



# Omnibus Research

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

**2024**

**fifth**  
quadrant

# the omnibus approach

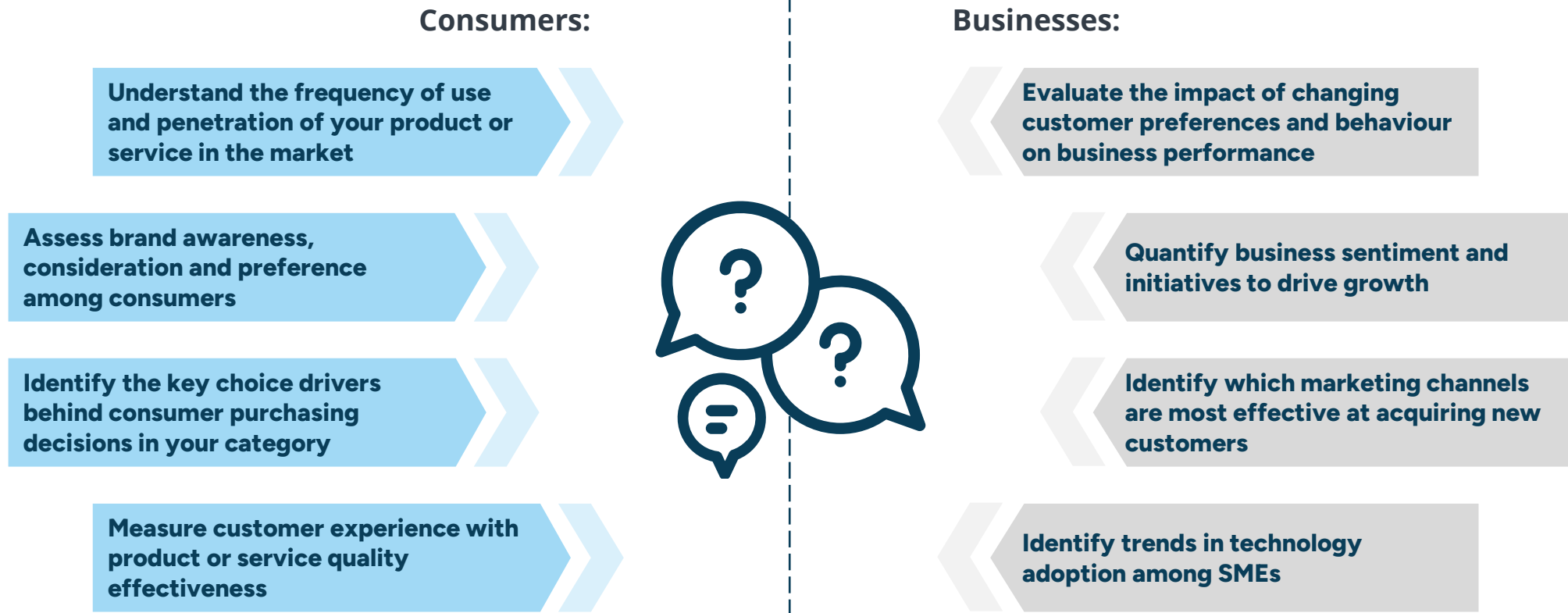
- ▶ The omnibus approach lets organisations include research questions on a **single, multi-client survey**.
- ▶ At Fifth Quadrant, we run two monthly omnibus studies, one for **consumers** and one for **small & medium sized businesses (SMEs)**.
- ▶ Organisations can add **proprietary questions** to 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:	
<ul style="list-style-type: none"><li>• A question is a straightforward, closed question, requiring a single response from a pre-coded list.</li><li>• More complex questions (e.g. grids, comparative ranking or rating, open-ended, etc.) will be quoted according to their specific characteristics.</li><li>• A fee of \$500 per question will be charged for coding open-ended responses.</li></ul>	
3 Questions	\$4,500 (\$1,500 per question)
5 Questions	\$6,250 (\$1,250 per question)
8 Questions	\$8,000 (\$1,000 per question)
12 Questions	\$9,000 (\$750 per question)
<b>Minimum number of questions is three. No maximum unless we reach capacity of 30 questions</b>	
<i>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.</i>	
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

