

Ovation Research Omnibus - AU

Sample Specification

Sample size: n = 1,000 adults (18-70 years old) representative of the Australian population. Quota controls are applied to achieve a nationally representative sample.

Pricing	1 question	\$1,250
	Each additional question	\$500

Question Types

Pre-coded

Single response questions

Multiple response questions

Any question allowing more than one tick.
Usually has “tick all that apply” in the wording.

Statement grids (per statement)

A statement grid is a series of similar questions, all answered against the same scale (e.g.: “Very Satisfied to Very Dissatisfied” or “0 to 10”).

Open-ended

Open-ended responses are provided as a full listing (not coded) in Excel (.xls), Word (.doc) or SPSS format. Full coding of verbatim or groupings of responses available on request.

Additional Services

Multimedia – Images, audio, video	\$100
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Images or audio can be added to questionnaire if provided in PC format jpg or .gif. Additional costs may apply if Ovation Research has to supply or convert images.

Runs every month, with a 1,000 sample across Australia.

Omnibus Results

Fees include standard deliverables provided in Excel (.xls) or SPSS (.sav) raw data file format Ovation Research will provide results by e-mail.

Data from standard demographic questions included;

- Gender
- Age (18-24, 25-34, 35-44, 45-54, 55-64, 65-70)
- Main regions – State and Capital cities
- Household Type
- Gross Household income
- Marital status
- Occupation

Results are delivered in 7 days.

Final questions must be submitted by midday on the following days:

Timelines

Deadline for Questions

- Tue 13 January 2026
- Tue 10 February 2026
- Tue 10 March 2026
- Tue 14 April 2026
- Tue 12 May 2026
- Tue 09 June 2026
- Tue 14 July 2026
- Tue 11 August 2026
- Tue 08 September 2026
- Tue 13 October 2026
- Tue 10 November 2026
- Tue 08 December 2026

Results by 3pm

- Tue 20 January 2026
- Tue 17 February 2026
- Tue 17 March 2026
- Tue 21 April 2026
- Tue 19 May 2026
- Tue 16 June 2026
- Tue 21 July 2026
- Tue 18 August 2026
- Tue 15 September 2026
- Tue 20 October 2026
- Tue 17 November 2026
- Tue 15 December 2026



Contact us today:
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