



Omnibus Research

**A cost-effective market research opportunity
for companies seeking fast insights**

2026

fifth
quadrant

the omnibus approach

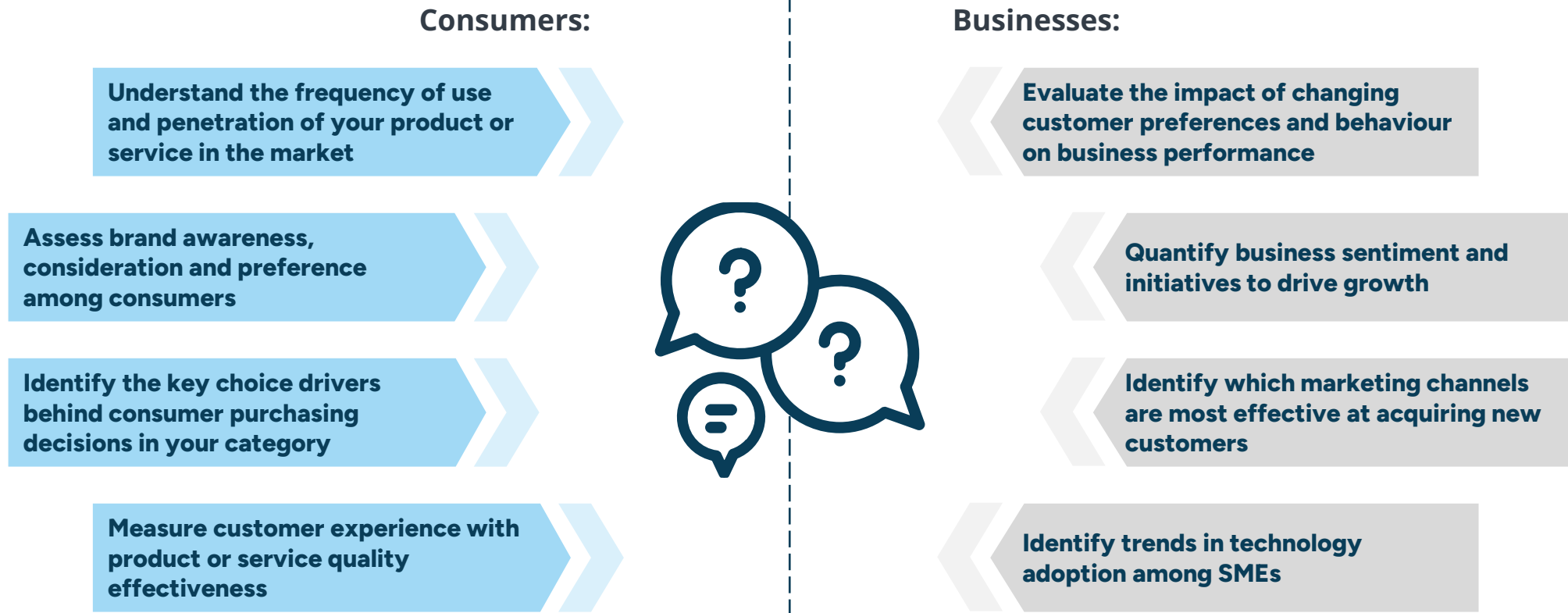
- ▶ The omnibus approach lets organisations include research questions on a **single, multi-client survey**.
- ▶ At Fifth Quadrant, we run two monthly omnibus studies, one for **consumers** and one for **small & medium sized businesses (SMEs)**.
- ▶ Organisations can add **proprietary questions** to the consumer and/or SME omnibus to obtain fast, cost-effective insights.
- ▶ This proposal outlines the **methodology and costs** associated with each omnibus.



proprietary questions

Survey questions are developed according to **your** specific research objectives. You can craft them, or Fifth Quadrant can help develop and refine questions to answer your objectives.

Here are some hypothetical topics you could explore:





consumer omnibus

methodology and sample

Fifth Quadrant conduct the research using an online quantitative methodology.

- Maximum 15-minute online survey to be completed by n=1,000 consumers in Australia.
- Quotas are set by age, gender and state, with data weighted to reflect the national distribution of the population across the country.

