



Consumer Omnibus Research

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

2024

fifth
quadrant

the omnibus approach

- ▶ This proposal is for a consumer omnibus study, offering organisations the opportunity to add **proprietary questions** to this research.
- ▶ The omnibus approach lets multiple organisations pool their resources to conduct a single, large-scale survey, providing access to a large audience in the most cost-effective and efficient way.
- ▶ It is a nationally representative sample designed to gather insights and data from consumers throughout Australia.
- ▶ The survey will capture key demographics and cover overall consumer sentiment, in addition to clients' proprietary (and confidential) questions.

Who is invited?

Organisations that are interested in obtaining insights from consumers.

How does it work?

Monthly online survey of n=1,000 Australian consumers. You gain access to demographics and consumer sentiment questions, in addition to your own proprietary questions.

What do I need to do?

Get in touch to share your objectives and confirm participation by the 7th of each month.

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	Total Sample n=1,000
NSW/ACT	n=340
VIC/TAS	n=270
QLD	n=200
WA	n=110
SA/NT	n=80

Age (split evenly between males & females)	Total Sample n=1,000
Gen Z (18-25 years)	n=150
Gen Y (26-41 years)	n=310
Gen X (42-57 years)	n=300
Boomer (58-75 years)	n=240

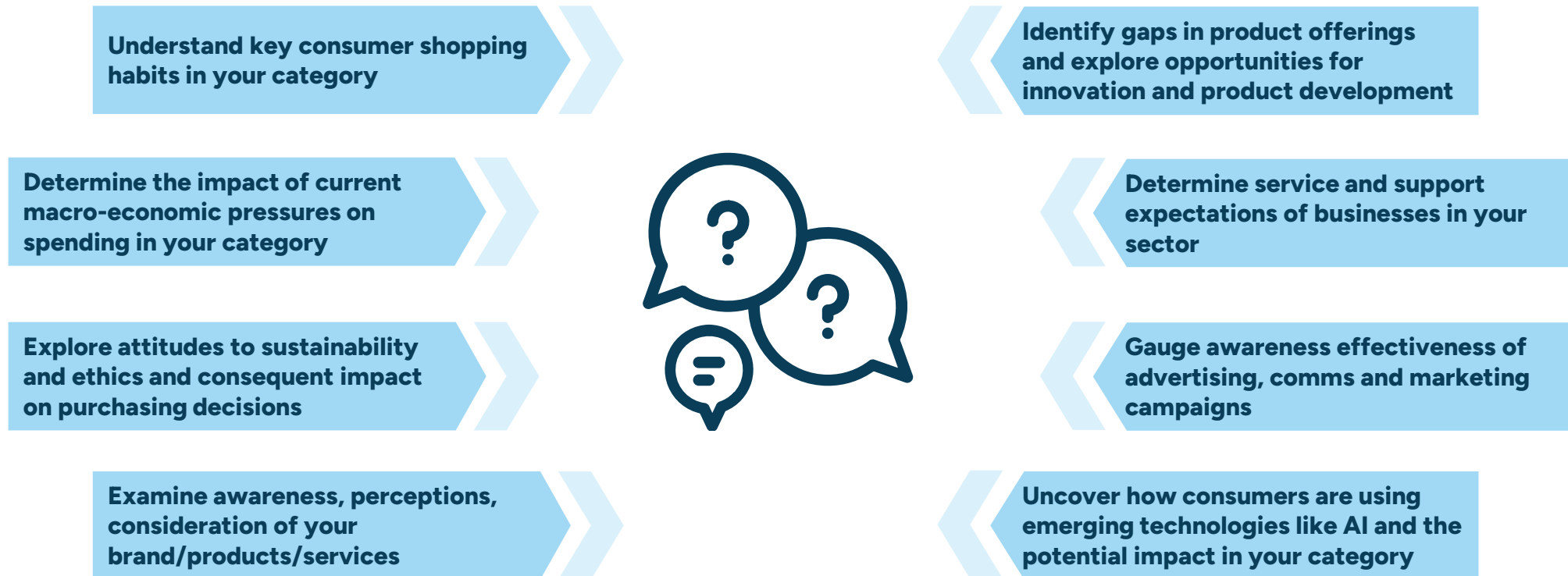
- The results of your questions are confidential and proprietary to your organisation.



