

# Acentric™ Online Omnibus

If you have one or more questions that require a rapid response from consumers, an omnibus survey may provide the perfect solution.

Quick, cost-effective and easier to purchase than a custom survey, the Acentric™ Online Omnibus allows you to access a survey of **300** online consumers, with an option to weight results to allow an approximation of either a metro population, or a middle-upper income population.

Buy as few or as many questions as you require (up to a maximum of 50 close-ended questions per client). Demographic questions are provided **for free** and include the following: Age, gender, ethnic group and household income.

Surveys are conducted periodically throughout the year.

At the end of the survey you are provided with tables and/or raw data in Excel or SPSS format, should you so desire.

All tables show results at the overall level, as well as splits by demographic categories.



## WHY SHOULD YOU USE AN OMNIBUS SURVEY?

Commissioning a conventional survey can be a time consuming exercise, and a costly one at that. Omnibus surveys allow you to share the costs of a survey with other companies. The methodology has already been planned and requires no input from you. All you need to provide are the questions, which are charged per question.

## WHY ACENTRIC™ ONLINE OMNIBUS?

- A large sample of 300 respondents - precision of +/-5.7% (95% confidence level).
- The survey is conducted online using Acentric's™ SurveyCentric Panel. Acentric™ has a formal technology and market alliance in South Africa with CINT Sweden which ensures ISO 26362:2009 standards are met.
- Optional weighting if you prefer, at no extra cost. Weights can be applied to approximate either a Metropolitan profile or a national middle-upper income profile in terms of gender, age, ethnic group and household income (note: the income brackets below R5,000 are totally excluded with option 2 - reducing sample size slightly). While only approximate, using weights to emulate profiles is a far less costly endeavor than probability sampling.
- Acentric™ has access to over 50,000 SA consumers and 7 million globally if you ever require an adhoc study to augment your results at a later stage.
- Free demographic questions.
- Free programming of your questions into Survey System (Creative Research Systems) and hosting on a VPS.
- Allowance for skips, and piping if you purchase more than 1 question.
- Pictures and video/audio may be shown (max. 20 seconds – charge applies).
- Open ends may be included (max. field 500 characters – cost equivalent to 3 close-ends).

## REPORT CONTENTS

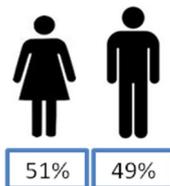
Tables with standard banners. Both overall results are shown along with splits by demographic questions: Age, gender, ethnic group and household income.

If you have your own in-house statisticians, the raw data (i.e. respondent answers) can be provided for further analysis in Excel or SPSS format (this includes value and variable labels). Open ends are provided as is, without coding. *Please note that **no** personal information which may lead to the identification of individual respondents may be provided.*

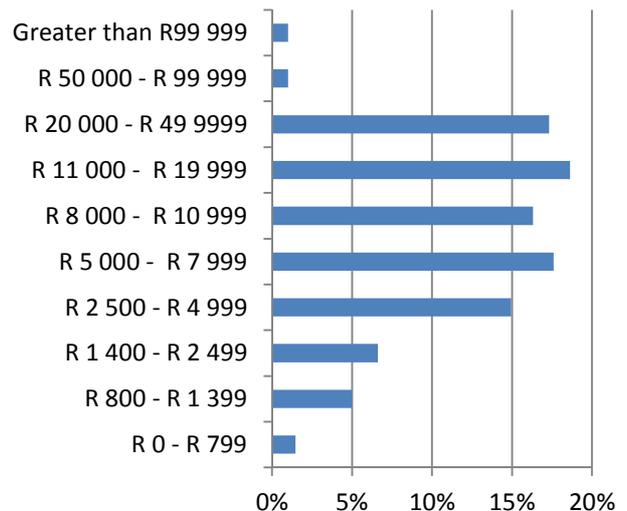
## ILLUSTRATION OF A METROPOLITAN AREA POPULATION PROFILE EMULATED BY WEIGHTS

### Weighting option 1 emulates the profile of those living in:

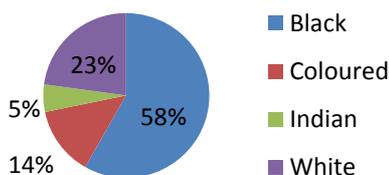
Bloemfontein, Cape Town, Cape Town Fringe, Durban, East London, Greater Johannesburg (Alex.,JHB,Sandton,Soweto,Randburg), Kimberley, Reef (Urban Gauteng excl JHB,PTA,Vaal), Pietermaritzburg, Port Elizabeth/Uitenhage, Pretoria, Soweto, Vaal (Meyerton, Sasolburg, Vanderbijlpark, Vereeniging) and Welkom.



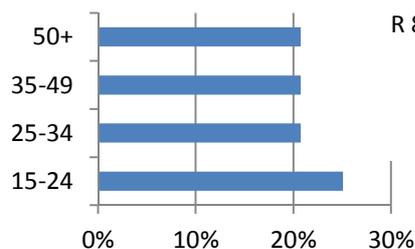
### Household income (monthly)



### Ethnic group



### Age



## TERMS & CONDITIONS

- Standard payment terms are in advance for the Acentric Online Omnibus.
- An LOA must be signed to protect both parties.
- SAMRA codes of conduct apply to all research conducted.
- A mutually acceptable cancellation fee is payable to defray costs incurred if applicable.
- Completion of the study on time is dependent upon deadlines being adhered to by both parties and consent being obtained from respondents. Timelines are estimates, **no timeline guarantees** can be provided.
- Only cost items for which Acentric™ is responsible are included in this proposal. Cost items not explicitly identified in this quotation, are therefore outside Acentric's™ responsibility.
- Acentric™ reserves the right to revise the quotation or withdraw in the event of unforeseen circumstances or changes in scope.
- Debt recovery and legal charges will be for your account. Acentric™ reserves the right to charge interest on overdue invoices up to the maximum allowed by current legislation.
- Acentric™ maintains ownership of research conducted until payment is made in full and reserves the right to resell research to recover losses due to non-payment. This may include any intellectual property acquired from the client.

## TO PLACE AN ORDER PLEASE CONTACT:

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## ABOUT ACENTRIC™

*Acentric™ is a boutique marketing research consultancy owned and operated by marketing-research specialist Craig Kolb. Acentric™ offers a broad range of surveys and methodologies including: New product development surveys (concept testing & conjoint analysis), price determination surveys, brand positioning and equity surveys, employee satisfaction, internal and external service satisfaction/loyalty and public opinion surveys.*