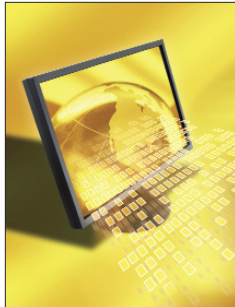




# Ipsos Public Affairs



## Ipsos Global Online Omnibus



The Ipsos Global Online Omnibus delivers the answers to your questions – from across the country to around the world – every month.

Never has reaching out to the world been this easy. You choose the countries you want to survey, and our professional research staff take care of the rest. With capabilities in 20+ countries, the *Ipsos Global Online Omnibus* provides the answers you're looking for on a convenient monthly schedule.

Our international expertise ensures that all data is collected by Ipsos staff with results delivered by key regional and demographic breakdowns. Your detailed data tables will be delivered in a format that is the same for every country on your list, in the weighting of your choice – either to general or online population.

And of course, if you're only interested in results from a specific portion or segment of the general population, we can take care of that too.

### Share the vehicle, not the results

Think of an omnibus survey as your research carpool. You save money by sharing the vehicle (the survey), going to a common destination (respondents in your target countries). The individual question results however, are confidential and only available to you. It's a cost effective shared vehicle for getting the answers you need at a fixed price.

### What can an Omnibus Survey be used for?

Our clients use the *Ipsos Global Online Omnibus* to:

- Measure awareness, familiarity and favorability
- Set benchmarks and track usage of brands and services
- Gauge public opinion on issues
- Profile demographics of and estimate market share
- Test advertising campaigns
- Evaluate consumer confidence
- Forecast trends and track reactions and opinions on specific issues
- Test trademark, industry, and sector reputation and image

### How is the data collected?

The *Ipsos Global Online Omnibus* is generated on our Global @dvisor platform – a 20+ country, online monthly research service.

Every month, we complete 500 to 1,000 online interviews in more than 20 countries including: the US, Canada, Argentina, Australia, Belgium, Brazil, China, France, Great Britain, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden and Turkey.

You have the option of fielding in just one, or any combination of countries.

### Schedule

Month	Question Submission	In Field	Data Delivery
March	16 February	2 March	23 March
April	23 March	6 April	27 April
May	27 April	4 May	25 May
June	25 May	1 June	22 June
July	22 June	6 July	27 July
August	27 July	3 August	24 August
September	24 August	7 September	28 September
October	28 September	5 Octpber	26 October
November	26 October	2 November	23 November
December	23 November	7 December	28 December

### Countries and Sample Sizes

Argentina	500	Hungary	1,000	South Africa	500
Australia	1,000	India	1,000	South Korea	500
Belgium	500	Indonesia	500	Spain	1,000
Brazil	1,000	Italy	1,000	Sweden	500
Canada	1,000	Japan	1,000	Turkey	500
China	1,000	Mexico	500	USA	1,000
France	1,000	Poland	500		
Great Britain	1,000	Russia	500		
Germany	1,000	Saudi Arabia	500		



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## **Additional Research Services**

Have questions about your questions? Our professional research staff can provide expertise in the development and/or fine tuning of survey questions. Additional research services, such as oversamples, an executive summary, a full written report, custom banners, or public release of survey findings are also available. Please call us for pricing and possibilities.

## **Contact information:**

For a customized quote or more information about the *Ipsos Global Online Omnibus*, please call 1.888.289.9204, send an email to [omnibus@ipsos-na.com](mailto:omnibus@ipsos-na.com) or contact:

**Chris Deeney**  
Senior Vice President  
312.665.0551  
[chris.deeney@ipsos.com](mailto:chris.deeney@ipsos.com)

## **About Ipsos Public Affairs**

Ipsos is the world's third largest survey research firm, with offices in 56 countries. In North America, Ipsos consists of 1,500 research professionals across 30 locations in the U.S. and Canada. Ipsos Public Affairs specializes in organizational reputation, issues management, strategic communication, and sociopolitical trends, serving the needs of government, non profit organizations, corporations, public relations firms and news media. We have media partnerships with the most prestigious news organizations around the world. In the U.S., Ipsos Public Affairs is the agency of record for The McClatchy Company, the third largest newspaper company in the United States, and the international polling agency of record for Thomson Reuters, the world's leading source of intelligent information for businesses and professionals. In Canada, Ipsos Public Affairs is the official polling partner of CanWest News Service. To learn more, please visit [www.ipsos-na.com](http://www.ipsos-na.com)