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:



core questions

In addition to your own proprietary questions, the 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 for the next 12 months
- Job confidence/security
- Main household concerns
- Main household aspirations



investment & schedule

costs

Fees for participating in this 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	\$3,900 (\$1,300 per question)
5 Questions	\$6,000 (\$1,200 per question)
8 Questions	\$8,800 (\$1,100 per question)
12 Questions	\$12,000 (\$1,000 per question)

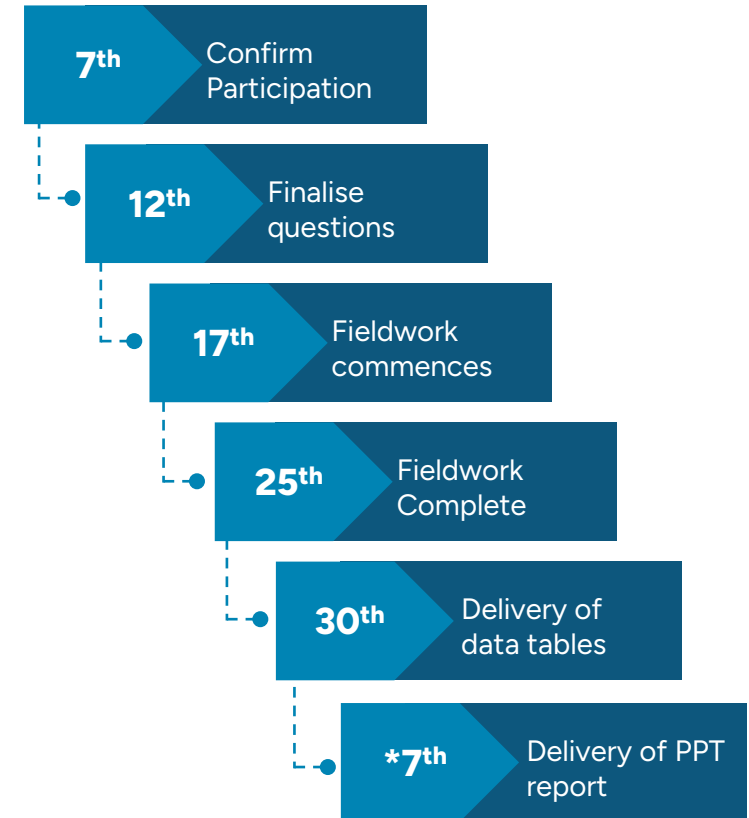
Minimum number of questions is three. No maximum unless we reach capacity of 30 questions

All prices exclude GST. 50% will be invoiced upon approval and the balance upon completion. If the total fee is less than \$10,000, the full amount will be invoiced upon commissioning. Discounts available if you commit to multiple waves of the omnibus.

