

ENGINE INSIGHTS

CARAVAN® PARENTS OMNIBUS



Engine's CARAVAN Parents Omnibus provides an affordable solution for businesses that need quick intelligence among Parents in the U.S. Twice a week, we conduct an online survey among your choice of 500 or 1,000 Parents of children 17 and younger. Throughout the process, our research professionals work closely with you from questionnaire guidance to final delivery — you are never on your own.

USES

- Test concepts, messages and ads
- Size and define markets
- Measure attitudes, awareness and usage
- Track changes over time
- Generate publicity
- Build demographic profiles

WHAT YOU CAN INCLUDE

- Quantitative questions (single or multiple choice, numeric, grid, etc.)
- Attribute rankings & ratings
- Qualitative (open-end) questions
- Skip patterns and question wording piping
- Images or videos

WHAT YOU GET

The base cost of the survey includes data tables plus access to our QuickView delivery portal. With QuickView you have the ability to easily filter the findings by gender, age, region, race and household income, as well as export them into PowerPoint format.

Optional deliverables include customized data points, respondent-level data files and PowerPoint summary reports.

PRICING & QUESTION GUIDELINES

Pricing is based on the number of question units submitted*.

A question unit includes up to:

- 10 items on a select list
- 4 items rated on the same scale
- 4 items ranked

First 5 question units (min.) (n=500 / 1,000)	\$3,200 / \$5,600 total
Each additional question unit (n=500 / n=1,000)	\$300 / \$400
Sample customization	\$800
Coding: each open-end question	\$350 / \$650
Each Unique Image	\$150
Videos (up to 1 minute)	\$500
Custom banner (up to 20 points)	\$400
Respondent level data files (SPSS or Excel)	\$400
PowerPoint Summary report	Varies

*Pricing accrues fractionally for select lists greater than 10 items, as well as for grids greater than 4 items

HOW IT WORKS

- 1 At least one business day prior to survey launch**
- 2 Tuesday & Thursday by 10am EST**
- 3 Within five business days of launch**

You submit draft questions (min. of 5)

We work together to refine your questions, ensuring actionable data

You approve the final questions for launch

We deliver closed-end data to you

Ask us about customizing your study to target parents of either boys or girls, just moms or dads, or selected children's age ranges

