

Synovate's eNation: Overview



SAMPLE

- Each wave of eNation consists of 1,000 completed surveys with adults 18 years of age or older in the contiguous U.S.A. The sample is comprised of individuals selected from the online segment of Synovate's Consumer Opinion Panel, and is balanced to be representative of the general population based upon region, gender, age, and household income data from the U.S. Census Bureau. The selected individuals receive a customized e-mail inviting them to participate.

SURVEY

- Panelists are given up to 4 days to complete the online survey by connecting to a link contained in the e-mail invitation. Individuals are re-screened at the beginning of the survey to ensure that quotas are accurate. The survey itself consists of non-competing client-specific questions and a shared set of standard demographic questions. eNation provides transitions between client segments to ensure smooth survey flow.

TABULATION

- eNation's standard data tabulations are provided in a weighted format. The data are weighted to give appropriate representation on various demographic factors, including: age, income, the four national census regions, and gender. The Current Population Survey from the U.S. Census Bureau is used to determine the weighting targets for each demographic factor.

For additional information about eNation and Synovate international omnibus studies, please contact Tom Mularz, Sr. VP Solutions, 222 South Riverside Plaza, Suite 350, Chicago, IL 60606. 312.526.4000.