

Ramadan is here

Hop-on...Don't Miss This Bus



Board PARC's Ramadan Omnibus with 3 questions or more and explore insights of consumer homes during a period of reflection, prayers, charity and spiritual renewal, and when family diet is fundamentally altered.

The survey is a *prompt, cost effective and a reliable way* of obtaining information about subjects of your choice from a sample representation of the total adult population or your target audience. Although the vehicle is shared, the Results from your questions are confidential and only available exclusively to you.

What purpose for Ramadan Omnibus? To study family dynamics during the holy month within the local and the resident community across the region attached to the values, traditions and practices:

- Social gatherings
- Culinary and eating habits
- Personal care and hygiene
- Money, charity and savings
- Gift giving, selection and relevance
- Eid planning and organization



Why PARC's Omnibus?

- High Response Rate, stable recurrent and proven survey vehicle
- Reliable Data Output based on rich experience in the Arab World
- Advice on Questionnaire Design
- Cost Effective pricing
- Computer Aided Telephonic Interviews (CATI) available for Telebus

Remember: Your questions are important to us to place them in harmony with other questions and to return with complete answers that meet your objectives.



Contact us on: +9714-4534714 or Email us at: marketing@parc.ae

Omnibus Methodology

Method	Personal interviews with consumers at home: Face-to-face or CATI
Target Group	General Public Adults male and female aged 15 – 64 years, Local Arabs and Non-Arab Expats

Markets Covered & the Sample Size

Market	Sample Size	Coverage
UAE	1000	All Seven Emirates
Kingdom of Saudi Arabia	1200	Seven Main Urban Centers
Kuwait	800	Six Governorates
Bahrain	500	Five Regions
Qatar	500	Greater Doha and Al Rayyan
Lebanon	1200	7 Urban Centers
Jordan	800	Greater Amman and 4 Urban Centers
Egypt	1200	Greater Cairo and 4 Urban Centers

Omnibus Schedule for Ramadan Bus	July- August 2012
▪ Closing date for confirmation	15 – Jul
▪ Fieldwork: - Start - End	23 – Jul
	11 – Aug
▪ Statistical report	16 – Aug

We look forward to receiving your questions and research brief very soon. Should you require assistance in developing the questions please do not hesitate to call.



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