



Two online national studies of 1,000 adults are conducted each week. The *ONLINE CARAVAN®* Omnibus is the most cost- and time-efficient service for fast answers. *ONLINE CARAVAN®* was designed to help you stretch your research dollars. *CARAVAN®* research professionals will work with you to develop your questions and provide in-house data processing.

Ideal Uses

- An effective means for gathering data where exposure to visuals and other stimuli are needed.
- Enables respondents to read and re-read any long and complex concepts, if necessary.
- All types of questions can be included – simple yes/no, multiple choice or open-ended.

Methodology

Conducted online twice each week among a U.S. sample of 1,000 adults 18 years of age and over. Data is weighted to gender, age, geographic region and race. Our custom-designed weighting program assigns a weighting factor to the data based on current population statistics from the U.S. Census Bureau.

Guidelines

- Minimum of 3 and up to 15 question units per client.

Question Unit Description	One Question Unit equals:
Yes/No choice	
Single/multi-select	Up to 10 items
Ranking	Up to 4 items
Attribute list	Up to 4 items
Open-end question	Verbatim answers provided

[More on back . . .](#)





Deliverables

Standard deliverables include weighted tabular data on two standard demographic banners including gender, age, education, children in household, household size, income, and region. Custom banners/cross tabs/datasets available.

Question	U.S. Dollars
The first 3 closed-ended questions	call for price
Each additional closed-ended question	“
Open-ended questions with coding	“
Graphics	“

Schedule

	Final Questionnaire Approval No Later Than	Maximum Field Period	Closed-ended Tabulations Delivered
Weekday	Mon. 11:00 AM ET	Monday-Wednesday	Thursday
Weekend	Thurs. 11:00 AM ET	Thursday-Sunday	Monday

Questions. Answered.

www.opinionresearch.com/us/omnibus

For More Information Contact:
 Phone: 1-800-999-0213
 CARAVAN@opinionresearch.com

CARAVAN®
 from *infogroup*|ORC
 P.O. Box 183
 Princeton, NJ 08540

