

### Omnibus Surveys Capabilities

Flexible and fast, our omnibus surveys are a proven tools that provide timely consumer perceptions on topics, products and trends. Our online and telephone omnibus studies deliver continuous insights based upon a census-based national representative sample of more than 1,000 adults ages 17-64.

This rapid, multi-client, shared resource is the most cost-effective and time-efficient tool designed for PR firms, communications professionals, marketing professionals and ad agencies. We field omnibus surveys seven nights a week, which provides quick turnaround of accurate, reliable data. Results of omnibus surveys appear regularly in top-tier media outlets.

Surge Research is the only market research firm integrating accomplished researchers with experienced senior-level PR professionals and former journalists on every omnibus survey and public opinion poll.

### Omnibus Surveys Research Team

Our Omnibus Surveys Research Team has extensive experience conducting public opinion polls of large sample populations and provides detailed analysis that goes beyond statistics to tell the complete story from start to finish.

The Surge Research Omnibus Survey Team provides:

- ❖ Personalized attention throughout ***the entire survey process*** from brainstorming, to questionnaire development, to data analysis, to ensuring the accuracy of your press release, our professionals are with you ***every step of the way***
- ❖ A ***proven track record*** of securing media placements with top-tier outlets
- ❖ Robust PR experience ***across signature industries and sectors***, supporting PR programs, including technology, healthcare, public affairs, corporate, consumer and more. Including Fortune 500 Companies, non-profits, and government agencies.

#### COMMON OMNIBUS USES:

*Polls*

*Public Relations Surveys*

*Media Survey*

*Social Media Survey*

*Message Testing*

*Brand Awareness*

*Product Awareness*

*Public Opinion Polling*

*Satisfaction Survey*

*Advertising Testing*

*Product Testing*

*Logo Evaluation*

*...and more*

#### PUBLIC OPINION POLL AND OMNIBUS TOPICS:

*Automobile*

*Beauty*

*Business Services*

*Communications*

*E-Commerce*

*Education*

*Entertainment*

*Fashion*

*Food & Beverage*

*Finance*

*Healthcare*

*Insurance*

*Legal*

*Manufacturing*

*Medical*

*Pet*

*Public Policy*

*Retail*

*Travel*

*....and more*

# 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* ◆

◆ For more information, please call +1-347-283-8276 ◆ Learn more: [www.surgeresearch.com](http://www.surgeresearch.com) ◆  
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