# NIQ

Create consumer-oriented marketing plans with

NIQ Omnibus

What is NIQ Omnibus?

Our quick-check syndicated study that has clients **share setup** and **fieldwork cost**, and tailored questions exclusively for each client. Using **stratified random sampling**, resultant data can be projected to the population in **6 cities** covered.

Medan
300

Greater
Jakarta
500

Semarang
300

Makassar
300

Bandung
300

Surabaya
300
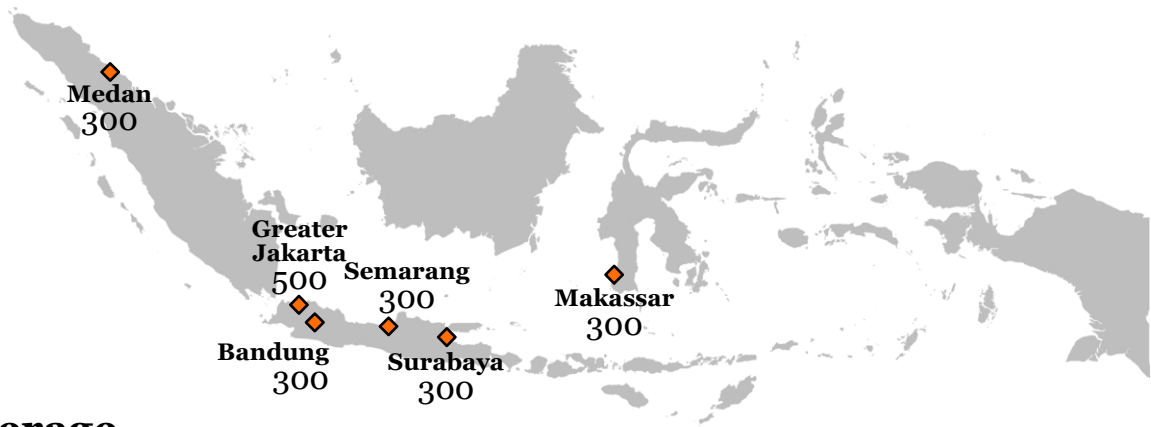
Coverage
2,000 respondents across **6 urban cities** in Indonesia.

Investment
Price per question (subject to deliverable and question type):

	Close-ended	Open-ended/grid
Excel X	IDR 7,450,000	IDR 9,350,000
Powerpoint P	IDR 9,350,000	IDR 11,250,000

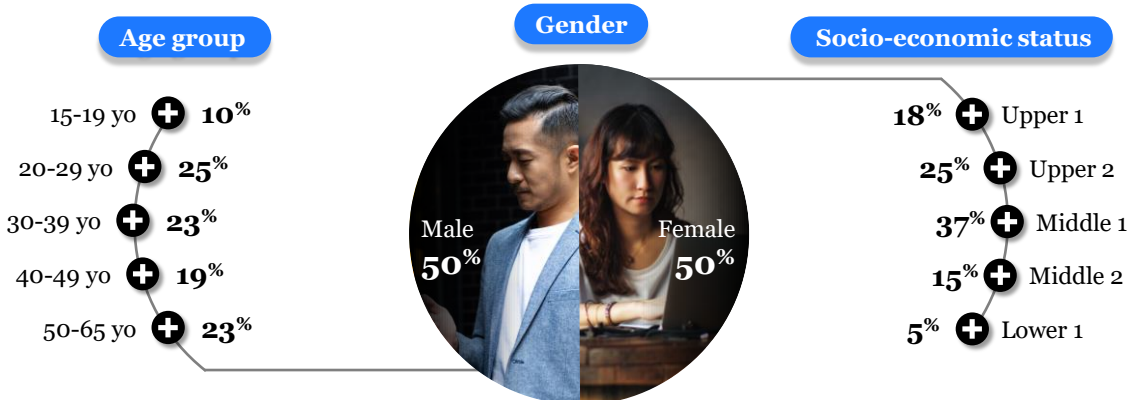Additional cost for Presentation is **IDR 9,800,000.**

Minimum of 3 to maximum of 20 questions per category. **All costs will be subject to 11% VAT**

Special header for tabulation incurs additional cost of IDR 875,000
All costs are exclusive of Presentation.

For more information about NIQ Omnibus, contact gita.dwiputri@nielseniq.com & rivan.wijaya@nielseniq.com

Profile of Omnibus respondents

Age group

- 15-19 yo **10%**
- 20-29 yo **25%**
- 30-39 yo **23%**
- 40-49 yo **19%**
- 50-65 yo **23%**

Gender

Male **50%** Female **50%**

Socio-economic status

- **18%** Upper 1
- **25%** Upper 2
- **37%** Middle 1
- **15%** Middle 2
- **5%** Lower 1

What can you find in the omnibus?

