



ONTARIO TELEPHONE OMNIBUS

INNOVATIVE'S ONTARIO TELEPHONE OMNIBUS IS A PRACTICAL SOLUTION WHEN YOU WANT TO ASK A LIMITED NUMBER OF SPECIFIC QUESTIONS OF THE GENERAL POPULATION IN A COST-EFFECTIVE MANNER. NO OTHER OMNIBUS SURVEYS AS MANY ONTARIANS WITH MONTHLY FREQUENCY.

Adding your own questions to the OTM 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 **Ontario Telephone Omnibus** is an affordable way to survey provincial public opinion on the issues that matter to your organization or business.

Fielding dates

Questions for the **Ontario Telephone Omnibus** must be received by the second Monday of each month.

- Fielding runs from the middle of the second week of each month for one week.
- Data is coded and cleaned by midweek after coming out of field.
- **Ontario Telephone Omnibus** reports are delivered to clients by the end of the third week of each month — usually 10 to 12 days from the fielding start date.

About our Data

Content and analysis for both our omnibus service are based on data from 600 telephone interviews with a random proportionate Ontario-wide sample of adults (18 yrs+).

Using weights from the 2006 Statistics Canada Census data, our sample is generated with quotas assigned proportionately to reflect the demographic make-up of nine Ontario regional groups based on Federal Electoral Districts (areas that return a member to the House of Commons). Results from the survey are collected every month and are accurate within $\pm 4.0\%$, 19 times out of 20.

Interviewing

Interviews are conducted and collected using a Computer Aided Telephone Interviewing (CATI) system.

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

Pricing

Ontario Telephone Omnibus

Omnibus services include question design, PowerPoint deck and cross-tab banner tables.

- Closed-ended questions — \$750 per question
- Open-ended questions — \$1,250 per question

Discounts are provided to clients with multi-wave omnibus questions.

Contact Information

For more information on our Ontario Telephone Omnibus contact:

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