

# investimate

Research & Consultancy

## Investimate Syria-Omnibus

*Fast, reliable, and cost-effective*

### What is Investimate Syria-Omnibus?

Investimate Syria Omnibus (ISO) is a nationally representative survey that aims at gaining insights into the ongoing changes in Syria and into the opinions of Syrian people. The omnibus enables decision makers and investors from different sectors to combine their individual surveys into a single study of variety of subjects. The studied topics can address a wide range of areas that include and vary from need assessment issues, FMCG subjects, and media consumption habits to social and political opinion. The ISO runs four times annually, which allows researchers to capture trends and any changes in attitudes. Additionally, by sharing the fixed cost of conducting a survey, our clients can use their research and development budgets more efficiently over the year.



### Why Investimate Omnibus?

With research specialists and well trained local teams, Investimate is proudly the only research company that covers all provinces in Syria regardless of the controlling party. Our staff has excelled in collecting data, developing customised research schemes, designing different types of research instruments, analysing data, and producing authentic reports .

We have been doing this business as a research company since 1996. We have

succeeded in growing into a multi-sector client oriented company in a relatively short time, having a membership in ESOMAR, and working with dozens of local and international clients. And today we have local teams and manage different projects across the whole country and the Middle East with an increasing international and regional experience.

## Deliverable :

Option	Basic	Augmented	Advanced
Deliverable	Clean coded data	Basic deliverables + Statistical Tables	Augmented deliverables + Data Analysis + Findings Reporting
Form	SPSS + MS Excel	SPSS + PDF	SPSS + MS Word

## Timing

Investimate will run four waves of this survey per year. As it is detailed in the table below, field work will be conducted every March, Jun, September and December and the results can be shared 3 weeks later.

	Last date to receive questions	Field work start	Tabulations and results
Wave -1	10/03	15/03	05/04
Wave -2	21/06	25/06	10/07
Wave -3	10/09	15/09	05/10
Wave -4	07/12	10/12	05/01

## Investimate Omnibus Methodology

The sample will be drawn in a way that ensures interviewees will be randomly selected by following a multi-stage process. For each larger geographic unit (Governorate) a number of Primary Sampling Units (PSUs) will be sub-sample. This number of selected PSUs from each governorate will be compatible with the relative population of that governorate. The PSUs are the lowest possible level of geographical distribution, which is a neighbourhood in urban areas and a village in rural areas. For each PSU, a starting point is randomly generated and determined by the office team, and then the nearest household to that starting point will be visited.

A random route procedure using a fixed interval of 2 will be followed until a total of ten successful interviews are conducted in each PSU. Once an interviewer has selected a household, he/she will ask whether there are members of the household who meet the survey's objectives and permanently live in that house. The respondent will be randomly selected from permanent members of a chosen household using Kish Grid method. Up to three attempts will be made if the selected respondent is unavailable.

Governorate	Sample Distribution		
	Total	Rural	Urban
Damascus	83	0	83
Aleppo	228	85	142
Rural Damascus	132	46	86
Homs	84	39	46
Hama	76	48	28
Lattakia	47	23	24
Idleb	70	50	20
Al- Hasakeh	71	45	25
Deir-ez-Zor	58	32	26
Tartous	37	27	11
Al -Rakka	44	27	17
Dara	48	26	21
Al-Sweida	17	12	5
Al-Quneitra	4	4	0
Total	1000	465	535

## Prices :

	Standard	Add Answer	Add Simple Open Question
Yes/No Question*	\$ 495		
Multiple Answers Question (up to 5 answers*)	\$ 1,590	\$ 125	\$ 160
Simple Open Question (e.g. brand, name, number...etc.)	\$ 1,380	\$ 110	\$ 160
Single Answers Question (up to 5 answers*)	\$ 1,890		
Complex Open Question (e.g. opinion, explanation, stating...etc.)	\$ 2,700		

\* Excluding DK and NA answers

- Prices are per question per wave and do not include VAT; the minimum order volume per wave is \$2,500
- A reduction of 10 % or 15% is applied to orders with values over \$5,000 or \$15,000.
- Upon request, with additional cost of \$500, statistical tables of the quantitative variables can be provided broken down by the following socio-economic factors: Gender, Ethnic Group, Age, Income, Area, Education and Occupation.
- In addition, the option of a written analysis is available and can be offered for special prices including multivariate analysis (MVA) where appropriate e.g. perceptual mapping, factor analysis, discriminant analysis and cluster analysis.

## CONTACT US



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