State	Approx. Distribution
NSW/ACT	32%
VIC/TAS	28%
QLD	20%
WA	10%
SA/NT	10%

Age (split evenly between males & females)	Approx. Distribution
Gen Z (18-25 years)	15%
Gen Y (26-41 years)	30%
Gen X (42-57 years)	30%
Boomer (58-75 years)	25%

- The results of your questions are confidential and proprietary to your organisation.



core questions

In addition to your own proprietary questions, the consumer omnibus will include a set of core questions that will be included in your report and used for subgroup analysis.

demographics

- Age
- Gender
- State
- Metropolitan/Regional
- Main Grocery Buyer
- Household income
- Dwelling type
- Home ownership

consumer sentiment

- Confidence in the Australian economy (next 3 months)
- Job confidence/security (next 3 months)
- Purchase intentions (next 3 months)



investment & schedule

costs

Fees for participating in the consumer omnibus research project are determined by the number of questions that you would like to include:

- A question is a straightforward, closed question, requiring a single response from a pre-coded list.
- More complex questions (e.g. grids, comparative ranking or rating, open-ended, etc.) will be quoted according to their specific characteristics.
- A fee of \$500 per question will be charged for coding open-ended responses.

3 Questions	\$2,550 (\$850 per question)
6 Questions	\$4,800 (\$800 per question)
9 Questions	\$6,750 (\$750 per question)
12 questions	\$8,400 (\$700 per question)

Minimum number of questions is three.

All prices exclude GST. 50% will be invoiced upon approval and the balance upon completion. If the total fee \$9,000 or less, the full amount will be invoiced upon commissioning. 10% discount available if you commit to three or more waves in one 12-month period

optional extras

PowerPoint reporting	\$2,000 (complimentary with 8 questions or more)
Presentation of results	\$500 (complimentary with 8 questions or more)
geoTribes segmentation	\$3,000

Please be aware that omnibus projects will be launched when sufficient numbers of questions are submitted.

monthly schedule: consumer omnibus

7th Confirm participation

12th Finalise questions

17th Fieldwork commences

25th Fieldwork complete

30th Delivery of data tables

***7th** Delivery of PPT report

- The consumer omnibus study runs every month
- Above timings to nearest working day if date falls on a weekend
- * of the following month



