



Omnibus

Survey Technology & Research’s (STR’s) general population Omnibus is a national, dual-frame, bi-lingual, weekly telephone survey. Each weekly wave consists of 1,000 interviews, of which at least 20% are from cell phone sample. Questions can be added to the survey on a weekly, monthly, or continuous basis. Benefits include quick turnaround, identification of qualified respondents for re-contact, and low cost, high quality data collection.

Schedule:

The Omnibus is run weekly from Wednesday to Sunday. Final questions submitted by end of day Tuesday are included in that week’s Omnibus. Tables are delivered two days after the close of field for all closed end questions. Tables for coded open ended questions are delivered the following Tuesday. The Omnibus schedule is as follows.

Questions Submitted for Omnibus	By End of Day Tuesday
Interviewing	Wednesday to Sunday
Tables (closed end questions)	Tuesday

Deliverables:

Demographics as well as a full set of tables is provided for all custom questions. The standard banner is as follows:

A custom banner point can be added to the standard banner replacing the Metropolitan Status Code. A full Custom Banner can also be created from any of the client questions or the additional demographic and geographic variables that are included in the tables. The following is a list of additional demographic and geographic variables that are included in the tables and can be included in a custom banner.

Additional Demographic and Geographic Variables:

- Employment Status
- Marital Status
- Party Identification
- Head of Household
- Parental Status
- Voter Registration
- Own/Rent
- Household Size/Composition
- Age/Gender of Children
- State
- MSA
- DMA

*** STANDARD BANNER ***	
TOTAL	
GENDER	Male Female
AGE	18 - 34 35 - 44 45 - 54 55 - 64 65 +
HOUSEHOLD INCOME	Under \$25,000 \$25,000 - \$49,999 \$50,000 - \$99,999 \$100,000 and Over
EDUCATION	High School or less Some College College/Post Grad
RACE	White (Non-Hispanic) Black (Non-Hispanic) Hispanic
REGION	Northeast North Central South West
METROPOLITAN STATUS	Metro Non-Metro

Weighting

The data is weighted to correct for unequal probabilities of selection of each respondent and for survey non-response. The multistage process takes into account the differences in the probability of selection depending on the number of adults in the household, controls for the increased likelihood of selection for respondents answering both landlines and cell phones and corrects for systematic non-response along known demographic parameters.

The final weighting stage involves post-stratification adjustment in which the weighted sample undergoes iterative proportional fitting (or 'raking') so that the weighted sample reflects the U.S adult population along several population parameters. The sample is matched with the most recent March Supplement of the U.S. Census' Current Population Survey (CPS), along the following parameters: age (by gender), education, race/ethnicity, and Census region (by gender). Respondents' telephone status (cell phone only, landline only, mixed user) is also included in this procedure based on the most recent estimates available from the CDC's National Health Interview Survey.

If desired, un-weighted topline results on particular questions can be provided to clients, via e-mail, on the morning following the completion of each wave. Complete, weighted topline results are available by the end of the day.

Specialized Omnibus

STR also conducts a monthly 1,500 interview Sports and Leisure focused Omnibus, based on a dual frame (Landline RDD/Cell) design. Household interests and opinions relating to professional and amateur sports, favorite athletes, and leisure activities are identified.

In addition, a monthly 3,200 interview Household Technology and Entertainment Omnibus is conducted based on a Multi-Mode, ABS design. Interviewing is conducted simultaneously via web, inbound and outbound telephone. Household characteristics such as internet penetration, broadband usage, mobile device practices, service providers, and technology devices owned are identified.

Our experienced project managers, programmers and executive interviewers as well as our cutting edge technology provide our clients with an effortless data collection experience. STR partners with our clients to provide optimal data collection solutions while working within client's research budgets.

For more information regarding Omnibus or any of the other services offered by STR, contact Meg Ryan at mryan@strcenter.com or 484.240.4824.

Reach The Right People...



Allentown ♦ Philadelphia ♦ Las Vegas ♦ 800.482.3550 ♦ www.STRCenter.com

