

# PARC's Omnibus is a Multi Client shared Research vehicle scheduled to run in July, 2012

*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 July wave of Omnibus tracking survey for which we will appreciate confirmation from your end on or before 24<sup>th</sup> June

## 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 Telephonic Interviews (CATI) available for Telebus
- Competitive Pricing per sample

## Who is interviewed?

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

## Markets Covered:

UAE, Saudi Arabia, Kuwait, Bahrain, Oman, Qatar,  
Lebanon, Egypt and Jordan

Country	Sample Size	
	OMNIBUS/ TELEBUS	Coverage Within Each Country
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 = 1200	Alexandria & Cairo
Jordan	n = 800	Amman

### Schedule:

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

OMNIBUS SCHEDULE FOR Y2012		July 2012
Closing date for confirmation		24 – Jun
<u>Fieldwork:</u>	Start	25 – Jun
	End	16 – Jul
Statistical report		23 – Jul

### 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

### **Costs:**

#### **Costs are highly competitive for robust sample size and are related to:**

- Sample size
- Area
- Number and structure of questions included in the survey
- Type of Analysis (optional)

### **What is included in the Price?**

- Advice and help in designing the module
- A report with frequency counts and your variables cross-tabulated with the standard variables
- Data on a CD or by email

**We will be Releasing our Omnibus Flyer for Ramadan Wave, Shortly as Well!!**

*To find out how Omnibus-Parc can help your business, or to gain access to the data,  
please contact:*

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