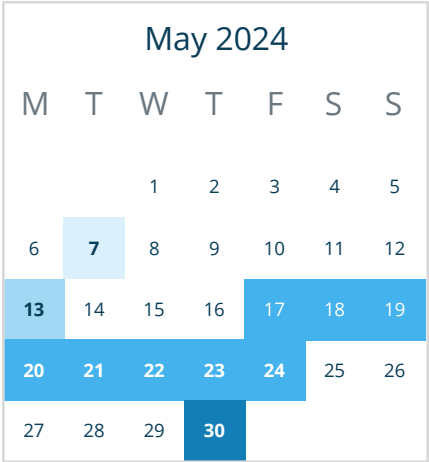
Please be aware that omnibus projects will be launched when sufficient numbers of questions are submitted.

monthly schedule: consumer omnibus	
7 <sup>th</sup>	Confirm participation
12 <sup>th</sup>	Finalise questions
17 <sup>th</sup>	Fieldwork commences
25 <sup>th</sup>	Fieldwork complete
30 <sup>th</sup>	Delivery of data tables
*7 <sup>th</sup>	Delivery of PPT report

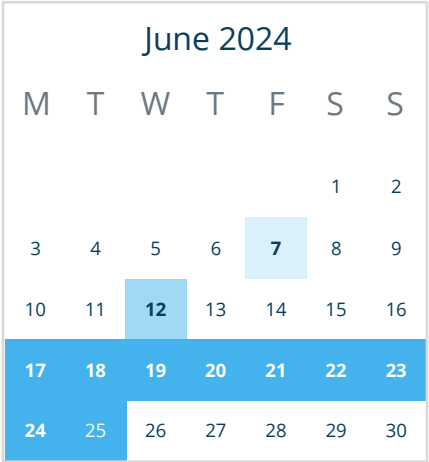
- The consumer omnibus study runs every month  
- Above timings to nearest working day if date falls on a weekend  
- \* of the following month

# timeline for future waves: consumer omnibus-----!

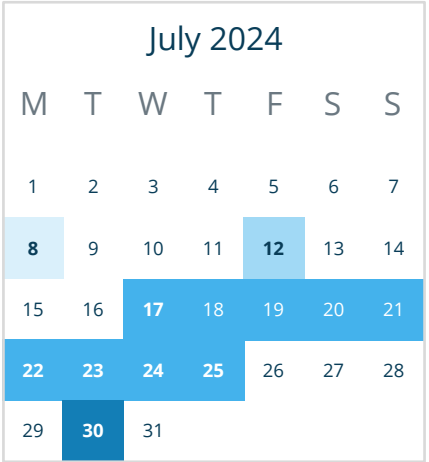
The consumer omnibus runs monthly. The calendars below show timelines for participation in the next four waves.



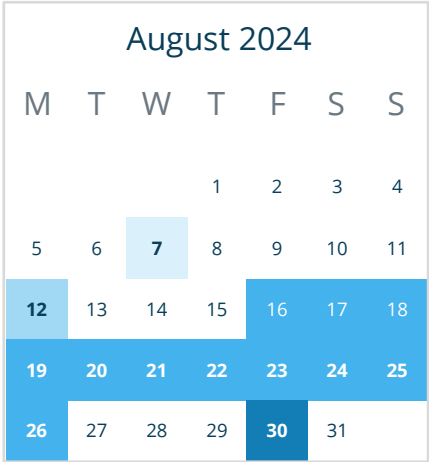
PPT report delivered 7<sup>th</sup> June



