



ONCAMPUS OMNIBUS SURVEYS AT GLANCE

Need to know what impact your product, service or concept has amongst college students? The OnCampus Omnibus is your fast track to finding out! This shared-cost offering is designed to enable researchers to gain fast, cost-effective survey results when a full custom study is not required and budgets are limited. Data for the OnCampus Omnibus surveys are collected through a random sampling of college students on our national on-line panel.

Think of the OnCampus Omnibus survey as your research car-pool. Although you may have different purposes for traveling (your objectives), you will save money by carpooling in the same vehicle (the survey) while going to a common destination (the sample). However, your specific question results are confidential and are only available to you.

Clients have the flexibility to purchase a minimum of three questions up to a maximum of 10 questions. However, we do limit the total number of questions / length for each complete survey to ensure a positive respondent experience.

COMMON USES OF THE ONCAMPUS OMNIBUS SURVEYS

Consumer product companies, not-for-profit agencies, government, and other institutions can use the OnCampus Omnibus to:

- Measure brand or product awareness
- Evaluate customer satisfaction
- Evaluate attitudes and usage
- Evaluate shopping behavior and purchase intent
- Measure market share
- Measure issue awareness and action
- Test ad campaigns or product concepts
- Track results
- Evaluate name or logo
- Evaluate customer service

BENEFITS OF ONCAMPUS OMNIBUS SURVEYS

- **VITAL INSIGHTS:** Reveal brand awareness and preference, shopping behavior, purchase intent, customer satisfaction and more.
- **COST EFFICIENCY:** Pay only a fraction of the study cost, by spreading the overheads of the survey preparation, respondent selection, data collection and analysis, over several clients while still gaining the efficiency and benefits of a large sample study.
- **FAST ANSWERS:** See the big picture through the results of quarterly data; with deliverables arriving within 3 to 4 business days after field period ends (allow additional days for open-ended coding).
- **INDIVIDUAL RESULTS:** Ability to still ask proprietary questions that are confidential and central to your business and planning strategies.
- **STATISTICAL RELIABILITY:** Results are reliable and representative of the entire U.S. college population.
- **LONGITUDINAL TRACKING:** Track your results over time to see where campaigns or product offerings have excelled or where necessary adjustments are needed.
- **CONVENIENT AND FLEXIBLE:** Quarterly fielding schedule to best fit your timing needs.

QUESTION GUIDELINES

- Each client may ask a **minimum of three questions** up to a maximum of 10 questions per study.
- Questions and answer options must be submitted in word format.
- All basic question formats are permitted: yes/no; single and multiple answer select; ranking; rating; and open-ended questions. Please note: every four statements, attributes, ratings or rankings count as one question.
- Open-ended question responses included in the data file. Coding available at an additional fee.
- Simple branching, skipping and piping patterns may be included. Complex or specialized questions may require a separate custom survey.
- Questions can include images for an additional \$150 per image. Images must be submitted in JPEG or GIF format with a maximum file size of 60k and maximum dimensions of 600 x 800 pixels.

STANDARD DELIVERABLES

An excel data file and standard cross-tabs based on collected standard demographics will be delivered by e-mail within two business days after the field period ends. Customized cross-tabs, and other required file types are available for an additional fee.

ONCAMPUS OMNIBUS SURVEY RATES

Number of questions:	Cost:
3 – 4 questions	\$600 each
5 – 7 questions	\$550 each
8 – 10 questions	\$500 each
Coded open-ended questions	\$1000 each
Graphics / Images	\$150 each
Late Submissions	\$500 flat fee
Custom Banners	\$300 each

ONCAMPUS OMNIBUS SURVEY 2012 SCHEDULE

Quarter	Final Questions Due	Launch Date	Project Fielding	Data Delivery
1	January 31	February 7	February 7 – 14	February 16 – 17
2	April 3	April 10	April 10 – 17	April 19–20
3	September 4	September 11	September 11 – 18	September 20 – 21
4	October 30	November 6	November 6 – 13	November 15 – 16

For more information about our OnCampus Omnibus surveys, please contact Elizabeth Riddle at eriddle@oncampusresearch.org or (800) 622-7498, ext. 2216