

# CHINESE OMNIBUS: METRO VANCOUVER

THE CHINESE OMNIBUS IS A UNIQUE OFFERING THROUGH A PARTNERSHIP BETWEEN S.U.C.C.E.S.S. AND INNOVATIVE RESEARCH GROUP THAT PROVIDES ORGANIZATIONS WITH THE ABILITY TO UNDERSTAND THE VIEWS OF METRO VANCOUVER'S INFLUENTIAL AND GROWING CHINESE COMMUNITY.

## Chinese Omnibus: How it works

On a regular basis, the **Chinese Omnibus** surveys 500 Metro Vancouver residents who speak fluently in Cantonese or Mandarin. Innovative Research is partnering with S.U.C.C.E.S.S., the leading multi-service organization for the Chinese community in British Columbia, to deliver this product.

### Adding your questions to the Chinese Omnibus

Clients have the opportunity to place their own proprietary questions on our questionnaire. Omnibus clients receive assistance designing their questions and are provided with a confidential final report as well as demographic and political cross-tab banner within days of the survey's completion.

The **Chinese Omnibus** is an affordable way to survey public opinion on the issues that matter to your organization or business.

## Fielding dates

The **Chinese Omnibus** is generally fielded quarterly.

- Data is coded and cleaned immediately after coming out of field.
- **Chinese Omnibus** reports are delivered to clients within one week of coming out of field.
- Field dates are subject to change and scheduled based on client demand.

## Interviewing

Interviews are conducted and collected using a Computer Aided Telephone Interviewing (CATI) system, based at our phone centre located in Vancouver's Chinatown. Sample

## Pricing

The cost per question is as follows:

- Closed-ended questions: \$800
- Partial open-ended: \$1100
- Full open-ended: \$1400

Prices include cost of translation. Demographic breaks include: age, gender, place of birth (country), language (Mandarin or Cantonese), household income, education, and municipality.

## Omnibus Partners

**S.U.C.C.E.S.S.** is the leading multi-service agency serving the Chi-nese community and other immi-grant communities in British Columbia. S.U.C.C.E.S.S. seeks to give voice to and increase participation of Chinese-speaking Canadians.

**INNOVATIVE RESEARCH GROUP INC.** is a national public opinion research and strategy firm with offices in Toronto and Vancouver. We provide critical information needed to assess and overcome public affairs and corporate communications challenges, identify and evaluate potential solutions, and monitor outcomes.

## Contact Information

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