



Ipsos eNation US Omnibus

Measuring American public opinion and consumer attitudes daily. Combine the power of the web with the proven advantage of Ipsos Omnibus surveys and get the answers you need online.

Why choose the Ipsos eNation US Omnibus?

It's daily

Every business day, Ipsos fields a new wave of the *Ipsos eNation US Omnibus*, a nationally representative online survey that measures the attitudes and opinions of 1,000 or 2,000* adults across the United States.

It's fast

Start on the business day that's most convenient for you! With our quick turnaround, you can submit final questions by 12 pm EST any business day and receive results three business days later.

Questionnaire Received (by 12 pm EST)	Data Delivery** (by 4 pm EST)
Monday	Thursday
Tuesday	Friday
Wednesday	Monday
Thursday	Tuesday
Friday	Wednesday

*Add two business days for 2,000 completes

**Add one business day for coded data

It's high tech

The online environment is an ideal medium for testing responses to visual communications or complex concepts. Pre-recruited respondents have the ability to respond to the survey at their convenience within the survey window.

It's affordable

- Because you share the cost of fielding with other clients on the same survey, our online omnibus is an ideal way to field short or low incidence studies.
- Discounts are available for multiple waves or tracking surveys.

It's high quality

- Data are collected through random sampling of our 500,000+ member online panel. The Ipsos online panel is recruited and maintained utilizing double and triple opt-in screening processes to ensure maximum return from an engaged and representative audience. The panel is updated regularly and non-responders are removed.
- Both the survey invitation list and the returned data are weighted to reflect the demographic composition of the U.S. adult population.

What do I receive?

We cross tabulate your data against two standard demographic banners.

In addition, we can provide you with:

- Customized banners
- Written data analysis
- Formatted data files (SPSS, Excel, ASCII)

Please inquire about prices and timing.

Ipsos eNation US Omnibus is used for:

- Opinion polling
- Awareness and usage surveys
- Advertising awareness (pre and post)
- Trend forecasting
- Incidence checks
- Testing graphic and video concepts
- Media releases



Ipsos Public Affairs
The Social Research and Corporate Reputation Specialists



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 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

Contact Information:

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

Omnibus Services
1.888.289.9204
omnibus@ipsos-na.com

David Smith
Research Manager
312.777.3946
david.smith@ipsos.com

Aaron Amic
Vice President
612.205.4733
aaron.amic@ipsos.com



Ipsos Public Affairs
The Social Research and Corporate Reputation Specialists