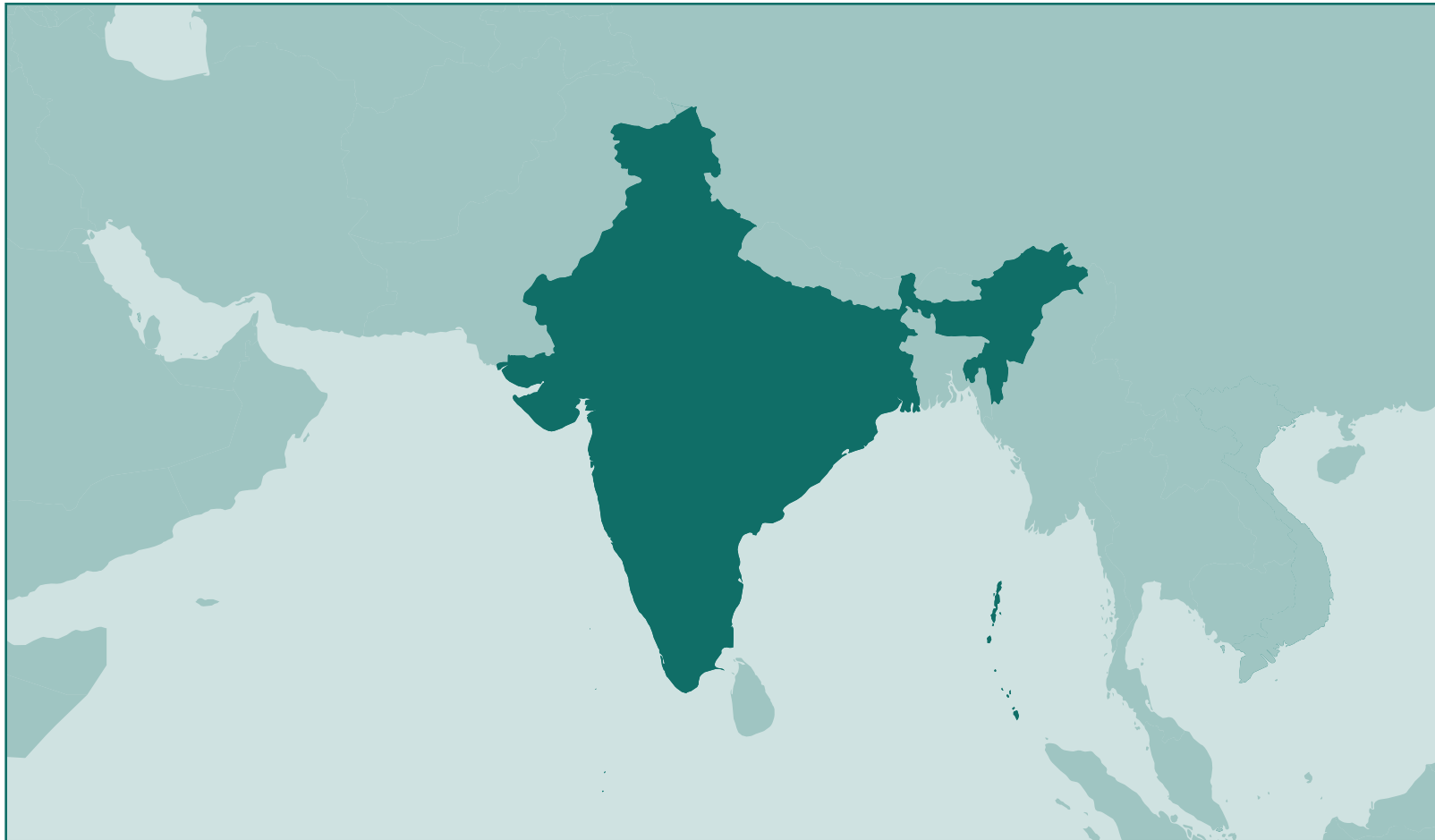
- |          |                |              |
|----------|----------------|--------------|
| Chile    | Czech Republic | Greece       |
| Hungary  | Indonesia      | Kenya        |
| Nigeria  | Philippines    | Poland       |
| Portugal | Romania        | South Africa |
| Thailand | Turkey         |              |

For an omnibus with  
20 questions and 1000  
completes

**115 €**  
per Question Unit

For an omnibus with  
20 questions and 500  
completes

**75 €**  
per Question Unit



India

For an omnibus with  
20 questions and 1000  
completes

**105 €**  
per Question Unit

For an omnibus with  
20 questions and 500  
completes

**70 €**  
per Question Unit



UAE

For an omnibus with  
20 questions and 1000  
completes

**155 €**  
per Question Unit

For an omnibus with  
20 questions and 500  
completes

**90 €**  
per Question Unit

Media processing, Coding and Translations not included.



# FREQUENTLY ASKED QUESTIONS

## HOW LONG DOES IT TAKE TO RUN IT?

It takes about 2-4 days to run it, depending on the sample size and country.

## WHAT ARE THE DELIVERABLES?

In case you need a faster turnaround, we offer standard tables and clean SPSS deliverables, but we can also offer other types of files, at your request.



## WHICH ARE THE OPTIONS THE CLIENTS CAN CHOOSE FROM IN TERMS OF SAMPLE SIZING?

The clients can choose a sample size of 500 or 1000 completes.

## WHAT DO WE WEIGHT THE SAMPLE ON?

We apply mandatory weighting on age, gender and region, **but we can also add others (like HH size and HH income), on demand.**





**rfq@datadiggers-mr.com**

**www.datadiggers-mr.com**

**+(40) 770 794 874**

**Calea Victoriei nr. 155, Bloc D1, Intrarea 5,  
Etaj 8, Birou 9, Sector 1, 010073, Bucuresti**