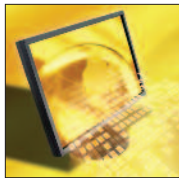




Ipsos Global Online Omnibus



The Ipsos Global Online Omnibus delivers the answers to your questions – from across the country to around the world – every month.

Never has reaching out to the world been this easy. You choose the countries you want to survey, and our professional research staff take care of the rest. With capabilities in 20+ countries, the *Ipsos Global Online Omnibus* provides the answers you’re looking for on a convenient monthly schedule.

Our international expertise ensures that all data is collected by Ipsos staff with results delivered by key regional and demographic breakdowns. Your detailed data tables will be delivered in a format that is the same for every country on your list, in the weighting of your choice – either to general or online population.

And of course, if you’re only interested in results from a specific portion or segment of the general population, we can take care of that too.

Share the vehicle, not the results

Think of an omnibus survey as your research carpool. You save money by sharing the vehicle (the survey), going to a common destination (respondents in your target countries). The individual question results however, are confidential and only available to you. It’s a cost effective shared vehicle for getting the answers you need at a fixed price.

What can an Omnibus Survey be used for?

Our clients use the *Ipsos Global Online Omnibus* to:

- Measure awareness, familiarity and favorability
- Set benchmarks and track usage of brands and services
- Gauge public opinion on issues
- Profile demographics and estimate market share
- Test advertising campaigns
- Evaluate consumer confidence
- Forecast trends and track reactions and opinions on specific issues
- Test trademark, industry, and sector reputation and image

How is the data collected?

The *Ipsos Global Online Omnibus* is generated on our Global @dvisor platform – a 20+ country, online monthly research service.

Every month, we complete 500 to 1,000 online interviews in more than 20 countries including: the US, Canada, Argentina, Australia, Belgium, Brazil, China, France, Great Britain, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden and Turkey.

You have the option of fielding in just one, or any combination of countries.

Schedule

Questions are due on the last Tuesday of the previous month. Data is delivered on the fourth Tuesday of the month.

Countries and Sample Sizes

Argentina	500	Hungary	1,000	South Africa	500
Australia	1,000	India	1,000	South Korea	500
Belgium	500	Indonesia	500	Spain	1,000
Brazil	1,000	Italy	1,000	Sweden	500
Canada	1,000	Japan	1,000	Turkey	500
China	1,000	Mexico	500	USA	1,000
France	1,000	Poland	500		
Great Britain	1,000	Russia	500		
Germany	1,000	Saudi Arabia	500		

Additional Research Services

Have questions about your questions? Our professional research staff can provide expertise in the development and/or fine tuning of survey questions. Additional research services, such as oversamples, an executive summary, a full written report, custom banners, or public release of survey findings are also available. Please call us for pricing and possibilities.



Ipsos Public Affairs
The Social Research and Corporate Reputation Specialists



Contact information:

For a customized quote or more information about the *Ipsos Global Online Omnibus*, please call 1.888.289.9204, send an email to omnibus@ipsos-na.com or contact:

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About Ipsos Public Affairs

Ipsos is the world's third largest survey research firm with offices in 56 countries. In North America, Ipsos consists of 1,500 research professionals across 30 locations in the U.S. and Canada. Ipsos Public Affairs specializes in organizational reputation, issues management, strategic communications, and sociopolitical trends, serving the needs of government, non profit organizations, corporations, public relations firms, and news media. We have media partnerships with the most prestigious news organizations around the world. In the U.S. and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals, and the Hispanic polling partner of Telemundo Communications Group, a division of NBC Universal providing Spanish-language content to U.S. Hispanics and audiences around the world. In Canada, Ipsos Public Affairs is the official polling partner of Postmedia News/Global Television.

To learn more, visit www.ipsos-na.com.



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