

oMMnibus™

The **MMResearch oMMnibus™** is a powerful research tool that uses proven methodologies to provide quick and relatively inexpensive responses to questions about markets, products and national opinion.

By including questions in a series of **oMMnibus™** surveys, organisations are able to track changes in New Zealanders' perceptions, awareness and opinions over time. Alternatively, organisations can include a question (or set of questions) within a single **oMMnibus™** to take a “one-time snap-shot” of the New Zealand population.

Because a variety of organisations contribute their own confidential set of questions to form a single survey instrument, the research costs are substantially reduced.

oMMnibus™ has many applications, but is particularly well suited to advertising and brand awareness research, product usage research, lifestyle and recreation research and research to gauge opinion on current “topical issues”.



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How oMMnibus™ works...

Using Computer Assisted Telephone Interviewing (CATI), oMMnibus™ selects New Zealanders at random from the Telecom White Pages®. oMMnibus™ is conducted quarterly and surveys a total of 600 New Zealanders over the age of 15.

At MMRResearch we have a dedicated team of researchers who tailor survey questions to meet each organisation's specific needs.

Results and reporting...

We offer a range of packages to suit unique requirements. Our standard package provides a summary of findings and “cross-tabulates” responses against standard demographic variables (gender, age, region, ethnicity, and household income).

Alternatively, we can provide just the “raw data” (in Microsoft Excel, Microsoft Access, or SPSS formats), or we can provide a series tables and charts on presentation slides.

Upon request we can also include additional demographic measures. These can include occupation, education level, internet/email access, household size, marital status and many more.

Contact us for detailed specifications and an obligation-free quote.



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