



Ipsos Reid



Canadian Ipsos Reid Express Omnibus

You can wait. And wait. And wait. Or you can get the answers you need now.



Our national omnibus delivers the opinions of 1,000 Canadians inside the week.

Independent. Credible. Reliable. And now at lightning speed. The *Canadian Ipsos Reid Express Omnibus* delivers the opinions of 1,000 adult Canadians age 18+ (territories excluded) inside the week on a dependable, convenient schedule.

It's fast and it's full service. 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.

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.

Who Uses Our Omni and Why?

Clients in the private, public, academic and not-for-profit sectors have placed questions on the *Canadian Ipsos Reid Omnibus Express* to:

- test advertising campaigns
- set benchmarks and measure awareness and usage of brands and services
- profile demographics of and estimate market share
- gauge public opinion on a variety of issues
- forecast trends and track reactions & opinions on specific issues

Schedule

Have your questions ready to go and confirmed with us by 12 pm EST on the 1st and 3rd Monday of every month and you'll have closed ended data tables by 4 pm on Friday. Partial and open-ended results follow 3 business days later.

Target specific market segments

If you're interested in results only from specific portions (or segments) of the general population, your questions can be placed over a series of survey waves to create one sample. Please call us for pricing and possibilities on this option.

How do I receive my data?

You'll receive detailed data tables with responses to your questions broken down by key regional and demographic variables including:

- age
- gender
- region
- education
- income

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.

Data Intended for Public Release

Public polls conducted by Ipsos Reid consistently earn 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 omnibus surveys are collected via our national network of over 1,000 CATI (Computer-Assisted Telephone Interviewing) stations. Our team of professional interviewers, supervisors and field coordinators ensure the rapid collection and tabulation of data, producing consistent, high quality results.

Regional Segmentation & Margin of Error

| | 1,000 Sample Size | Margin of Error* |
|-----------------------|-------------------|------------------|
| British Columbia | 131 | ±8.6 |
| Alberta | 104 | ±9.6 |
| Manitoba/Saskatchewan | 65 | ±12.2 |
| Ontario | 380 | ±5.0 |
| Quebec | 250 | ±6.2 |
| Atlantic | 70 | ±11.7 |
| Total Canada | 1,000 | ±3.1 |

*19 times out of 20, of what they would have been had the entire adult Canadian population been polled.

The sample is stratified by census division and households are selected from a central telephone-sampling program using modified random-digit dialing.

The survey data are weighted to ensure the sample's age/gender composition reflects that of the actual adult Canadian population according to Census data.

Pricing

Pricing is on a per question basis, by question type, and based on a sample size of 1,000. Assistance with omnibus question development is always available – professional time charges may apply in addition to the regular question costs – please ask us for pricing.

Contact Information:

For more information about the *Canadian Ipsos Reid Express Omnibus*, please visit our website at www.ipsos-pa.com/omnibus or contact:

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