Data tables delivered 1<sup>st</sup> July  
PPT report delivered 8<sup>th</sup> July



PPT report delivered 7<sup>th</sup> August



PPT report delivered 6<sup>th</sup> September

Confirm participation   Finalise questions   Fieldwork   Data tables delivered





**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.

<b>3 Questions</b>	\$4,500 (\$1,500 per question)
<b>5 Questions</b>	\$6,500 (\$1,300 per question)
<b>8 Questions</b>	\$8,800 (\$1,100 per question)
<b>12 Questions</b>	\$10,200 (\$850 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

<b>PowerPoint reporting</b>	\$2,000 (complimentary with 8 questions or more)
<b>Presentation of results</b>	\$500 (complimentary with 8 questions or more)

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

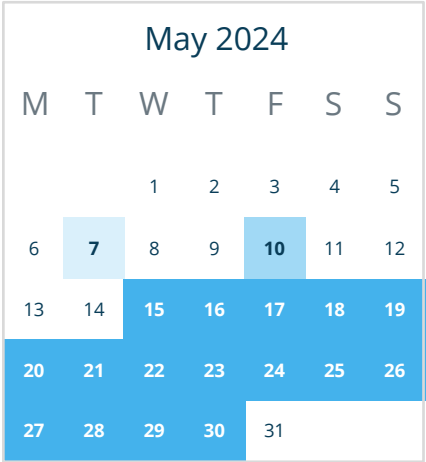
## monthly schedule: SME omnibus



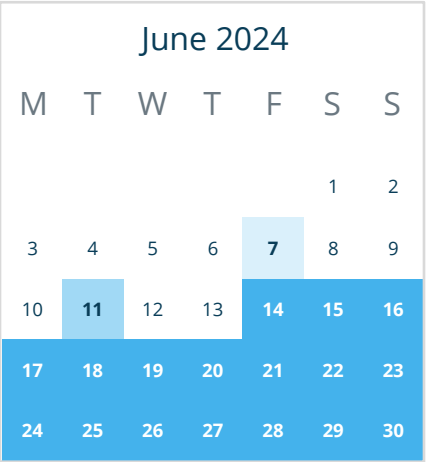
- The SME omnibus study runs every month
- Above timings to nearest working day if date falls on a weekend
- \* of the following month

# timeline for future waves: SME omnibus -----

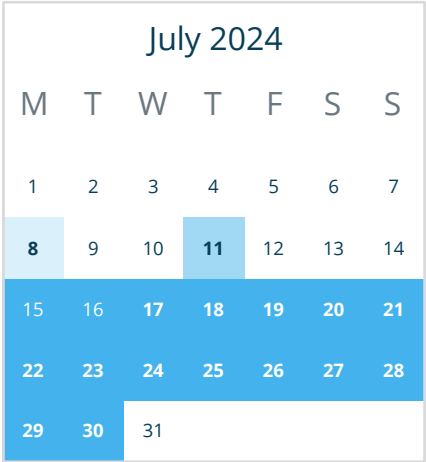
The SME omnibus runs monthly. The calendars below show timelines for participation in the next four waves.



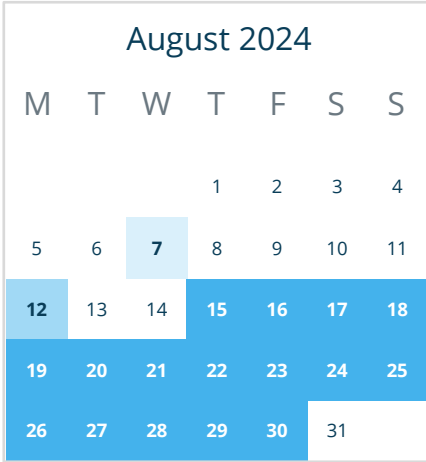
- Data tables delivered 5<sup>th</sup> June
- PPT report delivered 12<sup>th</sup> June



