



# Get your **questions answered** and **measure** perceptions cost-effectively with the TGI **Omnibus**

*Omnibus is one of the most popular tools amongst researchers for finding out the views of the population and is a good way to reduce survey costs. TGI's national omnibus provides a highly cost-effective way to measure perceptions of 15 000 nationally representative South African consumers, 15+ years, living in communities 8 000+. TGI's omnibus is unique in that customised omnibus questions can be cross tabulated with 30 000+ existing variables in the TGI data, for a holistic, in-depth view of the marketplace.*

TGI's omnibus is available to subscribing clients, to maximise the investment opportunities of this solution. This product is also ideal tool to track shifts/trends based on strategic brand decisions which have been implemented.

## The benefits of accessing of TGI's Omnibus

- Competitive advantage in that as a subscribing client, you have the benefit of including your own customised questions into TGI's syndicated research platform, for holistic insights.
- On-going brand tracking with bi-annual results (based on a bi-annual data release sample of 7 500 nationally representative respondents).
- Cross tabulate your customised variables with any of the 30,000+ single source variables currently available in TGI, linking insights to demographics, branded insights, robust lifestyle statements and/or media.

Contact Maria Petousis – TGI, Director • Tel: +27 12 428 7400 • [maria.petousis@tgi.co.za](mailto:maria.petousis@tgi.co.za)

