

O MNIBUS

is a multi-client shared research vehicle targeted to the general public. It's a classic, proven research instrument allowing comparison over time. The survey is a fast, cost effective and reliable way of obtaining information about the total population or your targeted audience. Although the vehicle is shared, the results from your questions are confidential and only available exclusively to you.

P ARC will release

December wave of Omnibus tracking survey for which we will appreciate confirmation from your end on or before June 20th 2013

**Concise
Questions... Precise
Answers**

Omnibus Survey July 2013

• Why Parc's Omnibus?

- **Robust Sample Size**
- **A probability random sample**
- **High Response Rate**
- **Reliable Data Output based on rich experience in the Arab World**
- **Advice on Questionnaire Design**
- **Face to Face Methodology**
- **Computer Aided Telephon Interviews (CATI) available for Telebus**
- **Competitive Pricing per sample**



• Who is interviewed?

Adults aged 15 years -64 years
representative of
total adult population
excluding
housemaids and
laborers.

Omnibus Schedule for July 2013	Date
Closing date for confirmation	20 -Jun
<u>Fieldwork:</u> - Start - End	1- Jul
	30 - Jul
Statistical report	8-Aug

Country	Sample Size	Coverage Within Each Country
	Omnibus Face to Face Or CATI	
U.A.E.	n = 1000	All Seven Emirates
K.S.A.	n = 1200	Seven Main Urban Centers
Kuwait	n = 800	Six Governorates
Bahrain	n = 500	Manama
Oman	n = 500	Greater Muscat
Qatar	n = 500	Doha
Lebanon	n = 1200	Urban & Sub-urban Centers
Egypt	n = 1500	Alexandria & Cairo
Jordan	n = 800	Amman



Schedule: *Parc's Omnibus is conducted on a bi-monthly basis*

Methodology: *Face-to-Face interviews with consumer in their household & Computer Aided Telephonic Interview (CATI) available for Telebus.*

Kind of Data

It can investigate issues such as:

- *Category penetration & brand market shares*
- *Brand usage*
- *Frequency of usage*
- *Purchase*
- *Perception and image measurements etc...*
- *User profile*



Deliverables

- Statistical tables analyzed by the following socio-economic factors:
 - Gender, Ethnic Group, Age, Income, Area, Education and Occupation
 - Reporting – according to client requirement using advanced statistics
 - A presentation of the results adapted to your concern & a report that will highlight the key points of your study
- Reports are delivered in five weeks from the start of the fieldwork



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