



# Omnibus Service that Combines High Quality Sampling & Practical Benefits of Online Research

- Does your organization need high caliber research that will withstand tough scrutiny from the press or other tough audiences, both inside and outside of your organization?
- Do you need to gather insights that are accurate enough to bet your business on?
- Do you need a dependable, credible, cost-efficient way to answer business questions fast?

Our new KnowledgePanel Omnibus is the answer. KnowledgePanel (KP) differs from “opt-in” online panels:

- To recruit panel members, we use ABS (address-based sampling) as the primary methodology—a probability-based approach that includes cell phone-only households.
- For non-internet households, we provide 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 its sample—including hard-to-reach groups such as young adults, males and minorities—has been documented in numerous academic papers.

KnowledgePanel serves as an excellent alternative to telephone samples. You can project results to the general adult population, which makes the KP Omnibus ideal for:

- Public release opinion polls
- Proprietary surveys
- Tracking studies

## Schedules & Pricing

- The KP Omnibus consists of 1,000 adults aged 18 or older and currently fields weekly and follows our normal fast-track cycle:
- Deadline for questions Thursday noon (ET)
- Fieldwork Friday–Sunday
- Results (data tabs) by close of business Monday
- Pricing starts at \$750 per question unit\*
- Also available: Custom banners, data files, analyses and oversamples

*\*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.*

## Additional Ipsos Omnibus offerings

- **GloboBus®**—International omnibus fielded in over 50 countries around the world to deliver data consistency through a single point of contact. Methodology varies by country.
- **Hispanic Omnibus**—Monthly online (CAWI) bus of 1,000 Hispanic Americans ages 18+. Conducted in either Spanish or English, utilizing the KnowledgePanel Latino<sup>SM</sup> panel. Includes acculturation model.



To learn more about our KnowledgePanel Omnibus service—or how Ipsos Omnibus Services can help you gain insights on a wide range of marketing issues, fast and affordably contact your Ipsos account representative or:

## 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**

