

Omnibus

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.

PARC

will release

December wave of Omnibus tracking survey for which we will appreciate confirmation from your end on or before November 21st 2013

**Concise
Questions... Precise
Answers**

Omnibus Survey 2014



- **Why Parc's Omnibus?**
- Robust Sample Size
- A probability random sample and high Response Rate
- Reliable Data Output based on rich experience in the Arab World
- Advice on Questionnaire Design
- Face to Face Methodology or
- Computer Aided Telephon Interviews (CATI) available for Telebus
- Competitive Pricing per sample
- Obtaining small amount of information without the need to invest in full survey



• **Who is interviewed?**
Adults aged 15 -64 years representative of total population excluding housemaids and laborers.

• **Markets Covered?**
UAE, Saudi Arabia, Kuwait, Bahrain, Oman, Qatar, Egypt, Lebanon & Jordan

Kind of Data

It can investigate issues such as:

- Measure and Track Market Shares
- Campaign Evaluation and understand effectiveness of Ad and Promotion strategies
- Perception and image measurements etc...
- User profile
- Ask polling question for PR purpose

OMNIBUS SCHEDULE FOR Y2013		December 2013
Closing date for confirmation		25th – Nov
Fieldwork:	Start	01st – Dec
	End	31st – Dec
Statistical report		09th - Jan

Enjoy Special discount by subscribing to 6+ waves in Y2014



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.

Cost: Standard pricing per question unit and discounts available for multiple markets, number of waves and questionnaire length.



Deliverables

- Basic Cross tabulated file in raw data format eg excel and spss
 - 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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Country	Sample Size	Coverage Within Each Country
	OMNIBUS (Face to Face)	
UAE	n = 1000	All Seven Emirates
KSA	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