

AmeriSpeak OMNIBUS

AmeriSpeak® Omnibus is a twice-a-month, multi-client survey using a probability sample and delivers 1,000 nationally representative adult interviews age 18 and older. Respondents are interviewed online and by phone from NORC's AmeriSpeak Panel – the most scientifically rigorous multi-client household panel in the United States.

As the polling partner of The Associated Press, [The AP-NORC Center for Public Affairs Research](#) conducts regular surveys using the AmeriSpeak Omnibus to fulfill its mission of providing the public and policymakers with timely, independent data about the key issues of the day.

Cost-Effective, High-Quality, Rapid Results

AmeriSpeak Omnibus is a high-quality, cost-effective solution for quick turnaround surveys of the general population. Through the AmeriSpeak Omnibus, researchers can access the best-in-class AmeriSpeak Panel and collect survey data in just about one week. By combining your questions with other clients' questions in our bi-weekly survey, you save on survey costs while obtaining the benefits of AmeriSpeak's sample quality.

Secure Valuable Insights

AmeriSpeak Omnibus provides quick turnaround survey results to help you:

- › **Support public affairs and public release projects**
- › **Gauge public opinion on policy issues, current events, and trends**
- › **Test messaging, new product concepts and advertising campaigns**
- › **Measure awareness of brands, programs, and initiatives**
- › **Track consumer sentiment about products or services**

Sample and Methodology

AmeriSpeak Omnibus is a nationally representative sample of U.S. adults, drawn from the AmeriSpeak Panel. AmeriSpeak households are selected randomly from NORC's National Sample Frame, the industry leader in sample coverage. The National Frame is representative of over 97 percent of U.S. households and includes additional coverage of hard-to-survey population segments, such as rural and low-income households, that are underrepresented in other sample frames.

AmeriSpeak uses U.S. mail notifications, NORC telephone interviewers, and in-person field interviewers to recruit panel households. Because of this rigorous recruitment, AmeriSpeak surveys achieve the highest response rates of any multi-client research panel.

AmeriSpeak also provides custom research services for larger studies including general population surveys, studies targeting low-incidence groups or those with complex questionnaires such as experimental or discrete choice designs, and longitudinal studies.

For more information on AmeriSpeak's full suite of services, visit AmeriSpeak.NORC.org

Pricing and Deliverables

A minimum of three survey question units* are required for AmeriSpeak Omnibus participation.

First group of three (3) closed-ended questions	Each additional question	Each open-ended question (not coded)
\$1,000 per question	\$750	\$1,000

*A unit is a simple, straightforward, close-ended question, such as yes/no or a checklist of up to 10 response categories, or grid questions using a rating scale with up to four attribute statements.

Pricing Includes the Following Standard Deliverables:

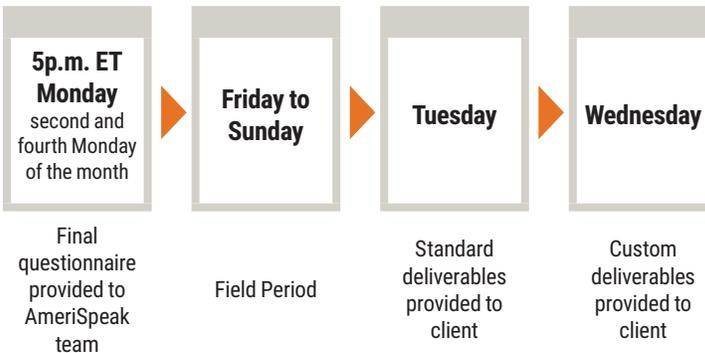
- One standard demographic banner table: age, gender, education, race/ethnicity, HH income (4 categories)
- Data file (Excel, SPSS, or SAS) including weights and AmeriSpeak Omnibus Profile Variables

Custom Deliverables Provided at Additional Cost:

- Custom banner table – \$350
- Additional profile variable – \$300 (Contact us for available variables)
- Open-ended coding \$1500
- Topline report, PowerPoint tables (Contact us for pricing)

Bi-weekly Schedule

AmeriSpeak Omnibus surveys typically follow this bi-weekly schedule:



Contact Us to Get Started

To use AmeriSpeak Omnibus for your next research study, email us at AmeriSpeak-Omnibus@norc.org

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AmeriSpeak Omnibus Profile Variables

- Gender*
- Age
- Age (4 categories)*
- Age (7 categories)
- Education (4 categories)*
- Education (14 categories)
- Race/Ethnicity*
- Household Size
- Housing Type
- Ownership of Living Quarters
- Household Income (18 categories)*
- Marital Status
- Internet Access
- Metropolitan Statistical Area Status
- Region (U.S. Census - 4 categories)
- Region (U.S. Census - 9 categories)
- State
- Household members, age 0-1
- Household members, age 2-5
- Household members, age 6-12
- Household members, age 13-17
- Household members, age 18+
- Current Employment Status
- Survey Start (date/time)
- Survey End (date/time)
- Survey Duration (minutes)
- Survey Mode (online/phone)
- Device Type (used to take survey)

* Demographics variables included on the standard banner table



NORC at the University of Chicago