

## Deep Dive CATI Omnibus

### If you would like to:

Continuously monitor the awareness and usage of your company's and competitor's products/services?

Find out whether and how much your products/services are used?

Find out who are the users of your and competition's products?

Find out how noticed are your advertising and promotional activities?

These and many other questions can be answered by Consumer CATI Omnibus, continuous, bi-monthly, fast, high quality and affordable research!

### Consumer CATI Omnibus and its advantages:

Conducted each second month

Omnibus research reduces individual research costs for each client by including a larger number of clients

Telephone research (CATI) provides you with fast insight into results even during fieldwork phase of the survey

### Sample:

N=1000 respondents; Nationally representative sample of Serbian citizens over 15 years old

Sample stratification by 6 regions and 4 settlement sizes; Random household and respondent selection

Results weighted by gender and age and according to most recent statistical data; Possible boost samples

### Included socio demographics:

Region, Settlement size , Gender, Age, Occupation, Education, Working status, Marital status

Household size, Children in the household (under 15 years of age), Household monthly income

### Deadlines in 2015

Month	Delivery of final questions	Delivery of results*
February	6.2.	27.2.
April	3.4.	30.4.
June	5.6.	30.6.
August	3.8.	28.8.
October	2.10.	30.10.
December	4.12.	30.12.

\* delivery of tables with basic results

\* additional 1-5 work day for surveys with open ended questions and more complex analyses

## Investment

Question type	Description	Price
Filter question	Yes/No	Free of charge
Closed question	up to 5 precodes	110 €
Closed question	6 to 10 precodes	120 €
Closed question+	other up to 10 precodes	170 €
Open ended (Simple) numbers /brands	numbers /brands	250 €
Open ended (Complex)	categories	400 €
Scale	3 items on a 5 point answer scale	200 €
Scale	5 items on a 5 point answer scale	280 €
Scale	10 items on a 5 point answer scale	350 €
Translation		14 € per page

### Discounts:

Discounts on the number of waves (2 waves - 3%, 3 waves - 5%, 4 and more waves - 7%)

Discounts on the number of questions (5 to 10 questions - 3%, 11-15 questions - 5%, more than 15 questions - 7%)

### Reporting:

Standard report includes:

Clean data file (SPSS, CSV or ASCII)

Table report with graphs on total sample

Cross tabulation by demographic variables (gender, age, education, working status, personal income, household income, household size, region and settlement size)

Statistical significance calculation by above variables

Complete report (PPT) – charged additionally

All results are available in Serbian or English

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