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ORC Expands Nation's Longest Running CARAVAN® Telephone Omnibus Survey With Cell Phone Option

PRINCETON, NJ – ORC, an Infogroup Company, (NASDAQ: IUSA), today introduced the option of a cell phone enhancement to its traditional CARAVAN® Telephone Omnibus land line sample. The combination of cell phone and land line samples will help clients gain access to the most representative population while retaining the benefit of omnibus pricing.

CARAVAN's Telephone Omnibus survey, a twice-weekly random digit dial (RDD), nationally projectable sample of 1000 adults can now be supplemented with 250 cell phone users. The sample of cell phone respondents out of the total combined sample of 1250 adults has been designed to reflect the growing importance of cell phone usage nationwide.

"In the past few years, the cell phone has become an increasingly important part of the American way of life," said Wayne Russum, SVP and Director of ORC's CARAVAN Omnibus Services. "For some, it has become the primary and in several cases, the only source of telephone contact. This is particularly true of young adults in the 18-35 age bracket," he said. "With the introduction of the CARAVAN Enhanced sample methodology, clients are able to examine this important and growing segment of our population, while reaping the efficiencies and quality of telephone omnibus research".

Russum believes the addition of a cell phone supplement to the standard telephone omnibus survey paves the way for future changes. "While traditional RDD sampling currently remains a viable way of polling the general US population, eventually any sample will need to incorporate cell phone interviewing to be truly projectable."

ORC's CARAVAN® has been serving clients for more than 40 years with timely, cost effective research solutions. The full suite of omnibus services includes Telephone Omnibus, Teen/Pre-Teen CARAVAN, Online CARAVAN, Small Business CARAVAN and CARAVAN International. To learn more about CARAVAN Enhanced sample methodology, send an email to caravaninfo@opinionresearch.com. For general information about CARAVAN omnibus services, visit www.opinionresearch.com/us/omnibus.

About ORC

ORC, an Infogroup company, is a leading global market research firm with offices across the U.S., Europe and Asia Pacific region. ORC offers the unique ability to integrate primary and secondary research, competitive intelligence and expert insight to address the business challenges of its clients worldwide. The company has been a partner of CNN on the CNN/Opinion Research Corporation poll since 2006. To learn more about ORC, visit www.opinionresearch.com.

About Infogroup



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