

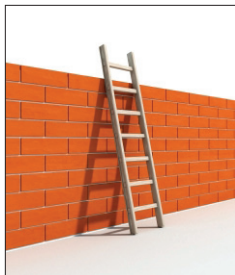


Ipsos Public Affairs



Ipsos U.S. Express Overnight Omnibus

Delivering the Pulse of Public Opinion in just one day.



If you're dealing with an emerging issue, you can't always wait a week to get the pulse of public opinion.

Need answers tomorrow? Use the Ipsos U.S. Express Overnight Omnibus today.

The *Ipsos U.S. Express Overnight Omnibus* is an ideal survey instrument to gauge public opinion and reaction to issues, plan crisis communications and get a handle on emerging issues.

Professional research staff can provide expertise in the development and/or fine-tuning of survey questions. Clients receive detailed data tables with responses to their questions broken down by key regional and demographic variables.

Of course, additional research services such as an executive summary, a full written report, custom banners (demos), or public release of survey findings are also available.

Why use the Ipsos U.S. Express Overnight Omnibus?

The *Ipsos U.S. Express Overnight Omnibus* is ideal for:

- Gauging public opinion and reactions to specific issues
- Crisis communications planning
- Development and understanding emerging concerns
- Message testing
- Other topics typically placed on an omnibus such as attitude and usage and awareness of brands and services, and testing advertising campaigns

Schedule

Choose your sample size (500 or 1,000 respondents) and have your questions ready to go and confirmed with us by **11 a.m. (EST) on any business day** and you'll have closed ended data tables by 4 p.m. (EST) the next business day.

Open-ended question data usually follows one day later.

How do I receive my data?

Clients receive detailed data tables with responses to their questions broken down by key regional and demographic variables such as age, gender, household income, region, and more.

How is the information collected?

Data for the *Ipsos U.S. Express Overnight Omnibus* are collected through random sampling of our 500,000+ member national 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 audience.

Both the survey invitation list and returned data are weighted to reflect the demographic composition of the U.S. adult population.

Ipsos has been collecting data online since 1995 and our team of research professionals, supervisors and field coordinators ensure the rapid collection and tabulation of data, producing consistent, high quality results.

Pricing

Pricing is based on the number and type of questions and sample size. Please call us for a quote.

A minimum of four questions is required to book space on the *Ipsos U.S. Express Overnight Omnibus*.

Please note we can only accommodate a maximum of ten questions per wave.

Contact Information:

For more information about the *Ipsos U.S. Express Overnight Omnibus*, please call 1.888.289.9204, send an email to omnibus@ipsos-na.com

Or contact:

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