

OBSERVER IPSOS eNATION US OMNIBUS

Measuring American public opinion and consumer attitudes every business day. Combine the power of the web with the proven advantage of Ipsos eNation Omnibus surveys and get the answers you need.

High tech and high quality for fast results

Every business day, Ipsos fields a new wave of the Ipsos eNation US Omnibus, a nationally representative online survey that measures the attitudes and opinions of 1,000 adults across the U.S. Start on the business day that's most convenient for you! With our quick turnaround, you can submit final device agnostic (compatible with most operation systems) survey by Noon EST any business day and receive results two business days later.

Device-agnostic surveys a necessary evolution

"Device Agnostic," or DA, allows our surveys to be fielded across a range of mobile devices, not just the PC. "Device-agnostic" implies that panelists can take in-browser surveys on any device they choose.



Smartphone



Tablet



PC

Current characteristics of device-agnostic surveys at Ipsos:

1. The questionnaire adapts itself to the respondent's device thanks to our device responsive survey template (Engage)
2. The survey is written with the smallest screen size in mind—"mobile first"
3. The survey is 15 minutes or less

Mobile-optimized platform

Turnaround is quick, especially using our preferred device agnostic approved survey that allows respondents to be reached through any device they choose including mobile. Device agnostic (DA) research is today's reality because consumers are increasingly accessing the internet through mobile devices. However, non-device agnostic surveys are also accepted and have quick results.

Questions Submitted	Fieldwork Begins	Data Delivery*
(Noon EST)		(4 pm EST)
Monday	Tuesday	Wednesday
Tuesday	Wednesday	Thursday
Wednesday	Thursday	Friday
Thursday	Friday	Monday
Friday	Monday	Tuesday

DA=approved Device Agnostic survey
*Add one business day for either 2,000 completes and/or for coded data

Affordable

Because you share the cost of fielding with other clients on the same survey, Ipsos omnibus is an ideal way to field short or low incidence studies. Discounts are applied for multiple wave or tracking studies. Since data is collected through random sampling of our Ipsos-iSay on-line panel and the Ampario sample source, your participants have been vetted and balanced to ensure quality and reflect the demographic composition of the U.S. adult population

Flexible

- Standard banner included but additional custom points can be provided
- U.S. population or subset sample
- Fields every business day
- Device agnostic or non-device agnostic surveys →





Our quality-based approach



Research Expertise



Innovative Sample



Flexible Solutions



Speed and Simplicity



Affordable Research



Variety Solutions

Multiple solutions for multiple business needs

Standard Ipsos eNation Omnibus

Multi-client survey measuring Americans' public opinion and consumer attitudes

- Every business day
- N=1,000
- N=2,000 and/or coded data available (additional cost and time)

Other Ipsos eNation Omnibus solutions available:

Variety of other products to meet research needs—call for details

- **Custom Express**—rapid response custom research
- **Overnight**—results the next business day
- **Teen**—N=500 or 1,000, 12–17 year olds
- **Parent**—N=500 or 1,000, parent of newborn to 17 year olds
- **Homeowners**—N=500 or 1,000, homeowners
- **UTarget**—you decide the target audience

Contact

For more information on the Ipsos eNation US Omnibus, visit our website at <https://www.ipsos.com/en-us/omnibus-0> or contact:

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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).

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