



# Ipsos Reid Canadian Omnibus Services



Dependable, reliable, and faster than ever, Ipsos Omnibus surveys are fast turnaround research vehicles for getting the answers you need nationally, provincially, or even by market segment. Ideal for clients in the public, private and not for profit sectors, omnibus products are reliable and accurate solutions for those who want to gauge public opinion, test advertising campaigns, set benchmarks, measure awareness and usage of brands and services, profile demographics, forecast trends, and track reactions and opinions on specific issues.

## 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 only available to you.

## What kinds of Omnibus Services are available?

### National Omnibus Surveys

#### Ipsos Reid TeleNation Canada Omnibus

A national omnibus survey delivering the opinions of 1,000 Canadians on a dependable schedule. Have your questions ready to go and confirmed with us by 12 p.m. EST on the first Monday of every month and you'll have closed ended data tables by 4 p.m. on Friday. Partial and open ended results follow three business days later.

#### Ipsos Reid eNation Canada Omnibus

A daily omnibus survey capable of delivering the opinions of up to 2,000 online Canadians every seven days. A new wave of the *Ipsos Reid eNation Canada Omnibus* starts every business day. Questions submitted by 1 p.m. EST on any business day receive closed-ended data tables by 4 p.m. EST on the same day the following week.

#### Ipsos Reid Overnight eNationCanada Omnibus

Get the pulse of public opinion in just one day! The *Ipsos Reid Overnight eNation Canada Omnibus* is an ideal survey instrument to gauge public opinion and reaction to issues, plan crisis communications and better understand emerging issues. Turnaround is immediate – questions confirmed by 11 a.m. EST on any weekday will have closed-ended data tables by 4 p.m. the next business day.

### Provincial Omnibus Surveys

#### Ipsos Reid Provincial Online Omnibus

A continuously fielding survey of public opinion in B.C., Alberta, Saskatchewan, Manitoba, Ontario, Quebec or the Atlantic region. A new wave of the *Provincial Online Omnibus* starts every business day. Questions submitted before 1 p.m. EST on any business day will receive closed-ended data tables by 4 p.m. EST on the same day the following week.

#### Ipsos Reid Ontario Online Omnibus

The *Ipsos Reid Ontario Online Omnibus* delivers the attitudes and opinions of 800 Ontarians on a dependable, convenient and daily schedule. Questions submitted before 1 p.m. EST on any business day will receive closed-ended data tables by 4 p.m. EST on the same day the following week.

#### Ipsos Reid Alberta Online Omnibus

The *Ipsos Reid Alberta Online Omnibus* delivers the attitudes and opinions of 800 Albertans on a dependable, convenient and daily schedule. Questions submitted before 1 p.m. EST (11 a.m. MST) on any business day will receive closed-ended data tables by 4 p.m. on the same day the following week.

#### Ipsos Reid BC Online Omnibus

The *Ipsos Reid BC Online Omnibus* examines the thoughts and opinions of 800 British Columbians aged 18+. Questions submitted before 1 p.m. EST (10 a.m. PST) on any business day will receive closed-ended data tables by 4 p.m. on the same day the following week.



Ipsos Reid



**Ipsos Reid Ontario Omnibus**

A monthly survey of public opinion in Ontario and the GTA. A new wave begins the first Monday of the month, with close-ended question results available one week later. This omnibus survey is conducted through telephone interviews with a representative sample of 800 adult Ontarians.

**Ipsos Reid Quebec Omnibus**

A monthly survey of public opinion in Quebec. A new wave begins the first Monday of the month, with close-ended questions results available three weeks later. This omnibus survey is conducted through telephone interviews with a representative sample of 500 adult residents of Quebec.

**Specialty Omnibus Surveys**

**Ipsos Reid Homeowner eNation Canada Omnibus**

From the ABC's of the abode – the attics, basements and cupboards – to mortgages, finances, and family estate planning – the *Ipsos Reid Homeowner eNation Canada Omnibus* can help you get the information you need in just five business days. A new wave begins every business day and is the only online omnibus that performs like your own custom survey of Canadian homeowners.

**Ipsos Reid Parent eNation Canada Omnibus**

Every week we survey 1,000 Canadian parents of babies, toddlers, tweens and teens. Find out what parents think about everything from cookies to curfews and discipline to daycare in just five business days. The *Ipsos Reid Parent eNation Canada Omnibus* is an online omnibus that performs like your own custom survey of Canadian parents of children from newborns to age 17. A new wave begins every business day.

**Ipsos Reid Teen eNation Canada Omnibus**

Every week we test the attitudes, attributes and opinions of 1,000 Canadian teens aged 13–17. Need to know what impact your product, service or concept has in the teen marketplace? Get the answers you're looking for in just five business days with the *Ipsos Reid Teen eNation Canada Omnibus*. A new wave begins every business day.

**Global @dvisor**

*Ipsos Global @dvisor* delivers the answers to your questions from across the country to around the world. Every month, we complete 500 to 1,000 online interviews per country, with capabilities in 24 countries around the world. Clients can join in on any wave in whatever combination of one or more countries with their proprietary questions. Results delivered in four weeks.

**About Ipsos Public Affairs**

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of North American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world.

In the U.S., UK and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals, and the Hispanic polling partner of Telemundo Communications Group, a division of NBC Universal providing Spanish-language content to U.S. Hispanics and audiences around the world. In Canada, Ipsos Public Affairs is the official polling partner of Postmedia News/Global Television.

Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company controlled and managed by research professionals.

Visit [www.ipsos-na.com](http://www.ipsos-na.com) to learn more about Ipsos' offerings and capabilities.

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**Ipsos Reid**