

Online Omnibus

i-Link's Online Omnibus provides you with a complete and cost effective way to achieve accurate and robust data in days.

Utilising advanced stable technology and recruitment from qualified market and social research panel members, our omnibus service is second to none!

Why Online Omnibus?

Commissioning ad-hoc research projects requiring a National sample can be both costly and time consuming. i-Link's Online Omnibus provides researchers and marketing strategists with a simple solution for fast, cost-effective access to Australian consumers.

Our Online Omnibus is ideal in situations where you need to inform a pressing issue or business decision and are able to by asking a few narrowly focused questions. In fact, i-Link's Online Omnibus is perfect for a range of research purposes including;

- Snap Polling
- Awareness & Usage
- Concept Development
- Incidence Testing
- Public Opinion

Methodology

A total of 1,000 online interviews are conducted every month. A nationally representative sample of consumers is provided by Qualified Opinions, leading panel provider to the market research industry. Samples are selected and matched against population statistics for age, gender and state.

The Qualified Opinions community is used exclusively for market and social research purposes. In addition, panel members are monitored for participation rates and excluded when a maximum participation rate is reached. i-Link's Online Omnibus questionnaires include standard demographic questions with data being made available to all subscribers.

Demographic questions asked are;

- Age; Gender; State;
- Rural or Metropolitan;
- Children's age & gender;
- Industry & Occupation; Socio Economic Status
- Life-stage; Life-style;
- Household Income; & Personal Income.

Facts & Timing

- Conducted every month.
- Guaranteed sample of 1000 Australian residents based on ABS population statistics or age gender and location.
- Respondents are recruited from a qualified Market & Social Research Panel only.
- Access to market-leading expertise in online research.
- Design assistance provided to assist in effectively building questions or project development.
- Valid and robust sampling for online methodologies

Timing

1st Week of the month:

Subscription deadline: Mon 5PM
Questions and materials due: Wed 5PM

2nd Week of the month:

Testing: Tue 11AM – Wed 5PM
In Field: Thu 11AM – Mon 3PM

3rd Week of the Month:

Data & tables provided: Thu 5PM

Deliverables

You will receive raw data in Excel, CSV or a fully labeled SPSS format. In addition, cross-tabulations (Stub & Banner Tables) are produced utilising Wincross® data management software and printed in electronic form to PDF. Cross-tabulations include analysis by demographic variables for within group differences (z-score tests). Verbatim responses are provided for open-ended questions. Coding can be provided at additional cost. Extensions to data provision may be required for questions requiring coding.