Vast range of information regarding your consumers and markets, adjustable to needs, such as:

- Market Structure, Usage & Purchase Behaviour
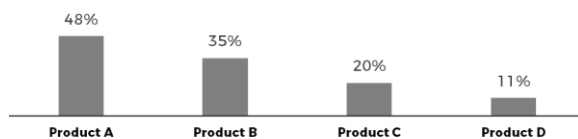- Brand Performance & Brand Shares
- Brand & Advertising Awareness
- Brand Positioning, Strength & Weakness Analysis
- Other customized analysis based on objective
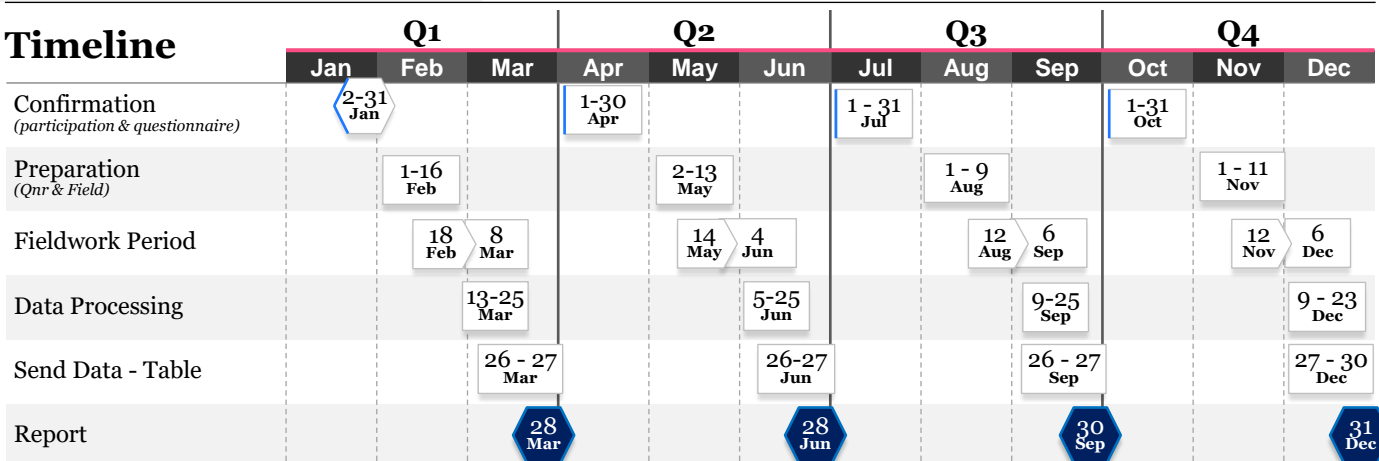
Sample report output

▶ **P3M Product Penetration**

Product A	Product B	Product C	Product D
48%	35%	20%	11%

▶ **Profile of Consumer on Respective Products**

	TOTAL	Product A	Product B
CITY			
Jabodetabek	25%	37%	24%
Bandung	15%	13%	18%
Semarang	15%	12%	20%
Surabaya	15%	10%	14%
Medan	15%	20%	13%
Makassar	15%	10%	11%
GENDER			
Male	50%	30%	60%
Female	50%	70%	40%
SES			
Upper	43%	50%	40%
Middle	52%	34%	50%
Lower 1	5%	16%	10%

▶ **Brand Funnel**

	BRAND A	BRAND B	BRAND C	BRAND D	BRAND E
BUMO	10	12	4	10	1
P1M	13	10	4	10	1
P3M	19	15	5	10	1
P6M	24	30	7	10	2
P1Y	35	40	10	20	3
Awareness	28 75	41 77 86	19 57 74	10 50 70	5 15 30
BUMO Conversion (BUMO/P3M)	53%	80%	80%	100%	100%
Retention Rate (P3M/Ever Used)	54%	38%	50%	50%	33%
Conversion Rate (Ever Used/Aware)	47%	47%	14%	29%	10%

Timeline

	Q1			Q2			Q3			Q4		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Confirmation (participation & questionnaire)	2-31 Jan			1-30 Apr			1 – 31 Jul			1-31 Oct		
Preparation (Qnr & Field)		1-16 Feb			2-13 May			1 – 9 Aug			1 – 11 Nov	
Fieldwork Period		18 Feb	8 Mar		14 May	4 Jun		12 Aug	6 Sep		12 Nov	6 Dec
Data Processing			13-25 Mar			5-25 Jun			9-25 Sep			9 – 23 Dec
Send Data - Table			26 - 27 Mar			26-27 Jun			26 - 27 Sep			27 - 30 Dec
Report			28 Mar			28 Jun			30 Sep			31 Dec

Note: In case of insufficient clients, a wave may be postponed up to 4 weeks. NIQ Indonesia reserves the right to change schedule or cancel a NIQ Omnibus run if total subscriptions falls below the required minimum.

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