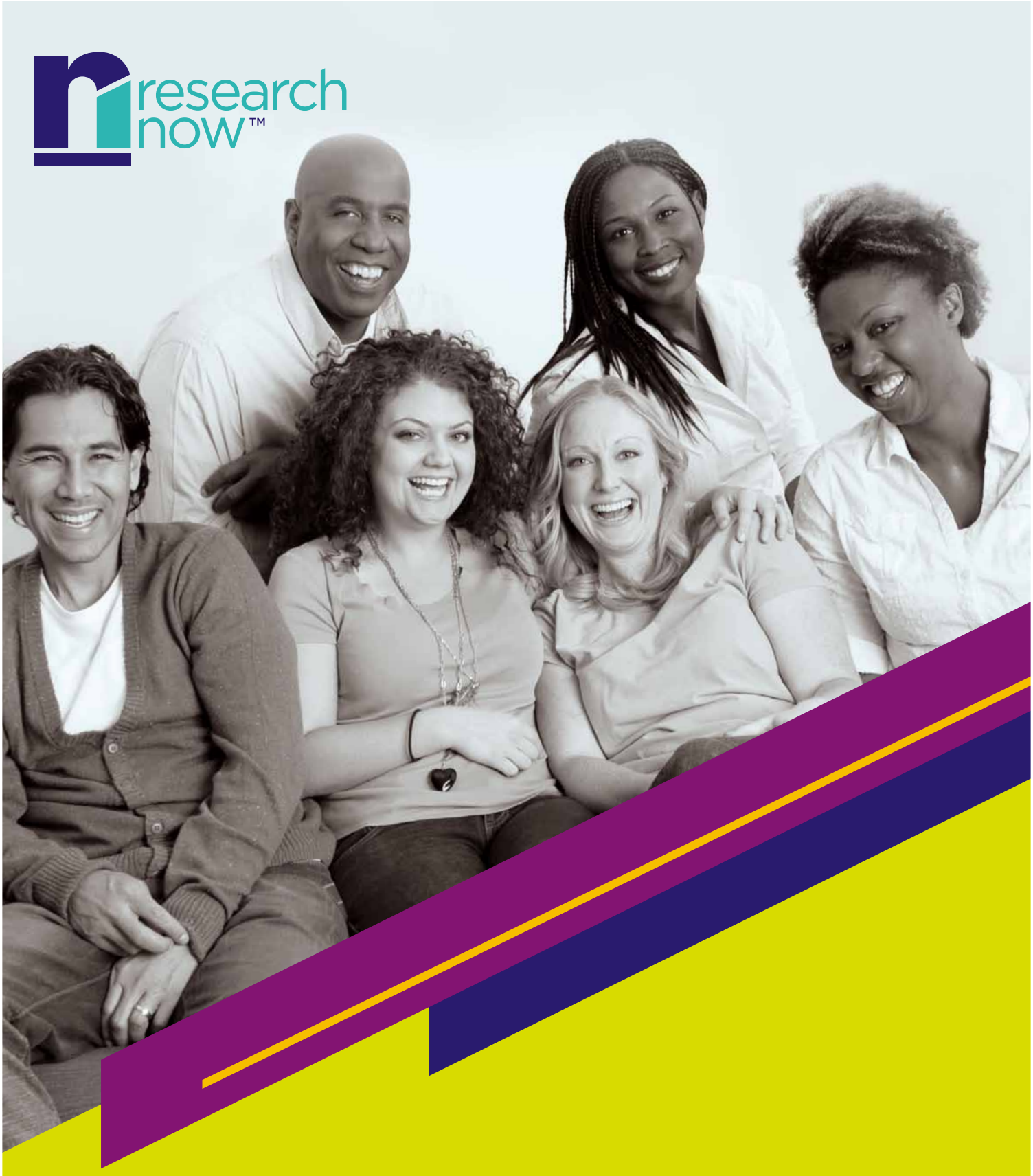
research now™



OmniTaxi Australia

OmniTaxi Australia

The Research Now OmniTaxi offers fast turnaround short online surveys for when you need quick, accurate results. It is a more flexible and targetable alternative to a traditional omnibus - you don't have to wait for set weekly or monthly field times and you are the only client on board, so there is no response bias or inference.

The OmniTaxi drives value for market research firms, PR and advertising agencies plus corporate customers for a quick snapshot of their market. Examples of where an OmniTaxi can respond to specific business needs include:

- Early stage research testing – e.g. a preliminary "test" survey for a larger project
- Crisis management – establishing reaction to a campaign, response to political polls or product crises
- Simple image, sound or video clip testing
- PR story generation
- Incidence testing
- Quick polls
- Pitches and proposal research
- Multi-country perspectives
- And much more!

Take the Research Now OmniTaxi Australia

It goes to who you want, when you want, where you want!

Who?

- Choose the sample target most tailored to your needs from our list of pre-screened options
- Choose your sample size: 500/1,000/2,000

What?

The OmniTaxi provides clients with the option to ask up to 5 questions (in addition to the 3 Research Now provided demographic questions), with turnaround from 24 hours.

Where?

- Across Australia – you hire the taxi to go where you want
- Also available in selected countries across Europe, Canada and USA

When?

Whenever you want – delivery times are focused around you to support your needs.

Run an OmniTaxi on:

- Weekday nights to capture specific advertising events
- Weekends, to capture post-sporting events
- Immediately after televised debates and then again several days later to check changes in opinion over time

Output

- Question by question results crossed by age, gender and region
- Age, gender and region demographic questions included as standard

OmniTaxi Australia

OmniTaxi - Key Grades - Australia

GRADE 1 NATIONALLY REPRESENTATIVE QUOTAS		
GENDER	Male Female	50% 50%
AGE	16 - 24 25 - 34 35 - 44 45 - 54 55+	16% 18% 19% 17% 30%
REGION	NSW QLD VIC SA WA NT TAS ACT	33% 20% 25% 8% 10% 1% 2% 1%

OmniTaxi - Other Sample Options

AUSTRALIA GRADE 1	AUSTRALIA GRADE 2
DEMOGRAPHIC	
Nat-Rep Males only Females only Full-time employees *TELECOMS/IT* Mobile phone owners	16-24 year olds 25-34 year olds 35-54 year olds Victoria, NSW, Queensland, South Australia, Western Australia *TELECOMS/IT* Mobile phone bill payer Mobile connection (prepaid or contract) Mobile phone texters *CONSUMER* Primary grocery shopper *AUTOMOTIVE* Car owner *FINANCIAL* Primary financial decision makers Home owner People who rent property (tenants) *BANKING* Banking - Everyday account Banking - Savings account Credit Card Holders

Please note that pricing is dependent on grade, so please contact your account manager for more information. Selected grades also available across Australia-Pacific, Europe, USA and Canada.

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