

HISPANIC OMNIBUS: HIGH QUALITY SAMPLING OF THE U.S. LATINX POPULATION

The U.S. Latinx population is expanding faster than the rate of general population growth. The opinions, needs, interests and attitudes of nearly 60 million Latinxs are salient. Their impact on the national political and economic conversation is growing at a pace commensurate to that of population itself. We are proud to offer a fully representative read of this complex, dynamic and fascinating population through KnowledgePanel Latino.SM This online resource accurately reflects all demographic, geographic, linguistic and cultural factors.

- 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 Hispanic Omnibus is the answer. Based on our KnowledgePanel Latino,SM it 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 U.S. cell phone only households.
- For non-internet households, we provide free internet access and a tablet 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 has been documented in numerous academic papers.

Hispanic Omnibus is an excellent solution to:

- Gauge public opinion on current events, policy and social issues
- Gather supporting data for public, media and press release initiatives
- Track consumer perspective and habits about brands, products, and services
- Measure attitudes about new launches and advertising campaigns

Schedules & Pricing

- The Hispanic Omnibus consists of 1,000 U.S. Hispanic/Latinx adults aged 18 or older and currently fields monthly according to the following schedule:
- Flexible Schedule: Fields once a month on an as needed basis
- Fieldwork: 10 days (Friday through following Sunday)
- Results (data tabs): Just a few days after data collection ends
- Pricing starts at \$1,000 per question unit*
- Also available: Custom banners, data files, analyses and oversamples

We conduct surveys in English and Spanish, utilizing our KnowledgePanel Latino.SM Includes acculturation model.

**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

- [KP Weekly Omnibus](#): Weekly online survey of 1,000 respondents aged 18 or older who are representative of the U.S. general English-speaking adult population. Receive results in less than one week.
- [KP G&A Omnibus](#): Monthly online survey of 1,000 English- and Spanish-speaking U.S. Each 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.





To learn more about our Hispanic 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!

KnowledgePanelOmnibus@ipsos.com

About Ipsos

Ipsos is the world's third largest Insights and Analytics 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

