

# CARAVAN® Telephone Omnibus

CARAVAN®'s Telephone Omnibus is a multi-client nationally-projectable telephone study conducted twice each week among a sample of 1,000 adults, 1/2 male and 1/2 female. An option to supplement the telephone omnibus with 250 cell phone interviews is available at additional cost.

## The Schedule

CARAVAN® A	Single Wave (Sample Size = 1,000) Adults 18+ (1/2 male, 1/2 female)	CARAVAN® B	Enhanced Sample (Sample Size = 1,250)
Wednesday	CARAVAN® Formatted Questionnaire finalized by 5pm ET	Thursday	Monthly - see back
Thursday-Sunday	Field	Friday-Monday	
Monday	Closed-ended tabulations delivered	Tuesday	

## The Rates

CARAVAN® pricing is based on the number of questions asked and the complexity of the question. Examples of single closed-ended question units are a yes/no question, an aided question of up to 8 brief choices, an unaided response list of up to 10 possible choices, or up to three attributes or short statements rated on the same scale. Questions with long lists require special review and budgeting.

CARAVAN® A or B			
Single Wave: Sample Size = 1,000 adults			Introductory Special - Through March 31, 2010 Enhanced Sample = 1,250
Question Unit Cost	Full Sample = 1,000	Half Sample = 500** Males or Females	
Closed-ended Questions	1st, 2nd each 3rd, 4th each 5th and beyond		Up to 4 questions: Each add'l: <i>call for price</i>
Open-ended Question with Coding	each		<i>Discounts available for frequent users.</i>

CARAVAN® A and B			
Double Wave, Single Weekend: Sample Size = 2,000 adults			
Question Unit Cost	Full Sample = 2,000	Half Sample = 1,000** Males or Females	
Closed-ended Questions	1st, 2nd each 3rd, 4th each 5th and beyond		
Open-ended Question with Coding	each		

\*\* If the incidence of those answering is 50% or less, questions are priced at the lower rate. If the incidence of people who meet special qualifications is 50% or less, questions are priced at a lower rate. For incidences of 10% or lower, custom discounting may be available depending on the number of multiple waves.

## The Sample

Each week, ORC's CARAVAN® random digit dial omnibus survey is conducted among 1,000 adults 18 years of age and older living in private households in the continental United States. Half of the respondents are male, half are female. The sample reaches adults with both unlisted and listed telephone numbers. Only one interview is conducted per household. The sample is fully replicated and stratified by region. All national telephone surveys are weighted to census data for age, gender, geographic region and race in order to improve the reliability of the random telephone sample.

## Monthly Enhanced Sample Option

In order to reflect the growing importance of adults who do not have a landline or rarely use a landline, a monthly cell phone supplement is now available. This sample of land line (n=1,000) and cell phone (n=250) captures the best representation of the adult population, especially among younger adults 18-34.

2010 Monthly CARAVAN® Enhanced Sample Schedule Deadlines			
Final Questionnaires (Wednesday)			
January 6	March 24	June 23	September 29
January 27	April 28	July 28	October 27
February 24	May 19	August 25	December 1

## The Interviewing

The standard telephone CARAVAN® study is available 50 weeks a year. Our US-based interviewers for the weekly landline omnibus and the monthly cell phone supplement are fully briefed and trained prior to each wave of CARAVAN®. A team of quality assurance individuals monitors the study during the field period.

## The Reports

The finalized tabular report on closed-ended questions is e-mailed one day after field ends. The tabulations include banners showing weighted and unweighted data broken out by gender, age, region, metro/non-metro area, race, household income, household size, children in household, and education. Final tabulated results of open-ended questions are supplied within 3 to 4 days after closed-end tabulations. In addition to standard deliverables, customized tabulations can be provided, as well as written summary reports or a more detailed written analysis.

## Questions. Answered.

[www.opinionresearch.com/us/omnibus](http://www.opinionresearch.com/us/omnibus)

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