

CANADA 20/20

ONLINE OMNIBUS



INNOVATIVE'S CANADA 20/20™ ONLINE OMNIBUS SURVEY IS A COST-EFFECTIVE METHOD OF REACHING 1,000 CANADIANS EVERY WEEK.

Online Omnibus Service

Each month, the **Canada 20/20™ Online Omnibus** surveys Canadians about the actors, issues and trends making — or about to make — news across Canada.

Using the **Canada 20/20™ Online Omnibus** surveys is a practical solution when you want to ask a limited number of questions of the general population in a cost-effective manner.

The online omnibus survey is conducted among adults 18 and older, is nationally representative and consists of no less than 1,000 individual online responses per week.

What do I get with the Canada 20/20™ Online Omnibus?

Clients have the opportunity to place their own proprietary questions on our questionnaire. Online omnibus clients receive assistance designing their questions and are provided with a confidential final report within days of the survey's completion. The online omnibus includes electronic copies of:

- Customized banner tables
- PowerPoint® report describing major findings

Pricing

A minimum charge of \$2,100 or three closed-ended questions is required to book space on the online omnibus.

Pricing is based on question type, questionnaire design advice and on a sample size of no less than 1,000. Discounts are available for more than 5 questions and for multiple wave data collection (e.g. two weeks for n=2,000). Translation is included in costs.

Closed ended	\$700 per question
Open ended	\$1,200 per question

Fielding Schedule

Questions for the **Canada 20/20™ Online Omnibus** are fielded each week.

Questions must be received and approved by 1p.m. (EST)

Tuesday. The **Canada 20/20™ Online Omnibus** is in the field for a full week from Wednesday night to the following Wednesday night. Reports are delivered electronically to the client at 3p.m. the Monday after fielding is complete.

About our Data

Using weights from the 2006 Statistics Canada Census data, our sample is generated with quotas assigned proportionately to reflect the demographic make-up of Canada using Federal Electoral Districts (areas that return a member to the House of Commons). Results from the survey (n=1,000) are collected each week and are accurate within ±3.1%, 19 times out of 20.

Demographics

The demographic breaks we include in our analysis and cross-tab banners include:

- Regional Segmentation • Community Size • Household Income • Work Status • Education • Age • Gender

Contact Information

For more information on our **Canada 20/20™ Online Omnibus** services, please contact:

Greg Lyle at 416.642.6429 or
glyle@innovativeresearch.ca

INNOVATIVE RESEARCH GROUP INC.

Toronto :: 56 The Esplanade, Suite 310,
Toronto, ON M5E 1A7
main 416.642.6340 fax 416.640.5988

Vancouver :: 1055 West Hastings, 3rd Floor,
Vancouver, BC V6E 2E9
main 604.662.4022 fax 866.206.9280

www.innovativeresearch.ca



Powered by

Canada 20/20

Where Canadians come to be heard