



OnCampus Omnibus Surveys at a 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 car-pooling 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 the 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 will be included in the data file. Coding is available for 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 2010 Schedule

Quarter	Final Questions Due	Launch Date	Project Fielding	Data Delivery
1	February 3	February 9	February 9 – February 13	February 17 – February 18
2	April 14	April 20	April 20 – April 24	April 28 – April 29
3	September 8	September 14	September 14 – September 18	September 22 – September 23
4	November 3	November 9	November 9 – November 13	November 17 – November 18

For more information about our OnCampus Omnibus surveys, please contact Elizabeth Riddle at eriddle@oncampusresearch.org or 1-800-622-7498, ext. 2216.