

Russell OMNIBUS

When you need to answer key questions in a fast, reliable and cost-effective way, Russell Research's omnibus is a perfect fit.

The Russell Omnibus is a national online survey among 1000 consumers per wave, leveraging high-quality online data collection. The shared-cost model reduces fixed expenses by combining multiple, non-competitive client questions in a single survey.

COMMON OMNIBUS APPLICATIONS

- Ad & Concept Testing
- Awareness & Usage
- Market Sizing & Structure
- Message Testing
- New Business Pitches
- Public Opinion & Public Relations
- Tracking

SOPHISTICATED SURVEY TOOLS

The Russell Omnibus provides the same full range of dynamic tools available in our custom studies — video, audio, images, complex routing, text & image highlighting, and many other powerful features.

DELIVERABLES

Computer tabulations with 35+ standard demographic and geographic analytical points are included, with the ability to add your own banner points at no extra cost.

EXPERT CONSULTATION

You're not alone in survey design — as an important added value, Russell Research experts are available to consult on questionnaire design and survey flow to ensure your questions get answers while adhering to best practices.

TWO OPPORTUNITIES EACH WEEK

	WEEKDAY	WEEKEND
QUESTIONS	Monday	Thursday
DATA COLLECTION	Tuesday to Thursday	Friday to Monday
COMPUTER TABULATIONS	Friday	Tuesday

PRICING

FIRST 3 QUESTIONS	\$1,000 Total
ADDITIONAL QUESTION(S)	\$350 Per

Other Considerations

4 GRID ITEMS	Priced as 1 Question
OPEN-ENDED CODING, DATA FILES, REPORTING	Priced Upon Request

Contact us for more information about the Russell Omnibus or Russell Research's custom research services by email at info@russellresearch.com or by phone at **1.201.528.0400**