



The PSRAI Omnibus is a dual-frame telephone survey conducted weekly among a nationally representative sample of U.S. adults. An omnibus survey allows multiple clients to add questions to one questionnaire, sharing many of the costs associated with telephone interviewing. This is an economical way to collect data of a nationally representative sample without the expense of running a custom survey.

The PSRAI Omnibus can provide more than just data collection. PSRAI researchers have the professional expertise necessary to ensure valid, reliable results. Researchers can assist with question design, as well as provide data analysis and report writing services.

Sample Size and Schedule

Omnibus surveys are conducted on a weekly basis most weeks of the year¹. The standard sample size is 1,000 U.S. adults ages 18 and over (600 landline and 400 cell phone interviews - see Methodology for explanation of dual-frame design). The schedule is as follows:

Tuesday	Draft questions due by 12pm EST
Wednesday	Questionnaire finalized by 5pm EST
Thursday-Sunday	Data collection
Monday	Results delivered by 5pm EST

Pricing and Deliverables

Questions 1-2:	\$1,000 per closed-ended question
Questions 3-4:	\$950 per question
Questions 5 and up:	\$900 per question

Standard demographic questions (gender, age, education, race/ethnicity, income, employment status, parent status, party identification, and voter status) are included. Deliverables include all questions tabulated by one [standard banner](#) and a methodology summary. Delivery time varies for open-ended questions that require coding. Customized banners, weighted data and summary reports are available on request.

Customized banners:	\$250 per banner
Weighted data:	\$500
Summary report:	Call for price

¹ Omnibus surveys will not run on the following dates in 2012: November 22-25, December 20-23, and December 27-30. For surveys fielded on federal holiday weekends, interviewing will be extended through Monday, with results delivered on Tuesday.

Methodology

Recent estimates show that almost one-quarter of all U.S. adults live in households that have no landline telephone. These cell phone-only households are excluded from landline-only surveys. The PSRAI Omnibus employs a full dual-frame design that includes people in all households regardless of their telephone use. This design is fast becoming the standard in custom surveys of the general public and this is one of the first omnibus vehicles capable of reaching people who do not have a landline telephone. The PSRAI Omnibus yields a sample that is much more representative of the population than a landline sample by itself.

Data are weighted to ensure that sample demographics match population parameters and to account for different probabilities of selection based on the number of adults in the household and each respondent's telephone use. PSRAI also matches sample demographics to population parameters for:

- Gender by age
- Gender by education
- Age by education
- Race/ethnicity
- Population density
- Census region
- Telephone usage
- Household size

For more information please contact:

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Standard Banner

1. Total Sample

Gender

2. Male

3. Female

Race/Ethnicity

4. White, non-Hispanic

5. Black, non-Hispanic

6. Total Non-White including Hispanic

Age

7. 18-29

8. 30-49

9. 50-64

10. 65+

Education

11. College graduate

12. Some college

13. High school or less

Household Income

14. \$75K +

15. \$50K-\$74.9K

16. \$30K-\$49.9K

17. Under \$30K

Party

18. Republican

19. Democrat

20. Independent

Census Region

21. Northeast

22. Midwest

23. South

24. West

The following groups will be used for significance testing at 95% confidence level:

(2,3) (4,5) (4,6) (7,8,9,10) (11,12,13) (14,15,16,17) (18,19,20) (21,22,23,24)