



Ipsos eNacional US Omnibus (ONLINE)

Targeting the Hispanic market is becoming increasingly critical to an organization's long term success and longevity. From consumer trends and purchasing habits, to public opinion and reactions to current events, the Ipsos eNacional US Omnibus gets the answers you need quickly and cost effectively.

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

The Ipsos eNacional US Omnibus acts as your own custom survey of the Hispanic population. 500 or 1,000 interviews are completed in each wave, in the respondents' language of choice—English or Spanish.

Schedule

The Ipsos eNacional US Omnibus fields every business day. Have your questions confirmed by noon EST and you'll receive your data ten days 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 including:

- Age
- Gender
- Household income
- Region
- Employment status
- Country of origin
- Language of media consumption
- Length of residency in the USA
- Marital status
- Education
- Children in household
- Languages spoken

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

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.

Pricing

A minimum of five questions is required to book space on the Ipsos eNacional US Omnibus. 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

For more information on the Ipsos eNacional US Omnibus, send an email to omnibus@ipsos-na.com or contact:

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Ipsos Public Affairs
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