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AmeriSpeak Omnibus is a nationally representative sample of U.S. adults, drawn from the AmeriSpeak Panel by NORC, the industry leader in sample coverage. The samples for the Foresight 50+ and the AAPI Omnibus are also drawn from this panel, with Foresight 50+ being representative of the U.S. population over the age of 50 and the Amplify AAPI sample being America's most representative public opinion panel of Asian American, Native Hawaiian, and Pacific Islander communities.

OMNIBUS ► REPRESENTATIVE OF THE POPULATION

Name	Sample <ul style="list-style-type: none"> • Target group • Scope • Partial occupancy 	Dates <ul style="list-style-type: none"> • Copy deadline • Results deadline 	Prices (from \$) <ul style="list-style-type: none"> • Open questions • Closed questions 	Method <ul style="list-style-type: none"> • Special features
 AmeriSpeak Omnibus	<ul style="list-style-type: none"> • Adults aged 18 and older • 1,000 • <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No 	<ul style="list-style-type: none"> • Bi-weekly; First and Third Fridays • Two weeks; Tuesdays (8 business days) 	<ul style="list-style-type: none"> • \$ 1,500 • \$ 1,000 each for first 3, \$ 750 after 	ONLINE, CATI <ul style="list-style-type: none"> • Representative of over 97 percent of U.S. households*
 Foresight 50+ Omnibus	<ul style="list-style-type: none"> • Adults aged 50 and older • 1,000 • <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No 	<ul style="list-style-type: none"> • Monthly; Second Friday • Two weeks; Friday 	<ul style="list-style-type: none"> • \$ 1,500 • \$ 900 each for first 3, \$ 700 after 	ONLINE, CATI <ul style="list-style-type: none"> • Representative of over 97 percent of U.S. households*
 Amplify AAPI Omnibus	<ul style="list-style-type: none"> • Asian American, Native Hawaiian and Pacific Islander, age 18 or older • 1,000 • <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No 	<ul style="list-style-type: none"> • Third Thursday of each month • One month later 	<ul style="list-style-type: none"> • \$ 2,500 • \$ 2,000 for first 5, \$ 1,500 after 	ONLINE, CATI <ul style="list-style-type: none"> • Representative of over 97 percent of U.S. households* • Translations in 4 AAPI languages (Mandarin, Cantonese, Korean, Vietnamese)

* AmeriSpeak, Foresight 50+ and Amplify AAPI households are selected randomly from NORC's National Sample Frame, representative of over 97 percent of U.S. households and includes additional coverage of hard-to-survey population segments, such as rural and low-income households, that are underrepresented in other sample frames.

For recruiting our panel households, we use mail notifications, NORC telephone interviewers, and in-person field interviewers. Because of this rigorous recruitment, AmeriSpeak, Foresight 50+ and Amplify AAPI surveys achieve the highest response rates of any multi-client research panel.

Contact

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