



Ipsos TeleNacional US Omnibus



Accounting for more than 15% of the population, Hispanics are now the fastest growing demographic in America.

Need to know the impact your product or service has on the Hispanic marketplace? Get the answers you need quickly and cost effectively with an *Ipsos TeleNacional US Omnibus* survey!

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 (the sample). The individual question results however, are confidential and only available to you. It's a cost effective way for getting the answers you need at a fixed price.

Methodology

The *Ipsos TeleNacional US Omnibus* is the most representative of its kind with all interviews being gathered by RDD (random digit dialing). 500 interviews are completed in each wave, in the respondents' language of choice – English or Spanish.

Schedule

The *Ipsos TeleNacional US Omnibus* fields twice a month. A new wave starts on the 1st and 15th of the month. Have your questions confirmed by 12 pm EST and you'll receive your data three weeks later.

How do I receive my data?

Clients receive detailed data tables with responses to their questions broken down by key regional and demographic variables including:

- Age
- Gender
- Household income
- Region
- Employment status
- Country of origin
- Language of media consumption
- Length of residency in the USA
- Marital status
- Education
- Children in household
- Languages spoken

A Full-Service Omnibus

Have questions about your questions? Professional research staff can provide expertise in the development and/or fine tuning of survey questions. Additional research services such as over samples, 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.

Data Intended for Public Release

We have media partnerships with the most prestigious news organizations around the world. Put our reputation for producing balanced and objective research information to work for your organization by using our specialized public release service. Please call us for pricing or further information about this service.

Pricing

A minimum of five questions is required to book space on the *Ipsos TeleNacional US Omnibus*. Pricing is on a per question basis, depending on the number and type of questions (closed or open ended). Translation is included in the pricing.

Contact Info:

For more information on the *Ipsos TeleNacional US Omnibus*, please call 1.888.289.9204, send an email to omnibus@ipsos-na.com or contact:

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