optional extras

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

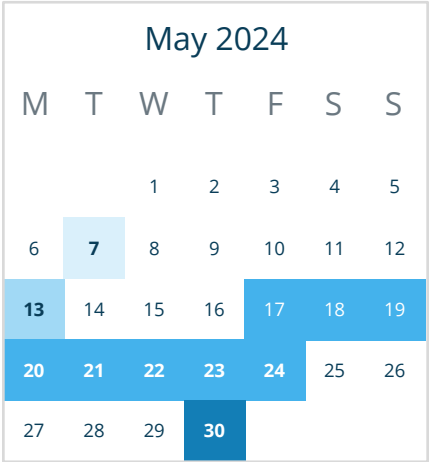
monthly schedule



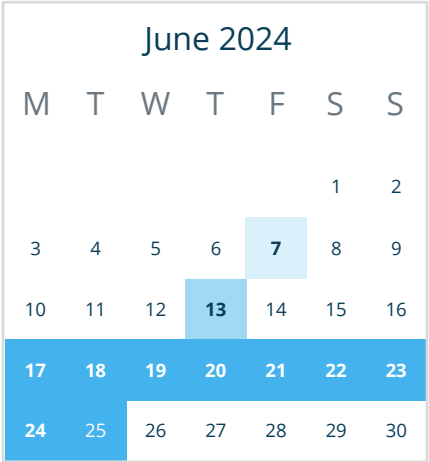
- The consumer omnibus runs every month
- Above timings to nearest working day if date falls on a weekend
- * PPT report delivered on the 7th of the following month

timeline for future waves -----

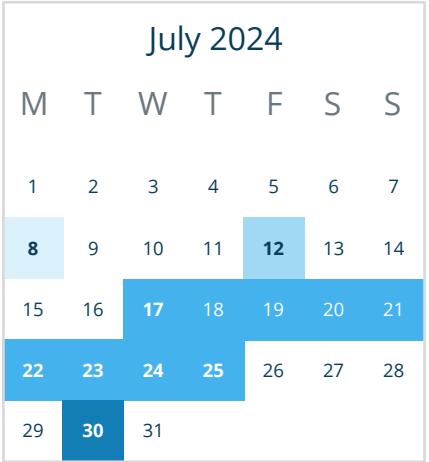
The consumer omnibus runs monthly. The calendars below show timelines for participation in the next four waves.



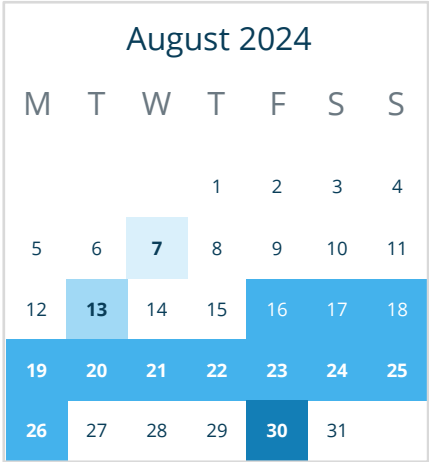
PPT report delivered 7th June



Data tables delivered 1st July
PPT report delivered 8th July



PPT report delivered 7th August



PPT report delivered 6th September

Confirm participation Finalise questions Fieldwork Data tables delivered



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.



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

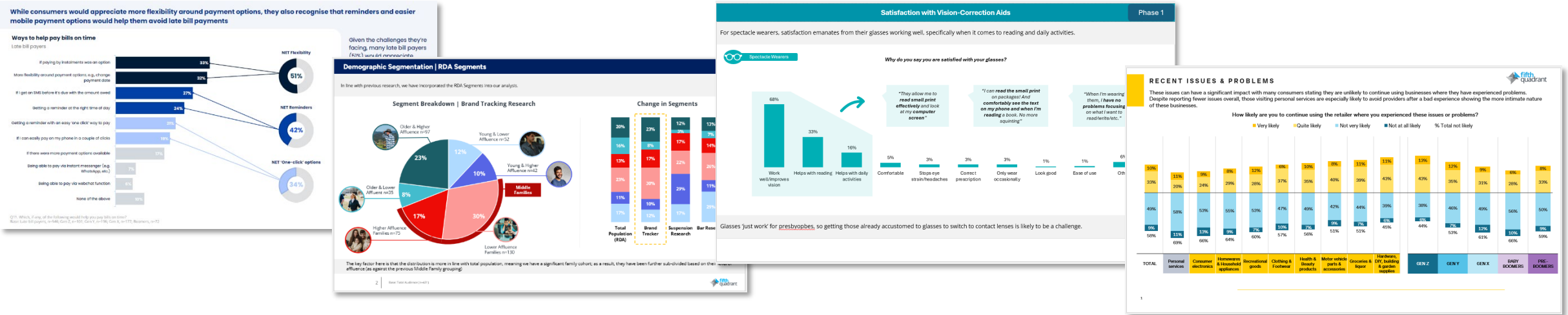


Presentation*

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.

