

Sample Specification

Sample size: n = 1,000 adults (18-64 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 |
|-----------------------------------|-------|

Images or audio can be added to questionnaire if provided in PC format jpg or .gif. Additional costs may apply if TEG Insights has to supply or convert images.

Omnibus Results

Fees include standard deliverables provided in Excel (.xls) or SPSS (.sav) raw data file format.

TEG Insights will provide results by e-mail.

Data from standard demographic questions included;

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

Results are delivered in 7 days.

Timelines

Final questions must be submitted by midday on the following days for 2019:

Deadline for Questions

Tue 15 January
Tue 12 February
Tue 12 March
Tue 9 April
Tue 14 May
Tue 11 June
Tue 9 July
Tue 13 August
Tue 10 September
Tue 8 October
Tue 12 November
Tue 10 December

Results by 3pm

Tue 22 January
Tue 19 February
Tue 19 March
Tue 16 April
Tue 21 May
Tue 18 June
Tue 16 July
Tue 20 August
Tue 17 September
Tue 15 October
Tue 19 November
Tue 17 December

Contact us today: info@teginights.com

