



Instant Online Polls

A fast research solution in British Columbia



Get answers to your urgent research needs

Use *Instant Online Polls* when you need fast and cost-effective consumer feedback among British Columbians.

- Assess public reaction to a breaking issue for your company or industry.
- Evaluate the market potential for new or existing products and services.
- Get a read on the potential impact of your CEO's sudden change in direction.
- Test your advertising creative.
- Test reactions to a move by your competitor.

And more.

Benefits of Using Instant Online Polls

It's Easy... Because *Instant Online Polls* are conducted using Ipsos Reid's interactive panel of British Columbians, your Ipsos research account representative is able to write the survey, select the respondent criteria, and launch the study according to your specific date and time requirements.

It's Quick... Once the final questionnaire is approved, the study can be launched within a day. Web-based results are available to you immediately by logging into the client portal.

It's Cost Effective... *Instant Online Polls* are value priced starting at \$5,000.

Deliverables include:

- Online survey of up to 10 questions; includes online discussion questions.
- A range of 300 to 1,000 completes (varies by incidence of finding your target audience in the general population).
- Sample is drawn from Ipsos Reid's interactive panel of approximately 6,000 British Columbians.
- Web based access to real-time results in user-friendly format; includes charts, cross-tabs, and verbatim responses.

For more information about Instant Online Polls please contact:

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About Ipsos Reid's Voice of the West Interactive Forum

Instant Online Polls fast speed is made possible by using Voice of the West Interactive Forum – an online community of nearly 6,000 British Columbians. Panelists are randomly recruited to match the overall characteristics of the adult residents in the province. The panel is maintained using a rigorous screening process to ensure maximum return from an engaged and representative audience. The panel is powered by the recently enhanced Ipsos Interactive Forum software.

This unique platform offers real-time, direct access to your consumers. As soon as a survey is posted on the panel, participants are invited via email to login and respond to the topic. As a client, you can log into the panel website and view responses as they come in. The Voice of the West panel database includes standard demographic information about all respondents and other relevant consumer behaviours to allow clients to drill down and examine different segments of interest when viewing results.

Learn more at
www.ipsos.ca/reid/vow/

About Ipsos in Canada

Ipsos is Canada's market intelligence leader and the country's most trusted market research brand. With operations in eight cities, Ipsos employs more than 500 research professionals and support staff in Canada offering advertising, loyalty, marketing, media, and public opinion research services.

Ipsos' Canadian practices are staffed with seasoned research consultants with extensive industry-specific backgrounds and cultural-specific knowledge, providing clients with actionable and relevant information. The company also has an extensive network of telephone call centres, pre-recruited household and on-line panels, as well as, an advanced client-owned custom panel capability.

Visit our website at
www.ipsos.ca