



Ipsos Public Affairs



Ipsos Public Affairs U.S. Omnibus Services



Dependable, reliable, and faster than ever, Ipsos Omnibus surveys are fast turnaround research vehicles for getting the answers you need nationally, provincially, 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 U.S. Telephone Express

Survey the U.S. marketplace quickly and cost-effectively by using Ipsos U.S. Telephone Express, a weekly poll of American opinions on social, economic and political views. This respected, timely 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 U.S. Telephone 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.

Ipsos U.S. Online Express

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 1,000,000+ member panel, with closed ended data returned in as little as one week. A new wave begins every business day.

Ipsos U.S. Overnight Express

Get the pulse of public opinion in just one day! The Ipsos U.S. Overnight Express 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. the next business day.

Specialty Omnibus Surveys

Ipsos US Hispanic Express Omnibus

Reach one of the fastest growing segments of the American population quickly and easily with the Ipsos U.S. Hispanic Express Omnibus. The Ipsos Hispanic Express Omnibus 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.

Ipsos US Online Homeowner Express 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 Online Omnibus can help you get the information you need in just five business days. A new wave begins every business day.



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Ipsos US Online Parent Express 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 day-care in just five business days. The Parent 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 US Online Teen Express Omnibus

Every week we test the attitudes, attributes and opinions of one thousand American teens aged 13–17. 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 Teen Omnibus. A new wave begins every business day.

International Omnibus

The Ipsos International Omnibus delivers the answers you need to your questions – from across the country to around the world in as little as 3 weeks. It's fast, full service, and it's world wide. You choose your countries and our professional research staff will take your questions and handle the fielding and reporting in the countries of your choice. Whether you've got two questions in two countries or ten questions in fifty two countries, we'll make sure you get the answers you need in the fastest time possible, all with one phone call.

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, non-profit organizations, corporations, public relations firms, and news media. We have media partnerships with the most prestigious news organizations around the world. In the U.S., Ipsos Public Affairs is the agency of record for The McClatchy Company, the third-largest newspaper company in the United States. In Canada, Ipsos Public Affairs is the official polling partner of CanWest News Service. To learn more, visit www.ipsos-pa.com

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