



GOVERNMENT & ACADEMIC | OMNIBUS SERVICES

Government & Academic Omnibus Combines High-Quality Sampling & Benefits of Online Research

- The Ipsos Government & Academic Omnibus is the perfect data collection tool for researchers who seek high-quality data while sharing costs with other researchers.
- This nationally representative sample allows high caliber research that will withstand scrutiny from the media, peer review, and other audiences, inside and outside your organization.
- The Ipsos Government & Academic Omnibus is a national “omnibus” survey conducted online with a true probability sample of U.S. households.
- The Ipsos Government & Academic Omnibus is a dependable, credible, and cost-efficient way to answer research questions quickly. It is an ideal research tool for government or academic scientists.

The Ipsos Government & Academic Omnibus uses Ipsos’ KnowledgePanel which differs from “opt-in” online panels in the following ways:

- To recruit panel members, we use ABS (address-based sampling) as the primary methodology—a probability-based approach that includes cellphone-only and non-internet households.
- For non-internet households, we provide free internet access and a laptop for the completion of online surveys. Therefore, the sample is not limited to only those who already have internet access.
- The representativeness of this sample—including hard-to-reach groups such as young adults, males and minorities—has been documented in numerous peer-reviewed academic papers.

KnowledgePanel serves as an excellent alternative to telephone samples. You can project results to the U.S. general adult population, which makes the Ipsos Government & Academic Omnibus ideal for:

- Public release opinion polls
- Short proprietary surveys
- Pilot testing of surveys or experimental scenarios, concepts or manipulations

Services & Pricing

- The Ipsos Government & Academic Omnibus consists of 1,000 respondents aged 18 or older who are representative of the U.S. general adult population.
- Each Omnibus survey will have a 10-day field period with 55–60% cooperation rates, assuring high-quality data including representation from harder-to-reach groups such as young adults, males and minorities.
- Post-stratification weights are provided as part of the final deliverable.
- Data are delivered as an SPSS file or banner table. Each comes with standard demographic variables including gender, age, education, household income, race, ethnicity, marital status and household size.
- Pricing starts at \$900 per question unit.*
- Also available at an additional fee: Custom banners, other data file formats and demographic variables outside of the standard deliverables.

**A unit is a simple, straightforward, close-ended question, such as yes/no or a checklist of up to 10 response categories, or a rating scale with up to four attribute statements.*



Questions? Contact us!

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To learn more about our Ipsos Government & Academic Omnibus—or how Ipsos Omnibus Services can help you gain insights on a wide range of research issues, fast and affordably—contact your Ipsos account representative.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

GAME CHANGERS