business omnibus

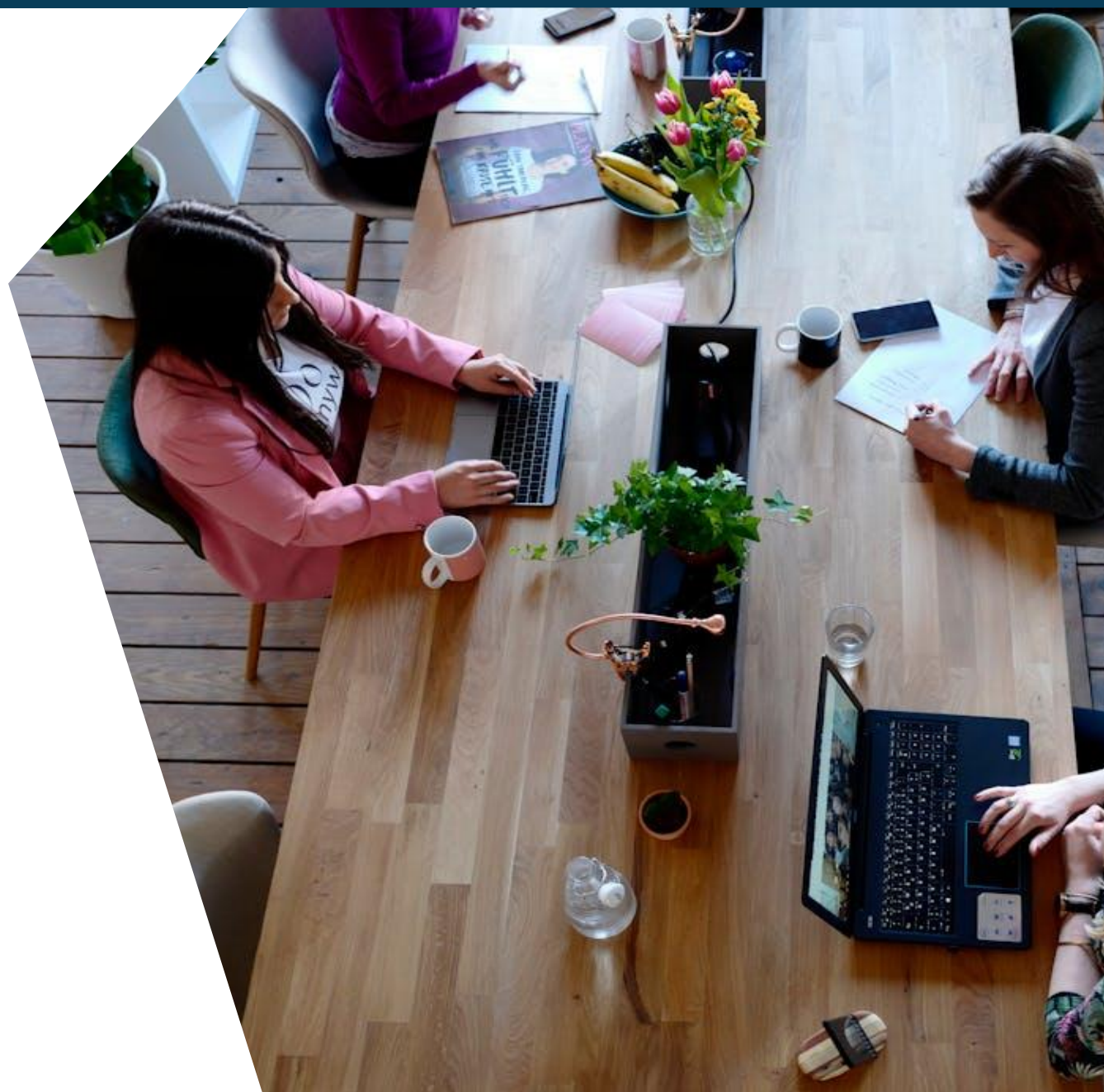
methodology and sample

Fifth Quadrant conduct the research using an online quantitative methodology.

- Maximum 15-minute online survey to be completed by n=400 businesses with up to 500 employees
- All respondents are business owners or financial decision makers/influencers
- SMEs targeted across all sizes and industry sectors. Data is weighted to reflect the actual distribution by industry, number of employees and state

State	Approx. Distribution	Business Size	Approx. Distribution
NSW/ACT	32%	0-4 Employees	38%
VIC/TAS	28%	5-19 Employees	24%
QLD	20%	20-99 Employees	22%
WA	10%	100-500 Employees	16%
SA/NT	10%		

- All **industry sectors** are represented, allowing for subgroup analysis



core questions

In addition to your own proprietary questions, the SME omnibus will include a set of core questions that will be included and used for subgroup analysis.

firmographics

- Business size
- Position in the businesses
- Head office location (State)
- Industry
- Number of employees

business sentiment

- Business approach in the next 12 months (grow, maintain, downsize)
- Key KPIs over the next 3 months (revenue, profit, capital investment, marketing spend, prices charged, operating costs)
- Confidence in Global and Australian economic conditions



investment & schedule

costs

Fees for participating in the SME omnibus research project are determined by the number of questions that you would like to include:

- A question is a straightforward, closed question, requiring a single response from a pre-coded list.
- More complex questions (e.g. grids, comparative ranking or rating, open-ended, etc.) will be quoted according to their specific characteristics.
- A fee of \$500 per question will be charged for coding open-ended responses.

3 Questions	\$3,750 (\$1,250 per question)
6 Questions	\$6,600 (\$1,100 per question)
9 Questions	\$9,000 (\$1,000 per question)
12 questions	\$10,800 (\$900 per question)

Minimum number of questions is three.

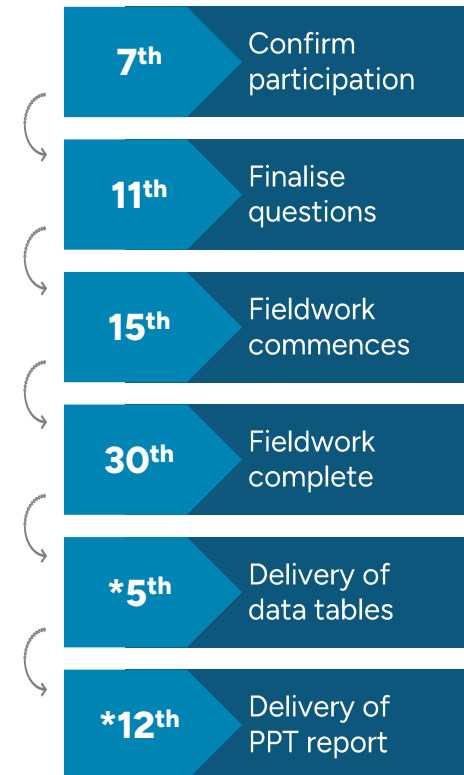
All prices exclude GST. 50% will be invoiced upon approval and the balance upon completion. If the total fee \$9,000 or less, the full amount will be invoiced upon commissioning. 10% discount available if you commit to three or more waves in one 12-month period

optional extras

PowerPoint reporting	\$2,000 (complimentary with 9 questions or more)
Presentation of results	\$500 (complimentary with 9 questions or more)

