



The Second Half

“Helping companies communicate with the 50+ population”
is now offering

Opinion50+ Annual Tracking Omnibus Telephone Study **From The TMR Group** **“It’s our people that make the difference!”**

What is *Opinion50+*?

- A monthly survey, using a **representative sample** of Americans who are 50+
- A time-shared telephone survey consisting of several non-competing mini-surveys (typically 4 to 8 questions each) with shared demographic data

How does it benefit me?

- It’s the best way to reach the all-important 50+ market (Leading Edge Baby Boomers, the Silent Generation, and the GI Generation)
- It’s a quick, cost effective way to conduct a mini-survey
- You can run your questions for more than one month to obtain an even larger sample—you can even run them for a year to track results monthly or quarterly

What are the best uses of an Omnibus?

- A quick read on an issue or occurrence in the marketplace
- For a quick decision on media placement, a tag line, or a product
- For information to be used for press releases or a publicity campaign
- To determine the relative importance of various marketplace issues
- Any other mini-survey that requires a reliable, projectable sample

What are the deliverables?

- Cross-tabulations of your data by the standard demographics
- A written analysis, including charts and tables—trended if your questions run over a few months or quarters
- Press releases, based on your survey results, if you desire them
- Additional benefits, including building a panel for your company that can be accessed for special research needs

What does it cost?

- Starting at \$2,200 for 1 to 2 questions run one time (approximately 30 seconds); \$3,000 for 3 to 4 questions (one minute), and an additional \$1,800 per minute after that; discounts available if questions run more than one month
- Call Ann Middleman for more information at (516) 334-3434 or send an e-mail: ann@the-second-half.com
- Visit our web site: www.the-second-half.com