

TNS

Want 1,000 completed online consumer interviews pronto?



TNS Omni: Trusted consumer research, every week

TNS Omni combines traditional omnibus research with multimedia stimuli to deliver you flexible and reliable consumer research, *fast*.

The TNS Omni Advantage

- Run between one to 30 questions per survey
- Track attitudes and opinions over time
- Increase the sample size by running on multiple waves
- Speak to a sub-sample of the 1,000 surveyed
- Customise the sample for more accurate results from your target audience
- Include multimedia files

Prices start from as little as \$AUD975.

4 Steps to Great Results

1. **Monday:** Send us your questions by 10am AEST
2. **Thursday-Sunday:** We conduct fieldwork with members of our online panel* over workdays and weekend days to ensure an even mix of respondents
**Selected as reflective of the population based on age, gender and location*
3. **Monday-Tuesday:** We prepare and check results tables
4. **Wednesday:** Tables of results* are dispatched to you by 5pm AEST

**Sections containing open-ended questions will be dispatched by 5pm Thursday AEST*

- 1 Perfect for testing creative concepts during the creative approval process
- 2 Ideal for understanding which messages resonate most with your audience
- 3 The quickest way to gauge what type of consumers are most likely to buy your product or service
- 4 The most affordable way to get a health check on your brand versus competitors



TNSOmni: Need to Know

Respondent Profile

- 1,000 Australians* aged 16-64 located across the country

**Either choose the full 1,000 sample or select a proportion (i.e. males in Melbourne)*

Survey Questions

- Questionnaire design and development is included in cost per question*

**Refer to rate card*

- Demographic questions can be matched to each specific section

- Standard demographics supplied as part of the usual outputs include:

Gender

Age

Region (state/capital city)

Whether capital city/rest of state

Marital status

Working status

Highest level of education

Children in household (y/n)

Socio-economic status (blue/white collar)

Household income

Main grocery buyer

Main income earner

Occupation

Personal income

Number and ages of children in household

Access to internet

Internet usage

Tailored age/income brackets

- Sample size can be boosted post-omnibus



File Formats

- Still picture files must be supplied as .jpg
- Moving picture files must be in .mpg*
- Sound files must be in .wav*
- Other formats can be converted* but require an additional three days notice

**Additional cost applies*

Data Delivery

- Results supplied in data table format by standard demographics plus SPSS data files
- We can also provide you with full interpretation and analysis if required

Rate Card

All costs exclude GST.

	Full sample 1,000	50% or less sample
First three closed questions (price per question)	\$AUD1,350	\$AUD975
Additional closed questions (price per question)	\$AUD1,250	\$AUD925
Open-ended (price per question)	\$AUD1,550	\$AUD1,140

**Get ahead of your competitors with
fast and accurate research.**

Contact us today:

t: (+61) 2 9563 4200

e: omni@tnsglobal.com

www.tnsglobal.com