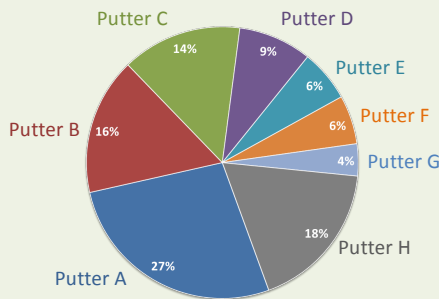


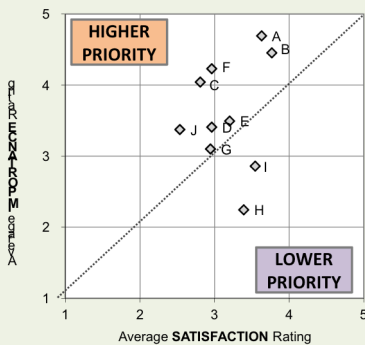
What is an Omnibus Survey?

An Omnibus survey is a method of quantitative market research where multiple companies in the same industry provide proprietary questions on a wide variety of topics in one questionnaire. It is one of the best ways to obtain valuable strategic market research in a cost effective manner because the participating companies, who only receive responses to the questions they submitted, share the cost of the survey.

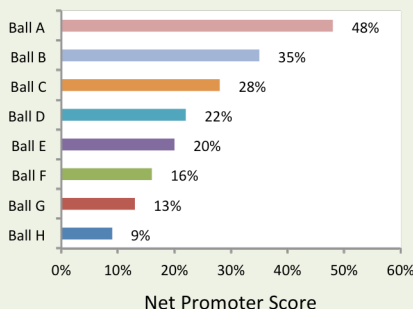
Market Share



Attribute Gap Analysis



Brand Equity / Loyalty



Golf Industry

Quarterly Omnibus Market Research Survey (Clubs, Shoes, Balls & Apparel)

Overview:

The structure of this Omnibus survey is very flexible allowing companies to ask golfers any number of questions using a wide variety of question types. In addition, images or audio/video can be embedded into the survey and there is no minimum or limit to the number of questions. The omnibus survey is a proven tool that provides golf manufacturers, distributors and other golf industry professionals with timely customer insights and perceptions on topics, products and trends.

How it Works:

The data is collected through an online survey of **500 golfers randomly selected across the United States** who play four or more rounds per year.

1. Your marketing team submits market research questions for the survey
2. The Key Group optimizes your question designs
3. The questions are programmed into the survey
4. 500 responses are collected over a 2 week period
5. Your response data is converted into a graphical output (PowerPoint)
6. The final report is delivered within 30 days of question submission

Note: All data remains confidential to the company that submitted the questions

Question Submission Dates:

March 1st

June 1st

September 1st

December 1st

Typical Survey Categories Include:

- Brand Awareness and Equity
- Product Concept and Positioning
- Ad / Message Testing
- Market Share
- Competitive Analysis
- Buying Behavior, Attitude and Perception
- Product Usage and Satisfaction
- Market Opportunities
- Pricing

Deliverables:

- PowerPoint slides with graphical representations of the analysis
- Optional: Cross tabulations and excel spreadsheets

Key Group Overview:

The Key Group is a leading global market research firm specializing in primary research, web centric surveys and market intelligence. With over 20 years of experience in consumer products market research, we provide our customers with contemporary research information that management can rely on to develop and implement tactics to achieve strategic and financial objectives.

The Key Group consists of a team of business strategists, marketing executives, market researchers and information technologists. Every member of the management team has a passion for solving business issues and meeting customer research needs.

For more information: 800-816-5391 or info@keygroupresearch.com

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