

see the view

I-view

OMNIBUS

Sharing the cost, keeping the price low

A truly independent national online panel omnibus providing a statistically credible, cost effective solution to our client's market or social research data needs.

SERVICES INCLUDE:

- Assistance with question design and construction
- Logical question placements
- Report Ready Tables and Graphs in Excel, Acrobat and Word
- Variety of data file formats available
- Substantial number of Demographic questions included as a standard in all outputs
- ABS weighting for population estimates
- Fast turn around for results.

Sample Distribution

Sample	Number	Survey	Population
Distribution	Ints	%	Est. %
Melbourne	181	18.1%	18.1%
Rest of Victoria	67	6.7%	6.7%
Sydney	207	20.7%	20.7%
Rest of NSW	123	12.3%	12.3%
Brisbane	88	8.8%	8.8%
Rest of Queensland	110	11%	11%
Adelaide	55	5.5%	5.5%
Rest of South Australia	20	2%	2%
Perth	73	7.3%	7.3%
Rest of Western Australia	26	2.6%	2.6%
Hobart	10	1%	1%
Rest of Tasmania	14	1.4%	1.4%
Canberra and ACT	16	1.6%	1.6%
Northern Territory	10	1%	1%
TOTAL	1000	100.0%	100.0%

Fee Structure

Basic Questions – pre-coded lists and yes/no
Basic Questions – with "Other Specify" responses (doesn't include coding)
Unprompted Lists
Open Ended (Verbatims only – doesn't include codeframe development or coding)
Additional text requirements section, introductions, complex response structures

1000 people
18+

Low Incidence
Respondents
26-50% of Sample

Extremely
Low Incidence
Respondents
Less than 25% of Sample

\$875	\$660	\$460
\$975	\$700	\$500
\$1,075	\$875	\$600
\$1,300	\$1,180	\$1,000
\$1,600	\$1,400	\$1,225



Market &
Social
Research
ISO 20252
SAI GLOBAL

QA Statement

I-view Pty Ltd was a founding member of the Interviewer Quality Control Australia (IQCA) scheme and was one of the first companies to become IQCA accredited across all areas of activity. The IQCA scheme has been replaced by ISO 20252 for Market Research which incorporates the principles of the AS4752 standard and IQCA.

I-view has accreditation to ISO 20252 for Market Research, and has a long history of applying the highest levels of quality standards. I-view Pty Ltd has two online panels, MyView and MarketView for research purposes only which are both accredited to QSOAP (Quality Management Standard for Online Access Panels) Best Practice' Standard by AMSRO. I-view is one of the first companies in Australia to achieve this accreditation. I-view supports the Your Views Count initiative, designed to support both the general public and the research industry in making sure that the public is fully informed about the importance of participating in research, and is able to differentiate between genuine research and telemarketing.



SERVICES INCLUDE:

- Project design and operational consulting
- Telephone services – CATI (inbound, LOTE, auto-dialling, monitoring facilities)
- Face-to-face interviewing including in home, mall intercept, centralised testing, CAPI and executive interviewing
- Data collection via web or e-mail
- Audits and observational studies, including mystery shopping
- Recruitment for qualitative or quantitative research
- Online Panel (MyView, MarketView and Custom Panels)
- Online Omnibus
- Coding and key entry
- Mail management / letter-shop services
- Data delivery in a range of electronic formats, report ready tables and charts
- Statistical analysis and modelling
- Data mining, database creation and maintenance.

For more information about Omnibus, please contact your local I-view office:
Sydney 02 9333 6500 ▪ Melbourne 03 9940 7700 ▪ Brisbane 07 3016 7600