



# Ipsos TeleNation US Omnibus

Measuring public opinion and consumer attitudes.  
An industry leader in quality and credibility.

## Why choose the Ipsos TeleNation US Omnibus?

The *Ipsos TeleNation US Omnibus* is a nationally representative survey that measures the attitudes and opinions of 1,000 adults across the United States.

## Cell phone sampling included

Ipsos has the only standard telephone omnibus product on the market to offer cell phone dialing on every wave. Approximately 20% of respondent interviews are reached by cell phone giving you a more representative sample and added value.

## It's bilingual

Interviews for the *Ipsos TeleNation US Omnibus* are conducted in Spanish as well as in English. Ipsos is the only telephone omnibus provider to complete a general population omnibus in both Spanish and English.

## It's proven accuracy

Using the *Ipsos TeleNation US Omnibus*, Ipsos was one of the only national polls to correctly predict the exact results for the 2008 Election—Obama/Biden (53%), McCain/Palin (46%), and Other (1%).

## It's affordable

Because the cost of fielding is shared among clients on the same survey, our telephone omnibus is an ideal way to field short or low incidence studies. Discounts are available for multiple waves or tracking surveys.

## Schedule:

|                    |                                                                  |
|--------------------|------------------------------------------------------------------|
| Wednesday          | Questions due by 12 p.m. EST on the first Wednesday of the month |
| Wednesday–Thursday | Translation into Spanish                                         |
| Thursday–Monday    | Field Window                                                     |
| Tuesday            | Data Delivered                                                   |

## 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)

## When do I receive results?

We provide closed-ended results to you on the following Tuesday. The results come in one of two forms: Results are sent by email in a Microsoft Word or Excel file displaying your results broken out by our two standard demographic banners.

## Ipsos TeleNation US Omnibus is used for:

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

## 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.



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



**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.

**Ipsos TeleNation US Omnibus Schedule**

| Wave | Deadline to Submit Questions | Data Delivery  |
|------|------------------------------|----------------|
| 1    | January 4th                  | January 10th   |
| 2    | February 1st                 | February 7th   |
| 3    | March 7th                    | March 13th     |
| 4    | April 4th                    | April 10th     |
| 5    | May 2nd                      | May 8th        |
| 6    | June 6th                     | June 12th      |
| 7    | July 3rd                     | July 10th      |
| 8    | August 1st                   | August 7th     |
| 9    | September 5th                | September 11th |
| 10   | October 3rd                  | October 9th    |
| 11   | October 31st                 | November 5th   |
| 12   | December 5th                 | December 11th  |

\*Questions must be submitted by 12 pm EST

**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:

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