

GOVERNMENT & ACADEMIC OMNIBUS COMBINES HIGH-QUALITY SAMPLING & BENEFITS OF ONLINE RESEARCH

- The Ipsos Government & Academic Omnibus (G&A) is the perfect data collection tool for researchers who seek **high-quality data** while sharing costs with other researchers.
- This **nationally representative sample** allows high caliber research that will withstand scrutiny from the media, peer review, and other audiences, inside and outside your organization.
- The Ipsos Government & Academic Omnibus is a national “omnibus” survey online, in **English and Spanish**, with a true probability sample of U.S. households.
- The Ipsos Government & Academic Omnibus is a dependable, credible, and **cost-efficient** way to answer research questions. It is an ideal research tool for government and academic scientists as well as those seeking premium research solutions.

The Ipsos G&A Omnibus uses Ipsos’ Knowledge-Panel® which differs from “opt-in” online panels in the following ways:

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

KnowledgePanel serves as an excellent alternative to telephone samples. You can project results to the U.S. general adult population, which makes the Ipsos G&A Omnibus ideal for:

- Public release opinion polls
- Short proprietary surveys
- Pilot testing of surveys or experimental scenarios, concepts or manipulations

Services & Pricing

- The Ipsos G&A Omnibus consists of **1,000 respondents** aged 18 or older who are representative of the U.S. general adult population conducted in English and Spanish.
- Each Omnibus 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.
- Post-stratification weights are provided as part of the final deliverable.
- Data are delivered as an SPSS file or banner table. Each comes with standard demographic variables including gender, age, education, household income, race, ethnicity, marital status and household size.
- Pricing starts at \$1,000 per question, with a minimum of 4 questions required.
- Also available at an additional fee: Custom banners, other data file formats and demographic variables outside of the standard deliverables.

Questions? Contact us!

KnowledgePanelOmnibus@ipsos.com

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 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).

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