

CARAVAN®

Questions.  
Answered.



National Omnibus  
Surveys

OPINION RESEARCH CORPORATION®

# What should you expect from the CARAVAN® suite of omnibus services?

## Expect answers

*Quality market information.* Opinion Research Corporation, CARAVAN® Services, offers a choice of methodology utilized in its twice-weekly omnibus studies – each conducted among independent national samples of 1,000 adults. CARAVAN®, the longest running omnibus in the marketplace today, continues to provide answers to your questions in a timely, cost-effective methodology. Choose the telephone omnibus for a projectable sample; or choose the online panel for more complicated ranking questions or to accommodate the use of graphics. Our highly skilled professional staff will help you decide what's best for your project. They'll also aid you in crafting the questions that will yield the intelligence you need.

## Expect value

*Affordability by design.* The shared-cost CARAVAN® omnibus study is priced at a fraction of what you'd spend for ad hoc or customized research. Individually priced questions allow for adaptability in your research budget. Responses remain proprietary and belong to you alone.

## Expect reliability

*Three-day turnaround for results.* Each week, CARAVAN® conducts two national surveys in each methodology. You choose the schedule and sample size that best fits your needs. You'll receive full tabulations within three business days after field starts – on double waves, just four business days.

## CARAVAN® Suite

- CARAVAN® Telephone Omnibus
- *Online* CARAVAN®
- TEEN CARAVAN®
- PRE-TEEN CARAVAN®
- Supplemental Samples/Oversampling
- Written Summary Reports
- Deeper Analysis

## Sample industry and topic experience

- Advertising
- Apparel
- Appliances
- Automotive
- Beverages
- Communications
- Consumer Electronics
- Consumer Services
- E-Commerce
- Entertainment
- Environmental Issues
- Finance
- Foods
- Government
- Health and Beauty Products
- Home Improvements
- Media
- Medical
- Political Issues
- Public Relations
- Social Issues
- Travel
- Utilities

## Standard breakdown of CARAVAN® results

### Adult and youth studies

- Gender
- Age
- Region
- Metro/Non-metro
- Race

### Adult studies

- Household Income
- Dual-income Households
- Household Size
- Children in Household
- Education

Opinion Research Corporation was established in 1938 as a global market research and consulting firm. A decision to focus on business-related research using the principles of public opinion polling was the catalyst for its founding.

The Company advises senior level executives in both public and private sectors on a number of issues in the areas of corporate reputation and branding, customer strategies, market development, employee research and consumer knowledge across an array of industry sectors, including financial services, information technology, telecommunications, life sciences and consumer products and services.

Opinion Research Corporation's geographic reach has encompassed 106 countries across six continents. It operates as Opinion Research in the U.S. and as ORC International in Europe and Asia. It is a member of the infoUSA family of companies.



**CARAVAN<sup>®</sup>**

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