



# Ipsos Reid Public Affairs



## Ipsos Reid Canadian Online Omnibus

Reach up to 2,000 Canadians every seven days.  
A new wave begins every business day.



**Combine the power of the web with the proven advantage of Ipsos Reid's Omnibus surveys and get the answers you need online.**

77% of all Canadian adults have access to the internet, (two out of three at home), spending a whopping 1.6 billion hours a year online. Reach this market with the *Ipsos Reid Canadian Online Omnibus*.

The Online Omnibus is an ideal survey instrument to test responses to visual communications and complex concepts, all on a dependable, convenient, daily schedule.

Professional research staff can provide expertise in the development and/or fine-tuning of survey questions. Clients receive detailed data tables with responses to their questions broken down by key regional and demographic variables. Of course, additional research services such as over-samples, an executive summary, a full written report, custom banners (demos), or public release of survey findings are also available.

### **Share the vehicle, not the results.**

Think of an omnibus survey as your research car pool. You save money by sharing the vehicle (the survey) going to a common destination (the sample). The individual question results however, are confidential and are only available to you. It's a cost effective shared vehicle for getting the answers you need at a fixed price. Image

protection software ensures respondents cannot download, save, or print the concepts we ask them to evaluate.

### **Why use an online omnibus?**

The online environment is an ideal medium for testing responses to visual communications or complex concepts. Pre-recruited respondents have the ability to respond to the survey at their convenience within the survey window. Clients in the private, public and not-for-profit sectors have placed questions on the *Canadian Online Omnibus* to:

- Test advertising campaigns
- Test graphic or other types of visual messaging
- Evaluate customer service
- Profile customers/users
- Position brands
- Study attitude and usage
- Measure market share

### **Schedule**

Start on the business day that's most convenient for you! Questions may be confirmed prior to 1 pm daily, from Monday to Friday. Close-ended data tables are delivered one week (7 days) from the question deadline, ie: questions confirmed on Tuesdays before 1 pm will receive close-ended data tables the following Tuesday. Open-ended data usually follows within one business day.

### **How do I receive my data?**

Clients receive detailed data tables with responses to their questions broken down by key regional and demographic variables such as age, gender, region, education and income. Custom banners are also available – please ask us for pricing and possibilities.

### **Data Intended for Public Release**

Public polls conducted by Ipsos Reid have consistently earned the largest share of print and broadcast media in Canada. Put our reputation for producing balanced and objective research information to work for your organization by using our specialized public release service. A minimum of two weeks is required to turnaround data for public release. Please call us for pricing or further information about this service.



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## How is the information collected?

Data for the *Ipsos Reid Online Omnibus* are collected through random sampling of our 185,000+ member national online panel. The Ipsos online panel is recruited and maintained utilizing double and triple opt-in screening processes to ensure maximum return from an engaged audience. The panel is updated regularly and non-respondents are removed.

Both the survey invitation list and the returned data are weighted to reflect the composition of the general Canadian population. Data may also be weighted to reflect the online population – please call for pricing and possibilities. Ipsos Reid has been collecting data online since 1995 and our team of research professionals, supervisors and field coordinators ensure the rapid collection and tabulation of data, producing consistent, high quality results.

## Regional Segmentation & Margin of Error

The sample is randomly selected from the Ipsos Online Panel and data are weighted to ensure the sample's age/gender composition reflects that of the actual adult Canadian population according to Census data. The margin of error on a sample size of 1,000 adult Canadians is  $\pm 3.1\%$ , 19 times out of 20, of what they would have been had the entire population been polled.

## Pricing

Pricing is on a per question basis, based on volume and question type, on a sample size of 1,000 or 2,000. Please call for pricing.

Questionnaire consultation is not included in question pricing – an additional charge may apply for larger groups of questions or for professional questionnaire advice – please ask us for details.

## Contact Information:

For more information about the *Canadian Online Omnibus*, please visit our website at [www.ipsos.ca/pa/omni/](http://www.ipsos.ca/pa/omni/) or contact:

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