

OBSERVER

IPSOS eNACIONAL US OMNIBUS

Targeting the Hispanic market is becoming increasingly critical to an organization's long term success. 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 proprietary and only available to you. It's a cost effective way for getting the answers you need at a fixed price.

Methodology

eNacional is representative of the national adult Hispanic population. Interviews are conducted online. Quotas are applied and completed interviews are weighted to ensure the results to be representative of current census figures for Hispanic adults. An acculturation module is built into the demographic section of the survey. Surveys are offered in the language of choice—English or Spanish.

Schedule

| Questions Due | Fieldwork | Data Delivery |
|---------------|---------------------|---------------|
| Monday | Tuesday to Thursday | Friday |
| Tuesday | Wednesday to Sunday | Monday |
| Wednesday | Thursday to Monday | Tuesday |
| Thursday | Friday to Tuesday | Wednesday |
| Friday | Monday to Wednesday | Thursday |

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 translation, 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, visit our website at <https://www.ipsos.com/en-us/omnibus-0> or contact:

Melissa Kordik, Director
312.526.4997
melissa.kordik@ipsos.com

About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5,000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298,
Reuters ISOS.PA,
Bloomberg IPS:FP

www.ipsos.com

