

Customised Research

Our findings can be made available in a wide range of research outputs, including:

- Comprehensive reports, presentations and workshops
- Top line and summary reports
- Data provided in electronic format (eg. ASCII, SPSS)
- In ASTEROID, our proprietary Windows data analysis software package
- Detailed cross-tabulations of research results
- Transcripts of qualitative interviews
- Collation and coding of verbatim comments etc.

Powerful ASTEROID Windows software.

Our proprietary ASTEROID Windows software was created to present our findings in the most accessible, easily navigable and visually demonstrable format that is simple enough for anyone to use.

Findings for your customised project can be provided on CD ROM with user friendly 'data analysing' software. ASTEROID ensures the data can be used for periodical reports in pre-set formats or re-cut and re-analysed to suit changing business needs.



As an integral part of our service, Roy Morgan's specialist analysts will present the findings to you, make recommendations and conduct workshops to ensure that you can extract the maximum benefit from the data.

We'll be pleased to make a detailed presentation of our capabilities at your office or ours.

Roy Morgan
— Research —

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*Devised by Michele Levine of Roy Morgan Research and Colin Benjamin of the Horizons Network.



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Customised Research

Uncover your most critical issues with Australia's widest range of customised research solutions.

For more than sixty years, Roy Morgan Research has been a leading provider of market insights in Australia. Much of that reputation has been built on the quality of Customised Research that we have provided to industry at large. Today, we are working on projects of varying size and complexity, around the world.

“An intimate understanding of the market could give you a refreshing new perspective.”

While we undertake stand-alone projects anywhere, we have the unique ability to re-contact the large base of respondents who have already been interviewed for our renowned Roy Morgan Single Source surveys in Australia and New Zealand, now also available in USA, UK and Indonesia. This capability enables us to provide a wealth of market insights cost-effectively, by combining the information from our syndicated product with those that meet your particular requirements.

Roy Morgan Research has over 150 centralised CATI interviewing stations and teams of face-to-face interviewers throughout Australia and New Zealand. This very large group, led by specialists, serves all institutions interested in understanding the consumer at large, as well as business-to-business and the needs of government bodies. If existing research and management information systems only go part of the way toward achieving your information needs, it's time you considered using Roy Morgan Customised Research to bridge the knowledge gap.

Roy Morgan Customised Research will work with you to develop an individualised research program to suit the needs of your organisation. Research methodologies and outputs are designed in consultation with you to provide the best information – within your budget.



Discover your edge

Customised Research



Connect with the world's largest consumer database.

Roy Morgan *Single Source* consists of a face-to-face establishment survey with approximately 50,000 people each year. The information collected in this phase includes demographics, media behaviour, financial information and non-food retail commodity questions.

The specific information on brands has a sample of approximately 20,000 per annum obtained from the self-completion component.

The survey collects detailed information on channels, brands and product usage as well as attitudes and activities. By recontacting these respondents for your customised project, a wealth of information is available effortlessly: Their income, their debt, shopping and food habits, car ownership, holiday intentions, sports participation, media usage, habits & attitudes, Roy Morgan Values Segments* and a myriad of other insights.

Key services include:

Qualitative Research Services to identify, explore and understand issues using:

- Focus groups
- Mini-groups
- In-depth interviews
- Product and concept testing
- Price sensitivity
- Advertising diagnostics
- The Reactor
- Mystery Shopping

Quantitative Research Services to measure your market using:

- Mail-out and self-completion surveys, including e-mail and Internet based surveys
- Telephone surveys using our in-house Computer Assisted Telephone Interviewing (CATI) resources
- Consultation and advisory services on research design and methodology
- Face-to-Face surveys including:
 - Door-to-door interviewing
 - Taste testing
 - Street Intercept and Central Location interviewing (eg. in Shopping Malls)
 - Customer satisfaction
 - Employee satisfaction
 - Shared cost surveys (ie. Omnibus surveys) where more than one client places questions to take advantage of economies of scale

Support services including scanning, data entry, printing and mailing

Setting the standards.

Our methodologies and techniques are consistent with world standards, with continuous innovation and emulation aimed at improving the quality of our service. In addition to undertaking customised projects ourselves and utilising our in-house capabilities, we provide a range of services to our clients as well as their research consultants.

Some of our products include:

- **The Morgan Gallup Poll** – the premier political measurement tool in Australia, that is now taking on the world. It also provides detailed information on consumer confidence and business expectations in Australia and is also used to measure topical business and community issues.
- **Telephone Omnibus Surveys** – collecting information on opinions, consumer attitudes and behaviour from a cross-section of men and women aged 14 years and over across Australia. Research results can be provided within a week of survey completion and allow detailed analysis via a wide range of demographic questions.
- **Face-to-Face Omnibus Surveys** – collecting information from over 1,000 men and women each week aged 14 years and over.

Quality Assurance:

As standard, we provide a questionnaire review process to ensure that all technical and logical aspects of your survey run smoothly and efficiently. We also carefully track the progress of your job and alert you immediately to any problems so they can be resolved quickly.

Roy Morgan Research conducts all research to the internationally acclaimed quality assurance standard ISO 9001. It ensures that every aspect of our business – not just the standards of our interviewers and supervisors – is consistently conducted to the highest level.

To best suit your research requirements, please contact any of our Customised Research consultants to discuss your needs.



Accurate answers at your fingertips.

- Where exactly is your product or service in the marketplace today?
- How is your product or service perceived by consumers?
- Who are your customers and how do they behave?
- What about those who don't use your product or service?
- What is the level of satisfaction consumers have with your product or service?
- How effective is your advertising and promotional campaigns?
- How will they react to new advertising and promotional concepts?
- What is the likely take-up of new and developing products or services?
- What is the satisfaction level and attitudes of your employees?

