

Omnibus

Whether you're entering a new market or need to know what the current state of play is, we have a solution for you.

MARKET SPECIFIC SNAPSHOTS

We will quickly and economically give you a market snapshot so you know at a high level how your brand, product or services are perceived.

Our market specific omnibus survey is a multi-client, shared cost study where clients pay a fee per question. We only need a few clients with a common goal to deliver you expert insights and data.



Market Size

N = 1,000 Nationwide consumer
N = 250+ Business



Quotas

Age, within sex, within location,
in line with market data.



Reports

- Standard tables in Excel. SPSS and other options can also be available.
- Verbatim responses to open-ended questions can be provided in Excel format
- In depth reports and analysis can be quoted and supplied by client.

You provide a minimum of 3 questions that dive into a specific market or category. We provide access to Stable Soapbox panel and in house experienced researchers to assist in questionnaire design, interpretation of the results.

Each Soapbox member will answer a variety of questions from different clients but the cost of recruiting them and collecting their demographics is shared across all clients making it cheaper. Your questions and results are confidential to you.

Fees	Markets or Categories
\$950 per question, with a minimum of 3 questions.	<ul style="list-style-type: none">◦ Mums & Babies◦ Teens◦ First Home Buyers◦ Back to School◦ Parents◦ Couples◦ Business