



ACRS Retail Omnibus

The Australian Centre for Retail Studies (ACRS) tracks consumer confidence and retail issues in the Retail Omnibus. Departures are monthly and seats are limited, so get on board and gauge consumer sentiment.

The Centre delivers customised primary and secondary research solutions to clients in retail and related industries through Australia, New Zealand and Asia.



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ACRS Overview

The ACRS is dedicated to the production and dissemination of the latest retail knowledge, as well as conducting commercial research to meet specific client (member and non-member) needs. Through its affiliation with Monash University, the ACRS research team has access to a wide variety of resources including databases, cutting edge information, research findings, leading scholars, and expertise in a range of data collection and analysis techniques.

The ACRS research team has a range of qualitative and quantitative methods at its disposal. The particular methodology and ultimate design of a project is dictated by the individual client's objectives, as well as their financial resources and time constraints.

The Omnibus

The ACRS Retail Omnibus Survey is an online survey conducted monthly to gauge retail consumer confidence and gain insight on topical issues for Australian retailers. The goal of the Omnibus is to collect, analyse and interpret data that can be used to provide insight to the retail sector.

The idea of an omnibus survey is that several organisations can be involved on an ad-hoc basis, sharing the cost of conducting the survey, with each organisation paying only for those questions that are of direct relevance to their information requirements.

The ACRS Retail Omnibus provides organisations in the retail sector with an opportunity to generate consumer intelligence and other important data at an affordable cost. A particular advantage of the Omnibus is that nationally representative sample of 1,000 respondents is achieved each month.

Cost

ACRS Members and non-members are able to purchase questions in blocks of two, up to a maximum of three blocks per month (demographic questions are provided free of charge, open-ended questions attract extra cost). Block costs are \$950+GST, and on demand departures can be scheduled. ACRS Members receive discount based on their membership level, contact ACSR for details.

Seats on the bus are limited - there are only a set number of questions presented to respondents each month. Contact the ACRS to get on board!

Further Information

For more information about Research at the Australian Centre for Retail Studies, please contact us:

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