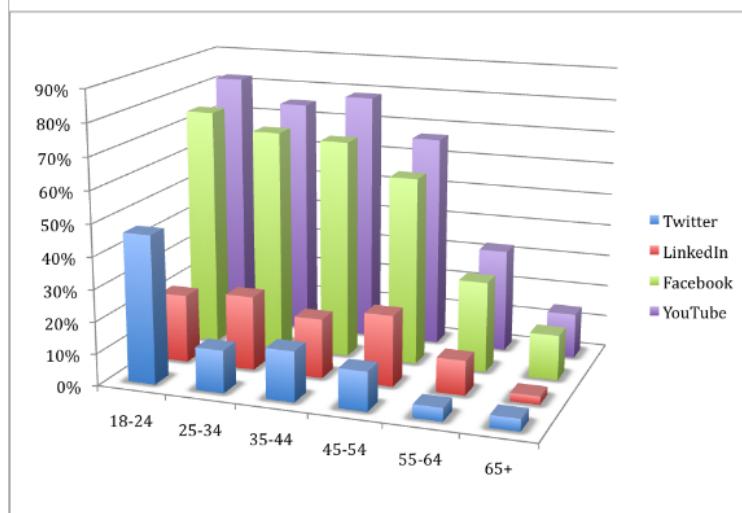


# OMNIBUS RESEARCH STUDY

The *Omnibus Study* is a cost-saving multi-client research tool where questions from various clients are included in one combined survey. The data is collected through 400 – 1,000 telephone interviews with residents in a specific city or area to ensure that it is a random representation of the entire population (with age and gender quotas). Individual questions and results for each client are totally confidential.

The *Omnibus Study* is an effective planning tool. The report consists of an Executive Summary with Data Tables. Graphs can also be provided. All questions are analysed by Demographics (e.g. age, gender, occupation).

SOCIAL MEDIA USAGE BY AGE



## SOCIAL MEDIA ANALYSIS

In addition, HRC includes an analysis of each question by Social Media usage - Facebook, Twitter, YouTube, Linked In, Instagram and Google Plus to plan and target promotions effectively.

### EXAMPLES OF RESEARCH OBJECTIVES:

- Measure advertising and brand awareness
- Analyse trends
- Determine market share
- Monitor attitudes, motivation, behaviour and intention
- Evaluate corporate and brand image
- Provide consumer profiles

### TIMING:

Draft questions for approval	Week 1
Pretest/Fieldwork	Weeks 2 - 3
Report	Week 4

To submit your questions, contact:



**Hendershot Research Consultants**

www.hendershotresearch.com  
Email: info@hendershotresearch.com  
Telephone: 905.528.6523  
Toll Free: 1.888.893.7634

	<b>SUMMARY COMPARISON</b>	
	<b>Free On-Line Survey</b>	<b>HRC Omnibus Study</b>
Statistically random representation of the population	No	Yes
Respondents are verified to ensure proper identification	No	Yes
Respondents are screened to determine that they are not biased by completing numerous questionnaires	No	Yes
Questions are designed or reviewed by a Marketing Research Professional	No	Yes
Unlimited questionnaire design options	No	Yes
Data is totally confidential	No	Yes
Report is prepared to meet your specific needs	No	Yes
A pretest is conducted to confirm questions.	No	Yes

## **OMNIBUS RESEARCH STUDY COSTS -**

Contact:

[info@hendershotresearch.com](mailto:info@hendershotresearch.com)

Telephone: 905.528.6523