



Ipsos Public Affairs

Ipsos U.S. Telephone Omnibus Leads the Way in Quality

Omnibus Division Targets Wireless Users for a More Representative Sample

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Ipsos Public Affairs

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New York, NY – Ipsos Omnibus Division continues its commitment to offering clients the most representative survey on the market with the addition of cell phone dialing to their telephone omnibus. The digital world is transforming American households as the dependence on wireless technology grows steadily, while the use of traditional landlines declines.

“Our commitment to enhancing our services results in a superior product and added value for our clients,” says Chris Deeney, Senior Vice President of Ipsos Public Affairs’ Omnibus Division. “We were among the first to offer Spanish completes as part of our standard telephone omnibus so we are taking a similar approach with the addition of cell phone dialing as wireless usage continues to grow.”

The Ipsos U.S. Express Telephone Omnibus now offers cell phone dialing, as well as Spanish interviews every week at no additional charge. The cell phone component provides the ability to connect with segments of the population that are difficult to reach through landline interviews and online surveys.

The U.S. Telephone Omnibus is a nationally representative survey measuring public opinion and consumer attitudes across the United States every week. Using the U.S Telephone Omnibus, Ipsos was one of the only national polls to correctly predict the exact results for the 2008 election – Obama/Biden (53%), McCain/Palin (46%), and Other (1%).

“The market research industry is a rapidly changing business,” adds Chris Deeney. “Adapting to changes in the population is a continuous challenge for us. We strive to maintain a high level of quality for all of our research.”

To learn more about the 2011 Ipsos U.S. Express Telephone Omnibus and its offerings, please visit the [Omnibus section](#) of the Ipsos North America website.



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