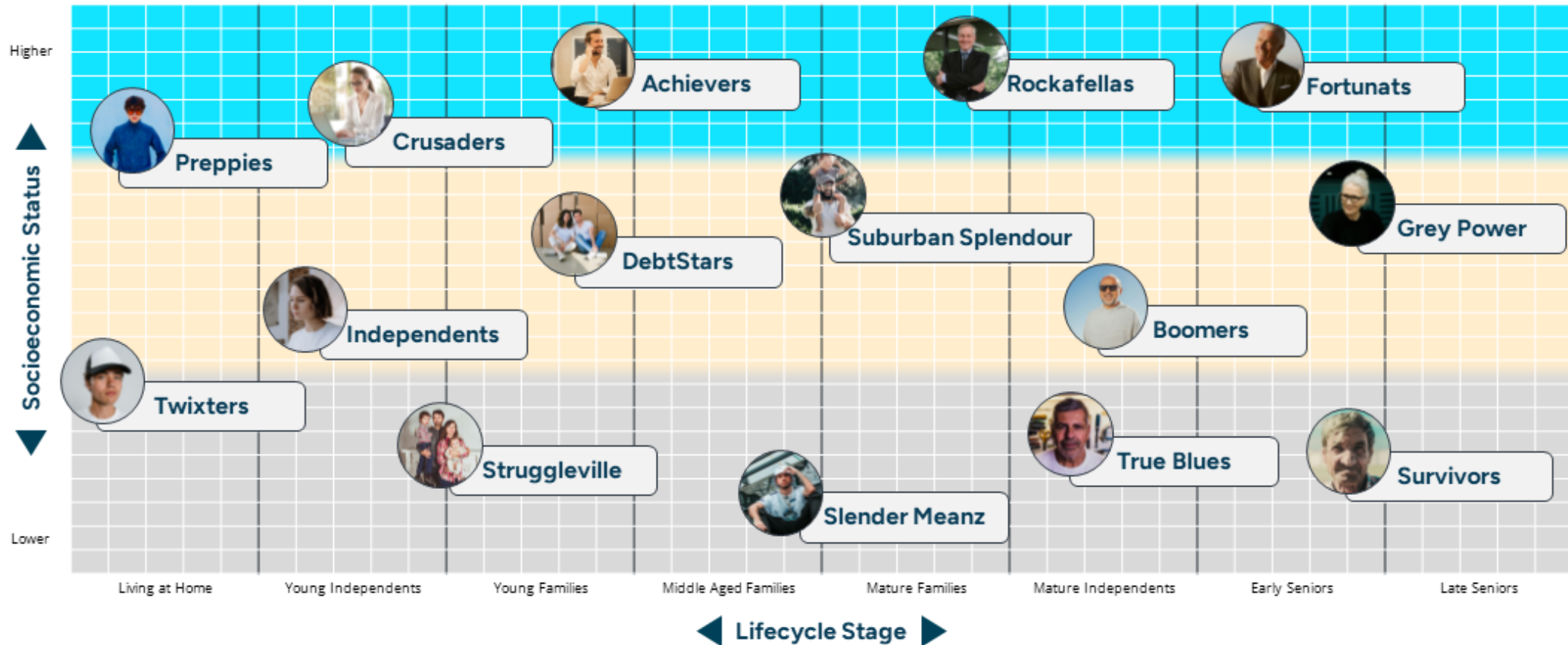
* 45-minute presentation delivered remotely

highly visualised outputs



geoTribes segmentation

At Fifth Quadrant we use the geoTribes segmentation model to classify consumers into distinct groups based on their geographical location, lifestyle, demographics, and behavioural characteristics. This approach helps organisations tailor their products, services, and marketing messages to the specific needs, preferences, and characteristics of different consumer segments. For an additional fee, we can append the geoTribes segments to your omnibus data and include this within the reporting.





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





Thank You

For further information, please contact:

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