

OBSERVER IPSOS OVERNIGHT eNATION US OMNIBUS

If you're dealing with an emerging issue, you can't always wait a week to get the pulse of public opinion.

Need answers tomorrow? Use the Ipsos Overnight eNation US Omnibus today.

The Ipsos Overnight eNation US Omnibus is an ideal survey instrument to gauge public opinion and reaction to issues, plan crisis communications and get a handle on emerging issues.

Professional research staff can provide expertise in the development and/or fine-tuning of survey questions. Of course, additional research services such as an executive summary, a full written report, custom banners (demos), or public release of survey findings are also available.

Why use the Ipsos Overnight eNation US Omnibus?

The Ipsos Overnight eNation US Omnibus is ideal for:

- Gauging public opinion and reactions to specific issues
- Crisis communications planning
- Development and understanding emerging concerns
- Attitude, usage, and awareness of brand and services as well as message testing

Schedule

Have your questions ready to go and confirmed with us by 11 a.m. EST on any business day and you'll have closed ended data tables by 4 p.m. EST the next business day.

Open-ended question data usually follows one day 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 such as age, gender, household income, region, and more.

How is the information collected?

Data for the Ipsos Overnight eNation US Omnibus are collected through random sampling of our Ipsos i-Say panel and the Ampario sample source. The Ipsos online panel is recruited and maintained utilizing double and triple opt-in screening processes to ensure maximum return from an engaged audience.

Both the survey invitation list and returned data are weighted to reflect the demographic composition of the U.S. adult population.

Pricing

Pricing is based on the number and type of questions as well as sample size. Please call us for a quote.

A minimum of four questions is required to book space on the Ipsos Overnight eNation US Omnibus.

Please note we can only accommodate a maximum of ten questions per wave.

Contact Information:

For more information about the Ipsos Overnight eNation US Omnibus, please call 1.888.289.9204, send an email to omnibus@ipsos-na.com or contact:

Chris Deeney, Senior Vice President
312.526.4088
chris.deeney@ipsos.com

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

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