



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:

Consumers:

Understand the frequency of use and penetration of your product or service in the market

Assess brand awareness, consideration and preference among consumers

Identify the key choice drivers behind consumer purchasing decisions in your category

Measure customer experience with product or service quality effectiveness



Businesses:

Evaluate the impact of changing customer preferences and behaviour on business performance

Quantify business sentiment and initiatives to drive growth

Identify which marketing channels are most effective at acquiring new customers

Identify trends in technology adoption among SMEs



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.

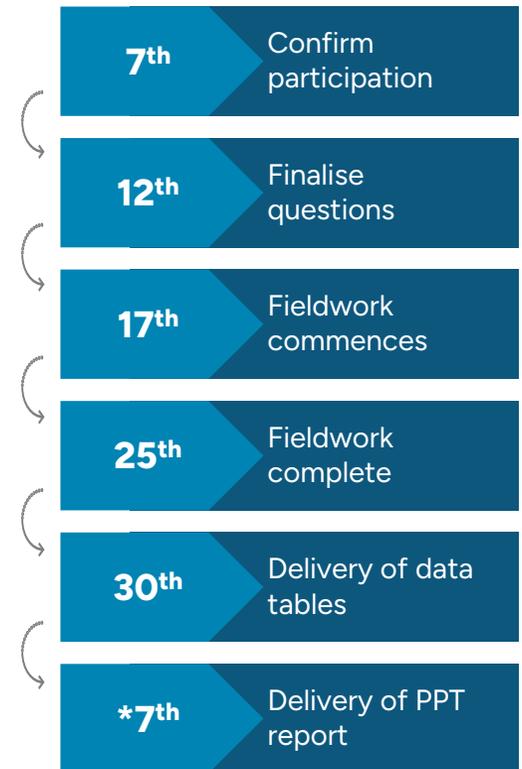
All prices exclude GST. 50% will be invoiced upon approval and the balance upon completion. If the total fee \$9,000 or less, the full amount will be invoiced upon commissioning. 10% discount available if you commit to three or more waves in one 12-month period

