



# Ipsos Public Affairs



## Ipsos US Hispanic Omnibus Services



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 US Hispanic 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 – Telephone or Online?

Targeting the Hispanic market is becoming increasingly critical to an organization's long term success and longevity. Whether you want to survey online or via telephone, we've got you covered with both the *Ipsos US Hispanic Telephone Express Omnibus* and the *Ipsos US Hispanic Online Omnibus*.

**Telephone** – The *Ipsos US Hispanic Omnibus Express* is the only Hispanic Omnibus that starts every week – so you don't have to wait for a new wave to start to get the answers you need. 500 interviews are completed in each wave, in the respondents' language of choice – English or Spanish.

The *Ipsos US Hispanic Telephone Omnibus Express* is the most representative of its kind with all interviews being gathered by

RDD (random digit dialing). Have your questions ready to go and confirmed with us by 11 a.m. on any Wednesday, and you'll receive data three weeks later.

**Online** – Every week, we survey 500 Hispanics to find out what's on their minds. From consumer trends and purchasing habits, to public opinion and reactions to current events, the *Ipsos US Hispanic Online Omnibus* acts as your own custom survey of the Hispanic population.

To jump on the next wave, submit your questions by 1 p.m. (EST) on any business day and you'll have closed ended data tables by 4 p.m. six business days later. Open ended data follows within 1–2 business days.

### 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
- Study language
- Language of most comfort
- Language of media preference
- Length of residency in the USA
- Acculturation level

### 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

Our public release policy can help your organization gain more credibility and more earned media than traditional media relations efforts alone.

Put our reputation for producing balanced and objective research information to work for your organization. A minimum of three weeks is required to turnaround data for public release. Please call us for pricing and more information.

### Pricing

A minimum of four questions is required to book space on both the *Ipsos US Hispanic Online Omnibus* and the *Ipsos US Hispanic Omnibus Express*. 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 either the *Ipsos US Hispanic Telephone Express Omnibus* or the *Ipsos US Hispanic Online Omnibus*, please call 1.888.289.9204, send an email to [omnibus@ipsos-na.com](mailto:omnibus@ipsos-na.com) or contact:

**Cynthia Pelayo**  
Senior Research Manager  
Ipsos Public Affairs  
312.777.3953  
[cynthia.pelayo@ipsos.com](mailto:cynthia.pelayo@ipsos.com)

**Aaron Amic**  
Vice President  
Ipsos Public Affairs  
612.205.4733  
[aaron.amic@ipsos.com](mailto:aaron.amic@ipsos.com)