Please be aware that omnibus projects will be launched when sufficient numbers of questions are submitted.

monthly schedule: SME omnibus



- The SME omnibus study runs every month
- Above timings to nearest working day if date falls on a weekend
- * of the following month



research deliverables

We pride ourselves on the delivery of high quality, impactful and outcome-orientated reports that provide actionable insights to inform strategic business decisions and drive growth.

core deliverables

Data Tables & Cross Tabs

- Excel tables and cross tabulations of all questions and sub-groups.
- Summary notes calling out key themes and subgroup differences.

optional deliverables (at extra cost)

PowerPoint Report with Key Insights*

An engaging and insightful PowerPoint presentation with detailed subgroup analysis and commentary, as well as an executive summary covering key themes, implications and recommendations.

* Complimentary if asking 8+ questions

Presentation*

Tailored presentation of results by the Fifth Quadrant team to key internal stakeholders, including time for discussion of the implications, the opportunities and the actions needed to unlock these.

* 45-minute presentation delivered remotely

highly visualised outputs

While consumers would appreciate more flexibility around payment options, they also recognise that reminders and easier mobile payment options would help them avoid late bill payments

Ways to help pay bills on time

Late bill payers

If paying by instalments was an option

33%

More flexibility around payment options, e.g. change payment date

32%

If I got an SMS before it's due with the amount owed

27%

Getting a reminder at the right time of day

24%

Getting a reminder with an easy one click way to pay

24%

If I can easily pay on my phone in a couple of clicks

19%

If there were more payment options available

17%

Being able to pay via instant messenger (e.g. WhatsApp etc.)

7%

Being able to pay via webchat function

6%

None of the above

10%

NET Flexibility

51%

NET Reminders

42%

NET 'One-click' options

34%

Given the challenges facing many late bill payers, many late billers (51%) would appreciate more flexibility from providers around timing or structure to help them pay on time. Alongside this, the belief that reminders and simpler (e.g. bill payments (34%) be effective ways ensure bill payers more timely.

Demographic Segmentation | RDA Segments

In line with previous research, we have incorporated the RDA Segments into our analysis.

Segment Breakdown | Brand Tracking Research

Older & Higher Affluence n=57

23%

Young & Lower Affluence n=32

12%

Young & Higher Affluence n=42

10%

Middle Families

30%

Lower Affluence Families n=30

17%

Older & Lower Affluence n=25

8%

Higher Affluence Families n=75

17%

Change in Segments

20%

16%

13%

23%

11%

17%

17%

17%

12%

17%

22%

20%

19%

15%

17%

Key Performance Indicators | Revenue

After a robust start to the year, revenue growth has slightly declined amid challenging trading conditions, mirroring the performance of the same period in the Hospitality sector has outperformed other industry groups in revenue growth during the first quarter of 2024.

HOW DOES YOUR CURRENT MONTHLY REVENUE COMPARE TO YOUR MONTHLY REVENUE 12 MONTHS AGO?

3-Month Rolling Average

2023

2024

■ Increase ■ Same ■ Decrease

Key Performance Indicators | Cost Recovery

There is a noticeable downward trend in cost recovery as customers become more price-conscious, hence showing less willingness to accept further cost increases.

HAVE YOU BEEN ABLE TO PASS ON HIGHER INPUT COSTS TO YOUR CUSTOMERS?

MARCH

Yes, but only partially

50%

Yes, I have been able to fully offset higher input costs with higher prices

11%

Yes, I have been able to pass on more than the input cost increase

5%

No

34%

Line chart showing trend from January to March: 70% (Jan), 65% (Feb), 60% (Mar)

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about fifth quadrant

a great place to work, a great place
to grow, a great place to play

who we are

We are a research consultancy that partners with major brands to execute strategic market research programs.

We are passionate about helping our clients make better decisions by providing them with actionable insights and well-informed recommendations.

Our culture is built on collaboration, curiosity, and open-mindedness. We believe that the best ideas come from working together, and we are always looking for new ways to challenge the status quo.

what we offer

We are fiercely committed to providing our team with the skills and knowledge they need to be successful in their careers.

We believe that when people feel valued, respected, and supported, they are unstoppable forces for good. They are also more likely to be creative and innovative, which is essential for driving growth and innovation.