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



- 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

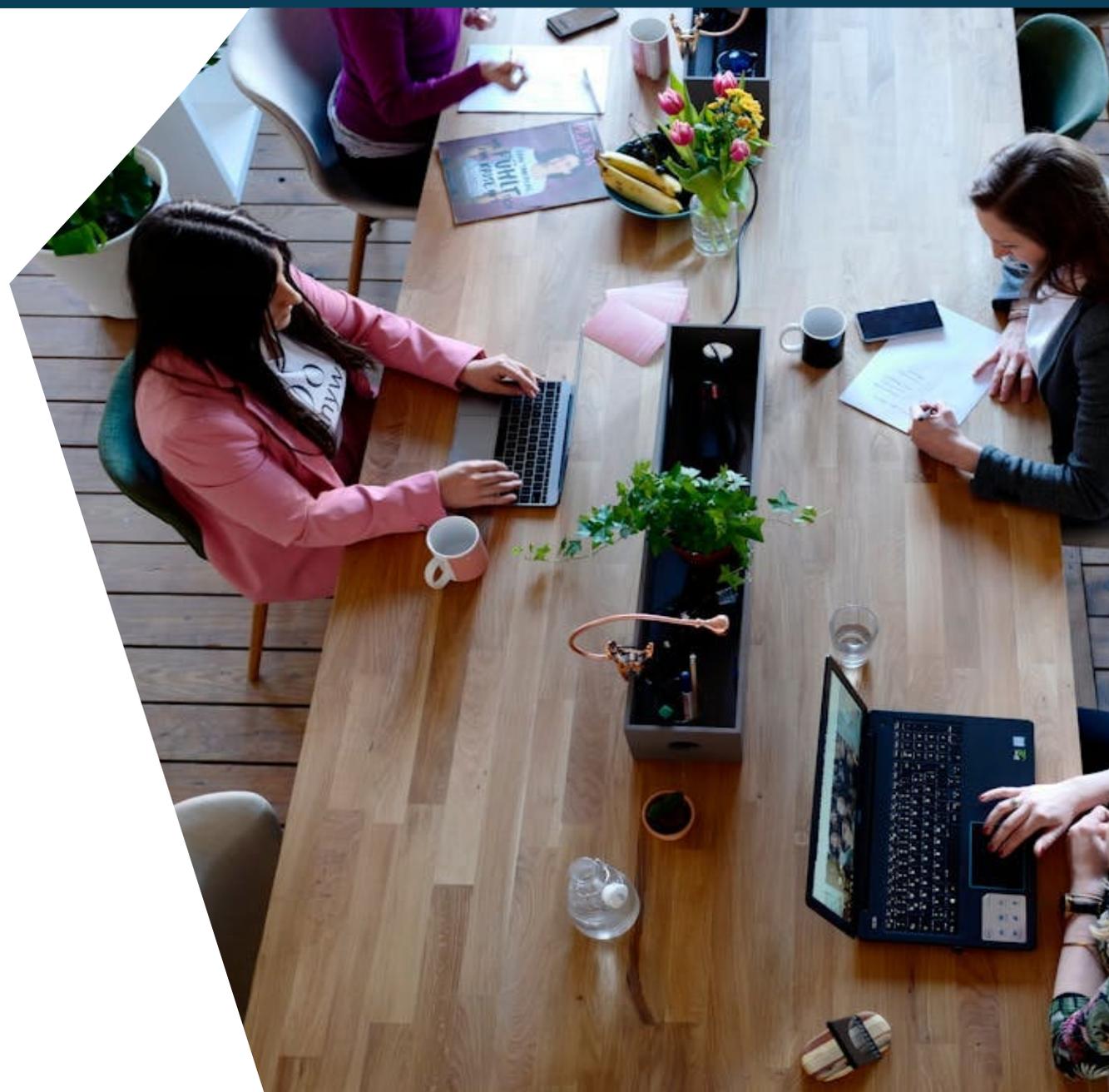
methodology and sample

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.

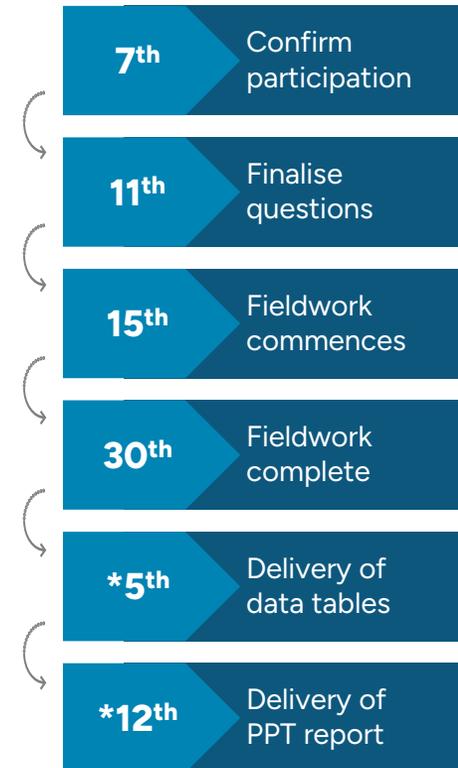
All prices exclude GST. 50% will be invoiced upon approval and the balance upon completion. If the total fee \$9,000 or less, the full amount will be invoiced upon commissioning. 10% discount available if you commit to three or more waves in one 12-month period

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

our culture



our 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



Kate
Health Insurance



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.



Moura Kabalan
AUSMASA



Your ability to interpret complex requirements and translate them into an exceptional outcome is truly commendable. The dedication, expertise, and commitment you brought to the table have not only met but exceeded our expectations. Your willingness to go above and beyond to ensure the success of our project is something we deeply value and celebrate.



Jack Boulton
Soprano Design



Fifth Quadrant took their time to fully understand our organisation and what we were trying to achieve before getting started. This laid the foundation for a speedy fieldwork process and almost every deadline to be met (again, extremely impressive for such a large project).

Would have no hesitation recommending Fifth Quadrant to anyone looking to conduct a research project!



Dan White
Bausch + Lomb



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.

why our clients choose us



how we work with them



trusted advisors



business savvy



easy to work with



long term strategic partners



what we deliver



high quality outputs



category expertise



contextually relevant



implications & actions

our services

qn

quantitative

The Fifth Quadrant team specialises in quantitative research, using surveys, statistical analysis and modelling to deliver clear, evidence-based insights. We help clients understand market trends, customer behaviour and performance drivers to support smarter decisions and improve outcomes.

ql

qualitative

Fifth Quadrant has a strong qualitative capability, using in-depth interviews, focus groups, discussion boards and observation to explore customer behaviours and motivations. We go beyond surface responses to uncover insights that help businesses better connect with their audiences and drive more effective engagement.

sr

secondary research

Fifth Quadrant brings strong capability in secondary research, drawing on public and proprietary sources to uncover trends, benchmarks, competitive intelligence and regulatory shifts. We distil complex information into clear insights that support strategy, market entry, thought leadership and proposition development, especially when primary research isn't feasible or needs added context.

b2b

business to business

Fifth Quadrant's B2B expertise lies in understanding the unique dynamics of business-to-business environments. We design tailored research to reflect complex decision-making, multiple stakeholders and long sales cycles. By combining industry knowledge with advanced techniques, we deliver deeper insights that reveal hidden patterns and give clients a competitive edge.

tl

thought leadership

Fifth Quadrant is a leader in Thought Leadership research. We focus on industry trends, emerging technologies and market insights to deliver strategic analysis that positions our clients as credible voices in their field. By identifying knowledge gaps and developing compelling content, we help drive conversations that shape the future of their industries.

ds

data services

At Fifth Quadrant, data services form the foundation of informed decision-making. We work across platforms to clean, analyse and mine complex datasets, using advanced techniques like predictive modelling to uncover patterns and opportunities. Our goal is to turn raw data into clear, actionable insights that drive smarter strategies and measurable growth.

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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Creating Tomorrow Today