



Ipsos Global Omnibus



The Ipsos Global Omnibus delivers the answers to your questions—from across the country to around the world—on a convenient, reliable schedule.

Never has reaching out to the world been this easy. You choose the countries you want to survey in, and our professional research staff will take care of the rest. With capabilities in 68 countries, from Argentina and Austria to Venezuela and Vietnam, the *Ipsos Global Omnibus* provides the answers you're looking for in a frequent, convenient and reliable 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 or similar for every country on your list.

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 Omnibus* to:

- Test advertising campaigns
- Set benchmarks and measure awareness and usage of brands and services
- Profile demographics and estimate market share
- Gauge public opinion on a variety of issues
- Forecast trends and track reactions and opinions on specific issues

How is the data collected?

Data is collected via telephone (or face-to-face where telephone surveying is not available). Our team of professional

interviewers, supervisors and field coordinators ensure the rapid collection and tabulation of data, producing consistent, high quality results.

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

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.

Contact information:

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

Chris Deeney
Senior Vice President
312.526.4088
chris.deeney@ipsos.com

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, nonprofit organizations, corporations, public relations firms, and news media. 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



Ipsos Public Affairs
The Social Research and Corporate Reputation Specialists



Countries and Sample Sizes

Country	Telephone		
	Frequency	N=	Age
Argentina	Monthly	1000	18+
Australia	Weekly	1200	18+
Austria	Weekly	1000	15+
Belgium	2 times/month	500	15+
Brazil	Monthly	1000	16+
Canada	Weekly	1000	18+
Chile	Monthly	1000	18+
China	Monthly	1000	15+
Colombia	Monthly	1000	18+
Croatia*	Monthly	1000	15+
Cyprus	Monthly	1000	18-59
Czech Republic	Monthly	1000	18+
Denmark	Weekly	500	15+
Egypt*	Quarterly	1400	15-59
Estonia	Monthly	1000	16+
Finland	Weekly	500	15-74
France	Weekly	1000	15+
Germany	Weekly	1000	14+
Greece	Monthly	1000	18-59
Hong Kong	Monthly	1000	15-64
Hungary	Monthly	1000	18+
India*	Monthly	1000	15-64
Indonesia*	Monthly	1000	15-64
Ireland-Northern	Monthly	1000	15+
Israel	Weekly	500	18+
Italy	Weekly	1000	15+
Japan	Quarterly	1000	15-64
Jordan*	Quarterly	1000	15-59
Kenya*	Quarterly	1000	16+
Korea (Republic of)	Monthly	1000	15-64
Kuwait*	Quarterly	800	15-59
Latvia	Monthly	1000	18+
Lebanon	Quarterly	1000	15-59
Lithuania	Monthly	1000	18+
Luxembourg	Monthly	500	15+

Country	Telephone		
	Frequency	N=	Age
Malaysia	Monthly	1000	15-64
Malta*	Monthly	250	15+
Mexico	Monthly	1000	13-65
Morocco*	Quarterly	1000	18+
Netherlands	Weekly	500	15+
New Zealand	Monthly	1000	18+
Nigeria*	Quarterly	1000	15-64
Norway	Weekly	1000	15+
Peru	Monthly	1000	18+
Pakistan*	Monthly	1000	15-64
Philippines*	Monthly	1000	15-64
Poland*	Monthly	1000	18-64
Portugal*	Monthly	1000	15+
Romania*	Monthly	1000	15+
Russia	Monthly	500	18-64
Saudi Arabia*	Quarterly	1400	15-59
Singapore	Monthly	1000	15-64
Slovakia	Monthly	1000	18-64
Slovenia	Monthly	1000	18-64
South Africa	Quarterly	1500	16+
Spain	Weekly	1000	15+
Sweden	Weekly	500	15-74
Switzerland	Weekly	1000	15-74
Syria*	Quarterly	1000	16-64
Taiwan	Monthly	1000	15-64
Thailand	Monthly	1000	15-64
Turkey	Monthly	1200	15+
UAE*	Quarterly	1200	15-59
Ukraine	Monthly	1000	15-59
United Kingdom	Weekly	1000	16+
USA	Weekly	1000	18+
Venezuela	Weekly	1000	18+
Vietnam*	Monthly	1000	15-64

*Denotes Face-to-Face. Telephone not available.