Our culture is one of our greatest strengths. It is what attracts and retains top talent, and it is what drives our success. When everyone feels like they belong, they are more likely to be their best selves.



what people say

-  high quality outputs
-  category expertise
-  contextually relevant
-  implications & actions
-  long term strategic partnership
-  trusted advisors
-  business savvy
-  easy to work with
-  winning culture

“You are a one-of-a-kind company. You understand and interpret what the client needs and can design a project.”

“There was a strong willingness to support our team with interpreting insights, so that the deliverables could be fully understood and utilised to add maximum value to our marketing program and product design.”

“FQ certainly delivered and did so under real time pressure. I would highly recommend FQ for their commitment to excellence, attention to detail, presentation skills and overall dedication and ability to provide top-notch market insights.”

“Compared with other agencies who require a significant amount of handholding to complete their research, you guys are like magic.”

our services

qn

quantitative

The Fifth Quadrant team excels in quantitative research, specialising in extracting valuable insights from large-scale datasets. We use surveys, statistical analysis, and data modeling to provide businesses with quantitative evidence that can support decision-making processes. This empowers us to better understand market trends, customer preferences, and the impact of various factors on business performance, harnessing the power of numbers to make making data-driven decisions, optimise strategies, and achieve measurable improvements.

ql

qualitative

Fifth Quadrant has a deep qualitative toolkit, leveraging a range of techniques to provide businesses with valuable insights into the rich complexities of human experiences. We use in-depth interviews, focus groups, discussion boards and observations to uncover nuanced understanding of customer behaviours and motivations. By delving beyond surface-level data, we help businesses gain profound insights into their target audience, empowering them to connect with their customers on a deeper level, driving meaningful engagement and business success.

b2b

business to business

Fifth Quadrant's B2B expertise lies in comprehending the unique dynamics that characterise business-to-business environments. Recognising the complex interplay of multiple stakeholders, long sales cycles, and intricate decision-making processes, Fifth Quadrant is adept at designing tailored research methodologies that capture the nuances of B2B interactions. Fifth Quadrant goes beyond surface-level insights, leveraging their industry-specific knowledge and innovative research techniques to offer comprehensive views of the B2B landscape, helping clients uncover hidden patterns and gain a competitive edge.

tl

thought leadership

Fifth Quadrant is an expert in Thought Leadership research. We have a relentless focus on industry trends, emerging technologies, and market insights, providing in-depth analysis and strategic recommendations that position our clients as thought leaders in their respective fields. Through comprehensive research, we identify knowledge gaps and leverage our expertise to help organisations develop compelling content and drive meaningful conversations that shape the future of their industries.

ds

data services

At Fifth Quadrant, data services stand as the bedrock of informed decision-making. We specialise in harnessing the wealth of information within diverse datasets, employing cutting-edge methodologies, including data mining, cleansing, and advanced analytics to decode intricate data patterns, uncover hidden opportunities, and drive impactful strategies. Our platform-agnostic approach leverages sophisticated techniques like predictive modeling to transform raw data into a strategic asset, enabling businesses to make precision-based decisions and achieve measurable growth.

CX

customer experience

At Fifth Quadrant, we have a deep understanding of the complexities of customer interactions, with extensive experience exploring the emotional and behavioural aspects that drive customer perceptions and preferences. Our team stand apart based on their ability to capture the nuances in the customer journey and identify key pain points across touchpoints, processes and people. Through detailed synthesis of customer feedback, sentiment analysis and churn rates, we help businesses identify actionable strategies to drive customer centricity transformation and improve business performance.

our industry expertise



our values



integrity

We believe in doing the right thing, even when it's not easy. We are honest and transparent in our work, ensuring the accuracy and integrity of research data, and always striving to uphold the highest ethical standards.



improvement

We believe that continuous learning is essential for success. We encourage our employees to take on new challenges and to grow their skills and knowledge. We provide opportunities for professional development and growth, and we support our employees in reaching their full potential.



inclusiveness

We believe that diversity of thought makes us stronger. We value the contributions of all our employees, we celebrate their backgrounds and experience. We create a safe and supportive work environment where everyone feels welcome and respected.



innovation

We are always looking for new ways to improve our work, staying at the forefront of research methodologies, technologies and industry trends so we can provide our clients with the best possible solutions. We are constantly learning and adapting and are always open to new ideas.



involvement

We believe that it is our responsibility to give back to the community. We are actively involved in supporting local organisations and initiatives. We believe that by working together, we can make a positive impact on the world.



Thank You

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