

Morpace Omnibus

The Morpace Omnibus provides affordable answers to you quickly so you can better understand consumer perceptions and emerging issues in your industry.

Methodology

Internet survey conducted among a representative sample of the U.S. adult population. Depending on objectives, results can be weighted to the general adult population, or to the online adult population.

Timing

- Survey fields every month
- Field length approximately 4 days
- Reporting within approximately 2 days

Survey questions are due one week prior to fielding to assure inclusion. However, late additions may be added pending availability.

Deliverables

- Consultation on question wording to ensure survey design meets your research question
- Fieldwork management
- Data tabulations (cross-tabs) in electronic format that includes standard demographic banner points

Benefits of Omnibus Approach

- The most cost-effective and time-efficient method of surveying the general population
- Quick and easy way to get answers to topical issues affecting your industry
- Can use as a development tool for other research to estimate incidence or test questions
- Sample representativeness is better than most quick polling alternatives
- Efficient means for longitudinal learning

Why Choose the Morpace Omnibus?

- Great value! Research conducted by seasoned professionals who are industry experts
- Flexible to meet your individual needs
- Fast and trouble-free way to gain invaluable insight
- Well designed survey instrument arranged by industry-specific areas
- Morpace will share other Morpace-sponsored industry results with you
- Opportunity to learn more about Morpace, and the techniques we use to help you gain better insights

Pricing

Price estimates reflect standard question formats. Custom pricing can be provided.

| Close – Ended Questions | Cost (U.S. Dollars) |
|-------------------------|---------------------|
| 1-3 | \$500 per question |
| 4-6 | \$400 per question |
| 7-10 | \$350 per question |

Note: These prices are offered as a guide, as survey questions can vary greatly in length and complexity.

Services Available for an Additional Fee

- Customized banner (cross-tabs)
- Coding for open-end questions
- SAS or SPSS data file
- Report graphic generation
- Written report in PowerPoint (presentation style)

Please contact James Leiman, Ph.D. at 800.878.7223 or information@morpace.com for more information regarding scheduling and costs.