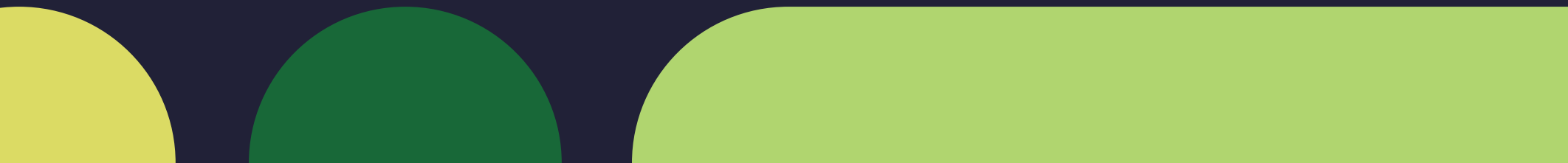




**abacus**  
 **data**

**National  
Omnibus  
Survey**





## 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 gather the opinions and perceptions of Canadians at the same time.

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





## About the National Omnibus Survey

- Data collected through online survey over 4 to 6 days.
- Visual report with actionable insights delivered within 5 business days thereafter.
- At least 1,500 Canadian adults are interviewed weekly.
- Statistical weighting to reflect Canada’s diverse population.
- Customization available.



## Questions included with purchase:

- Demographics (age, gender, education)
- Household income
- Employment status and union membership
- Community type (urban, suburban, rural)
- Federal vote intention
- 2021 federal vote choice

	1 to 3 questions	4 to 6 questions	7 + questions
<b>Standard cost per question</b>	\$1200	\$1,100	\$1000
<b>Optional add-ons (per question)</b>	Extra grid question: \$500 Semi open-ended question: \$750 Open-ended question: \$1000		
<b>Regional/provincial Over-sample* (per 100 completes)</b>	\$600 per 100 interviews		

\*over-sample pricing applies only to additional general population respondents

## How it works:

1

### Send us your questions

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 weekly omnibus and get responses from 1,500+ Canadians within 4-6 days.

4

### Analyze it

We'll collect and compile the data, create a topline report within 5 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.

## Additional services:



We can brief decisionmakers and stakeholders on your behalf. Sometimes, the information and data has more impact coming from an independent, third party.



We can leverage our large social networks to share your findings and use targeting to ensure it gets seen by the right people.

**These services are offered at an additional cost.**



# About Abacus Data:

Through qualitative and quantitative research methods, we help organizations and businesses navigate some of their biggest challenges, deepen relationships with customers and stakeholders, and better understand the road ahead with data-driven insights from our insatiably curious team of researchers.

We are an innovative, fast-growing public opinion and market 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.



For more information or a custom quote, contact our Vice President, Sales & Marketing **Yvonne Langen**, or visit our **website**.