



# Ipsos US Omnibus Services

## Ipsos Public Affairs US Omnibus Services

Dependable, reliable, and faster than ever, Ipsos Omnibus surveys are fast turnaround research vehicles for getting the answers you need nationally, regionally, or even by market segment. Ideal for clients in the public, private and not-for-profit sectors, omnibus products are reliable and accurate solutions for those who want to gauge public opinion, test advertising campaigns, set benchmarks, measure awareness and usage of brands and services, profile demographics, estimate market share, forecast trends, and track reactions and opinions on specific issues.

### Share the vehicle, not the results.

Think of an omnibus survey as your research car pool. 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.

### What kinds of Omnibus Services are available?

#### Ipsos TeleNation US Omnibus

Survey the US marketplace using *Ipsos TeleNation US Omnibus*, a poll of American opinions on social, economic and political views. This respected and cost-effective survey can be used to gauge the public's response to emerging issues, identify low-incidence market segments or monitor product usage and attitudes.

Interviews for the *Ipsos TeleNation US Omnibus* are conducted in Spanish as well as in English. The *Ipsos TeleNation US Omnibus* is the only standard telephone omnibus product on the market to offer **cell phone dialing** as well as Spanish completes on every wave.

#### Ipsos eNation US Omnibus

Combine the power of the web with the proven advantage of Ipsos Omnibus surveys to get the answers you need. Data is collected through random sampling of our 500,000+ member panel, with closed ended data returned in as little as one week. A new wave begins every business day.

## Ipsos Overnight eNation US Omnibus

Get the pulse of public opinion in just one day! The *Ipsos Overnight eNation US Omnibus* is an ideal survey instrument to gauge public opinion and reaction to issues, plan crisis communications and better understand emerging issues. Turnaround is immediate – questions confirmed by 11 a.m. EST on any weekday will have closed-ended data tables by 4 p.m. EST the next business day.

## Specialty Omnibus Surveys

### Ipsos TeleNacional US Omnibus

Reach one of the fastest growing segments of the American population quickly and easily with the *Ipsos TeleNacional US Omnibus*. 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!

### Ipsos eNacional US Omnibus

Targeting the Hispanic market is becoming increasingly critical to an organization's long term success and longevity. From consumer trends and purchasing habits, to public opinion and reactions to current events, the *Ipsos eNacional US Omnibus* acts as your own custom survey of the Hispanic population.

### Ipsos Homeowner eNation US Omnibus

Every week we survey 1,000 American homeowners and find out what's on their minds. From the ABC's of their abode – the attics, basements and cupboards – to mortgages, finances, and family estate planning – the *Ipsos Homeowner eNation US Omnibus* can help you get the information you need in just five business days. A new wave begins every business day.

### Ipsos Parent eNation US Omnibus

Every week we survey 1,000 American parents of babies, toddlers, tweens and teens. Find out what parents think about everything from cookies to curfews and discipline to daycare in just five business days. The *Ipsos Parent eNation US Omnibus* is an online omnibus that performs like your own custom survey of parents of children from newborn to age 17. A new wave begins every business day.



**Ipsos Public Affairs**  
The Social Research and Corporate Reputation Specialists



**Ipsos Teen eNation US Omnibus**

Every week we test the attitudes, attributes and opinions of up to one thousand American teens aged 12–17. Need to know what impact your product, service or concept has in the teen marketplace? Get the answers you’re looking for in just five business days with the *Ipsos Teen eNation US Omnibus*. A new wave begins every Tuesday and Thursday.

**Ipsos Global @dvisor**

*Ipsos Global @dvisor* delivers the answers to your questions from across the country to around the world. Every month, we complete 500 to 1,000 online interviews per country, with capabilities in 24 countries around the world. Clients can join in on any wave in whatever combination of one or more countries with their proprietary questions. Results delivered in four weeks.

**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.

**About Ipsos Public Affairs**

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of North American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world.

In the U.S., UK 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.

Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company controlled and managed by research professionals.

Visit [www.ipsos-na.com](http://www.ipsos-na.com) to learn more about Ipsos’ offerings and capabilities.

**Contact Information:**

For more information, please visit our website at <http://ipsos-na.com/products-tools/public-affairs/us-omnibus-services/> or contact:

**Omnibus Services**  
 1.888.289.9204  
[omnibus@ipsos-na.com](mailto:omnibus@ipsos-na.com)



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 The Social Research and Corporate Reputation Specialists