- Data tables delivered 5<sup>th</sup> July
- PPT report delivered 12<sup>th</sup> July



- Data tables delivered 5<sup>th</sup> August
- PPT report delivered 12<sup>th</sup> August



- Data tables delivered 5<sup>th</sup> September
- PPT report delivered 12<sup>th</sup> September

Confirm participation      Finalise questions      Fieldwork





# 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.

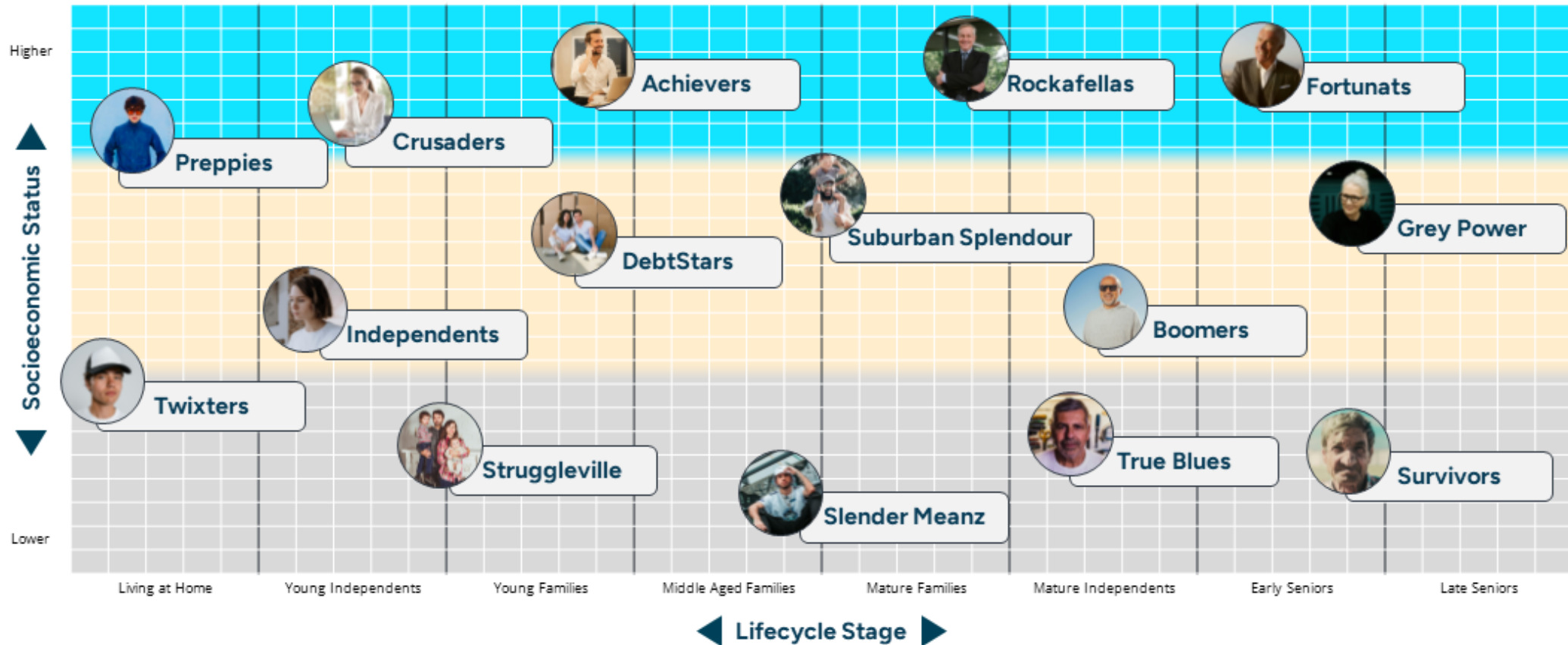
\* 45-minute presentation delivered remotely

## highly visualised outputs



# consumer 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



# 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

For further information, please contact:

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