

Omnibus Surveys For Today's PR Professionals

by Surge Research

A Guide For Using Omnibus Surveys

The Omnibus Survey

An omnibus survey is a reliable, cost-effective tool that provides rapid data findings of timely consumer perceptions on topics, products and trends. The participants, or sample population, surveyed in an omnibus poll is based upon a census-based national representative sample of 1,000 or more adults, ages 18-64. The typical omnibus survey consists of one to nine questions, which contain very general subset breakdowns for each question (age, gender, income, etc.). Omnibus surveys may be conducted either online or by telephone and both methodologies are deemed acceptable by the media as they meet previously determined criteria set forth by journalists. Results of omnibus surveys appear regularly in top-tier media outlets.

Public Relations Benefits

This prompt, shared resource is the most cost-effective and time-efficient tool designed for PR firms, communications professionals, marketing executives and ad agencies. Public relations and communications professionals conducting media outreach efforts on their clients' behalf often use omnibus surveys because the sample population of 1,000 or more adults is viewed as highly credible and often considered the "gold standard" by journalists. A sample population that does not reflect a comparable census-based sample is usually received with significant skepticism and likely rejected by the media. These professionals often utilize omnibus surveys on behalf of their clients which include Fortune 500 corporations, non-profits, government agencies, and companies of all sizes.

In addition, PR professionals conduct omnibus surveys to support national media campaigns, local media tours, thought leadership positioning, crisis/issues management, social media campaigns, program/product launches, and much more.

Survey Topics

Topics for omnibus polls are virtually unlimited and can focus on any industry or sector, including: healthcare, technology, public affairs, automobile, beauty, financial services, pet industry, retail and entertainment. Omnibus polls may also be customized, allowing communications professionals to survey very specific audiences, such as small business owners, IT executives, nurses, car owners, working mothers, and many more.

Costs

The cost of omnibus surveys is shared among numerous sources who contribute a portion of the total cost for the survey. This provides a cost-effective option to those seeking quick answers to questions without financing a full market research survey.

SURGE RESEARCH, INC.

OMNIBUS SURVEY CAPABILITIES

OMNIBUS SURVEY

- ◆ *Public Opinion Polls* ◆ *Online Omnibus* ◆ *Hispanic Omnibus Survey* ◆ *Public Relations Survey* ◆
◆ *Advertising Testing* ◆ *Customer Satisfaction* ◆ *Consumer Insights* ◆ *Social Media Survey* ◆
◆ *Brand/Product Awareness* ◆ *Telephone Omnibus* ◆ *Message/Logo Evaluation* ◆ *Global Omnibus* ◆

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