



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 twice each week among a U.S. sample of 1,000 adults 18 years of age and over using Greenfield Online's sample, each completed interview 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 Type	Question Count
Yes/No Choice	1 Question Unit
Single/Multi-select	1 Question Unit
Ranking	Every 4 is 1 Question Unit
Attribute List	Every 4 is 1 Question Unit
Open-ended Questions	1 Coded Open-ended Unit

More on back . . .

Questions. Answered.

www.opinionresearch.com/us/omnibus



Deliverables

- Weighted tabular data via e-mail. Two standard demographic banners are provided and custom banners can be developed.

Question	U.S. Dollars
The first 3 closed-ended questions	<i>call for price</i>
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

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