



New Online Omnibus Meets Growing Demand For Survey-Based Research

Marketers get the benefits of a full-service, customized, proprietary survey at a greatly-reduced cost with Ipsos US Express Telephone and Online Polls

June 13, 2005, New York, NY —Ipsos, the leading global survey-based market research firm and polling partner of The Associated Press, today announced it is adding a new weekly online omnibus polling tool to its twice weekly national telephone omnibus to meet growing demand from its customers for fast, reliable data. Ipsos is the only telephone omnibus provider with two weekday studies, as all other major omnibus providers rely on weekend surveys.

"Our weekly online omnibus can be used to help clients measure responses to visual communications or complex concepts or to identify a low-incidence market segment," said Chris Deeney, Vice President of the Ipsos U.S. Express product line. "And, by putting questions on our online omnibus with other participating organizations, clients will enjoy the benefits of a full-service, customized, proprietary survey at a greatly reduced cost."

Data for the *Ipsos U.S. Express Online Omnibus* are collected through random sampling of the company's 800,000+ member online panel. The Ipsos online panel is recruited and maintained utilizing double and triple opt-in screening processes to ensure maximum return from an engaged and representative audience. The panel is updated regularly and non-responders are removed. Ipsos has been collecting data online since 1995, and its team of research professionals, supervisors, and field coordinators ensure the rapid collection and tabulation of data, producing consistent, high quality results.

The *Ipsos U.S. Express Telephone Omnibus* is fielded twice weekly among a nationally representative sample of 1,000 adults. Both the survey invitation list and the returned data are weighted to reflect the demographic composition of the U.S. population. Each wave produces results from a nationally representative sample.

"This respected, timely and cost-effective American telephone omnibus survey can be used to gauge the public's response to an emerging issue, identify a low-incidence market segment or monitor product usage and attitudes," Deeney said. "The Associated Press, the world's oldest and largest news organization, uses the *Ipsos U.S. Express Telephone Omnibus* for its consumer polls," Deeney noted.

"With our quick turnaround, Monday wave clients can submit questions by Monday at noon (EST) and receive data—together with demographic information on each respondent—by Thursday afternoon by email or fax. Tuesday wave clients who submit questions by no later than Tuesday at noon (EST) will receive their results by Friday afternoon," Deeney said. "This provides organizations with the ability to respond with confidence to breaking issues and fulfills the need to constantly measure, test, and innovate without breaking the bank."

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Ipsos Public Affairs

Ipsos Public Affairs, headquartered in Washington D.C., is a non-partisan, objective, survey-based research company made up of seasoned research professionals and consultants. The company conducts strategic research initiatives for a diverse number of American and international organizations and corporations, based not only on public opinion research

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but often elite stakeholder, corporate, and media opinion research. It has offices in New York City, Chicago, Seattle, and Washington, D.C., with affiliates around the world.

Ipsos Public Affairs conducts national and international public opinion polling on behalf of The Associated Press, the world's oldest and largest news organization. Ipsos Public Affairs is an Ipsos company, a leading global survey-based market research group.

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