

Take Canada's Pulse With The Abacus Data National Omnibus Survey

Abacus Data's national omnibus survey uses a cost-sharing approach to enable multiple clients to survey the opinions and behaviours of Canadians at the same time.

Ideal for clients with a well-defined scope or budget, purchasing questions on our monthly omnibus will give you accurate results and valuable insights to inform strategy development, test concepts/messaging, identify new markets, and generate compelling content.

About the online Omnibus Survey

- At least 1,500 Canadian adults are interviewed monthly.
- Representative samples from large panels.
- Statistical weighting according to census.
- Data collected over 4 to 6 days.
- Crosstabulations delivered within 2 business days of survey completion.
- Visual report with actionable insights delivered within 5 business days.
- Customization available: provincial oversamples, target audiences, etc.

Questions included with purchase:

- Demographics (age, gender, education)
- Household income
- Employment status and union membership
- Community type (urban, suburban, rural)
- Federal vote intention
- 2015 federal vote choice

	1 to 3 questions	4 to 6 questions	7+ questions
Standard Cost Per Question	\$1,000	\$900	\$800
Optional add-ons (per question)		Extra grid question: \$400 Semi open-ended question: \$500 Open-ended question: \$700	
Regional/provincial Over-sample* (per 100 completes)		\$600 per 100 interviews	

HOW IT WORKS:

1. Send us your question – our consultants will provide design help to ensure you're getting the data you need.
2. Define your scope – we'll make sure you tap into the audience you're most interested in hearing from.
3. Put it out there – we'll field your question in our monthly omnibus and get responses from 1,500+ Canadians within 48 hours.
4. Analyze it – we'll collect and compile the data, create a topline report within 2 days, and share it with you in a way that's easy to understand.
5. Action it – we'll create a visually appealing summary report with actionable insights for organization.

HOW ELSE WE CAN HELP:

1. We can brief decision makers and stakeholders on your behalf. Sometimes, the information and data has more impact coming from an independent, third party.
2. We can leverage our social networks to get your content in front of the right people.
3. We can work with our partners at spark*advocacy to make your content beautiful, impactful, and engaging.

All these services are offered at an additional cost.

ABOUT ABACUS DATA

We are the only research and strategy firm that helps organizations respond to the unprecedented threat of generational change and technological disruption.

We are an innovative, fast-growing public opinion and marketing research consultancy. We use the latest technology, sound science, and deep experience to generate top-flight research-based advice for our clients. We offer global research capacity with a strong focus on customer service, attention to detail, and exceptional value.

Our research has been cited and is trusted by local, national, and international news organizations.



CBCnews



For more information or a custom quote, contact our Business Development Manager, Yvonne Langen, or visit our website.

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