OVATION

OVATION RESEARCH NEW ZEALAND WEEKLY OMNIBUS

Omnibus surveys offer a cost-effective and efficient way to gather valuable market research data from a diverse sample. A useful tool for businesses and organisations looking to make informed decisions, understand market trends, and uncover opportunities in a cost-efficient manner.

WHO WE ARE

We are a leading online research and insights business, providing access to consumers for market segmentation, behavioural data and insight generation. Our Clients' success is important to us. We deliver results that exceed our clients' expectations, and we are committed to providing the highest level of customer service.

Our cutting-edge solutions are designed to make life easier, more efficient, and more productive.

WHY CHOOSE OUR OMNI

Power decisions with reliable data
Ad tracking and concept testing
Campaign coverage, evaluate brand positioning
New Product development - customer perceptions
Public opinion - trending and breaking new stories

Representative Sample
Sample of 500, 18-69 year olds with quotas to achieve nationally representative sample.
Demographic questions include:
Age, Gender, Region, Household Type, Marital Status, Ethnicity, Occupation

Pricing
$500 per question + GST
Annual bulk deals available on request.

OMNI SERVICES

Question types

- Pre-coded
- Single & multiple response
- Statement grid questions
- Open-ended responses (not coded)

Costs cover

- Data tabulation by age, gender, region, household type, marital status, ethnicity, and occupation
- Additional analysis and full coding of verbatim available on request.

Timings

- Frequency: Weekly Omnibus
- Final questions: Tues 10am NZ Time
- Omnibus launch: Next day Wed
- Data delivered: Following Wed

Data and results

- Data provided in SPSS/QReady format or Excel / CSV.
- Open-ended questions provided uncoded, as listing.
- Bespoke output formats may be available on request.

CONTACT
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