



# CRG GLOBAL, INC.

One company. Five indispensable resources.



## Methodology

Omnibus studies will be conducted bi-weekly among a demographically representative sample of 1,000 U.S. adult (age 18+) members of its Datatelligence Online panel. The sample framework is selected based on U.S. Census data for age, gender, and region. We also collect additional demographic data on ethnicity, income, educational level and marital status for an additional cost.

## Omnibus Question Guidelines

- Minimum of 3 and a maximum of 10 questions.
- Simple branching, skipping, and piping may be included in the questions. Please note that complex or specialized question types usually require a custom study.
- All basic question types are permitted: yes/no, single and multiple select, ranking, rating, and open-ended questions.

Question Type	Question Count
Yes / No	1 Question
Single Multi-Select	1 Question
Ranking	Every 5 is counted as 1 Question
Attribute List	Every 5 is counted as 1 Question
Open-end Questions	1 Question – <b>Verbatim Only. No coding.</b>

Questions can include graphic images for an additional charge of \$50.00 each. However, audio or video files may not be included due to the timing constraint.

## CRG Global, Inc. Omnibus Schedule:

Final Questionnaire to Datatelligence Online	Project Fielding	Final Data File and Cross-Tab Delivery
First Wednesday (10am EST)	Wednesday – Monday	Second Tuesday (5:00p EST)
Third Wednesday(10am EST)	Wednesday – Monday Fourth	Tuesday(5:00p EST)

## Cost\*:

3 questions (minimum)	4 to 6 questions	7 -10 questions (maximum)
\$300.00 per question	\$275.00 per question	\$250.00 per question

\*Clients may earn credit towards future Omnibus studies at discounted rates. Please ask your CRG sales representative for more details.

## Standard Deliverables

Standard cross-tabs (Adobe PDF) which are based on collected standard demographics (Age, Gender, Region, Ethnicity). Results are delivered by email. Customized cross-tabs are available upon request for an additional cost. Open-ends will be delivered in Microsoft Excel.

## Contact Information

Please contact either your CRG Global, Inc. sales representative, or email [crgsales@crgglobalinc.com](mailto:crgsales@crgglobalinc.com)