

PUNJABI OMNIBUS:

BRITISH COLUMBIA

THE **PUNJABI 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 LOWER MAINLAND'S INFLUENTIAL AND GROWING PUNJABI-SPEAKING COMMUNITY.

Punjabi Omnibus: How it works

On a periodic basis, **INNOVATIVE** surveys 500 Lower Mainland Punjabi-speaking residents by telephone.

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

Fielding dates

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

- Data is coded and cleaned immediately after coming out of field.
- Punjabi 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.

Sample

The lower mainland sample draws from Vancouver and Burnaby, as well as communities south of the Fraser River including: Surrey, Delta and Abbotsford. Data will be weighted so that community populations are proportional to each other according to 2006 Stats Canada census data for Punjabi-speaking BC residents.

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), household income, education, and municipality.

Omnibus Partners

S.U.C.C.E.S.S. is a leading multi-service agency serving immigrant communities in British Columbia. **S.U.C.C.E.S.S.** seeks to give voice to and increase participation of new 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

For more information on the **Punjabi Omnibus**, contact: Mike Witherly at 604.763.4490.

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

