PSR

Princeton Survey
Research Associates
International

The PSRAI Omnibus is a dual-frame telephone survey conducted regularly 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 from a nationally representative sample without the expense of running a custom survey. PSRAI can provide much more than just data collection. PSRAI research professionals can also assist with question wording and data analysis.

Sample Size and Schedule

Omnibus surveys are conducted on a regular basis throughout the year[1]. It will run at least twice a month during 2017. The standard sample size is 1,000 U.S. adults ages 18 and over (500 landline and 500 cell phone interviews). Interviews are conducted in English and Spanish. The schedule is as follows:

Tuesday	Draft questions due by 12 p.m. ET
Wednesday	Questionnaire finalized by 5 p.m. ET
Thursday-Sunday	Data collection
Monday	Results delivered by 5 p.m. ET

Pricing and Deliverables

Questions 1-2:	$1,500 per closed-ended question
Questions 3-4:	$1,450 per question
Questions 5 and up:	$1,400 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, a topline and a methodology summary. Delivery time varies for open-ended questions that require coding. Customized banners, weighted data (available in SPSS, EXCEL and ASCII) and summary reports are available on request.

Customized banners:	$375 per banner
Weighted data:	$600
Summary report:	Call for price

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[1] For surveys fielded on federal holiday weekends, interviewing will be extended through Monday, with results delivered on Tuesday.

In accordance with recent TCPA regulations, all cell phone sample will be physically dialed by interviewers using equipment that does not have the capacity for automated dialing. All landline phone sample will be screened against the national database of numbers that have been ported to cell phones.

Methodology

Recent estimates show that more than half of U.S. adults live in households that have no landline telephone. The PSRAI Omnibus employs a full dual-frame design with enough cell phone interviews to adequately cover people in all households regardless of their telephone use. This design is the standard in custom surveys of the general public. The PSRAI omnibus was one of the first omnibus vehicles to combine landline and cell phone interviews.

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

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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. Hispanic
7. Total Non-White including Hispanic

Age
8. 18-29
9. 30-49
10. 50-64
11. 65+

Education
12. College graduate
13. Some college
14. High school or less

Household Income
15. $75K +
16. $50K-$74.9K
17. $30K-$49.9K
18. Under $30K

Party
19. Republican
20. Democrat
21. Independent

Census Region
22. Northeast
23. Midwest
24. South
25. West

The following groups will be used for significance testing at 95% confidence level:
(2,3) (4,5,6) (4,7) (8,9,10,11) (12,13,14) (15,16,17,18) (19,20,21) (22,23,24,25)