Adviser Omnibus Survey

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The Wealth Insights Adviser Omnibus Survey is one of the most inexpensive methods of conducting market research because you can ask just one question or up to 10 questions.

- **What is the Wealth Insights Omnibus Survey?**

Our omnibus survey is conducted with financial planners every couple of months and allows you to include customised questions. It is a simple cost-effective way to reach a representative sample of financial advisers.

It's a shared vehicle for getting the answers you need at a predetermined price. Your questions and results are strictly confidential.

With ever-increasing pressures on business and individuals to respond quickly to situations, the need for fast turnaround times is paramount.

Reporting

Clients receive their report in both hard and soft copy with responses to questions broken down by key demographic variables within one week of the survey coming out of field.

Survey Methodology

All surveys are conducted via the internet. Advisers are randomly recruited from across Australia and incentives are offered to elicit adviser participation.

The sample size is over 200 advisers each survey.

This study is conducted every couple of months. Please contact Wealth Insights for schedule and pricing details.

- **Non-Replacement Sampling:**

Non-replacement sampling techniques are used, i.e. if a respondent participates in an omnibus study they are removed from the sample population for a minimum of six months. This method ensures that self-selection bias is minimised and adviser opinions are not prejudiced as a result of repeated survey completions. This allows you to track questions without bias.

Experience You Can Count On

Wealth Insights is Australia's premier researcher in the wealth management industry. Our promise is to give our clients a comprehensive advantage through deeper insights. We do this by offering more than just pure market research. Our foundations are firmly in the research industry, however, our exclusive focus on the wealth management industry and our breadth and depth of research in the industry means that, as a client, you get added value from the expertise we have developed by conducting over 20,000 interviews and interactions with financial planners.

Contact Details

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