

omnibus

# Insights

Our weekly Omnibus is the perfect vehicle to gauge the opinions of 800 British Columbians quickly, easily and accurately at a fraction of the cost of a stand-alone project because the costs are shared with other clients.

## Use our Omnibus to:

- Measure awareness of your brand or a particular initiative
- Determine public support/opposition on a particular topic
- Test awareness and recall of a marketing campaign
- Track usage and awareness of your product or service
- Test reactions to a new concept or new visual
- And more!



## Why Omnibus Insights?

- Reliable results: successful predictions in the outcomes of 23 elections across Canada and the USA
- Fast turnaround: submit your questions by 12pm PST on Wednesdays, and receive data tables by the following Wednesday
- Cost effective: save money by sharing the survey and sample
- Customizable: incorporate audio, video and print with options available to target specific regions
- Access to the best panel in BC: reach fresh, engaged and hard-to-reach British Columbians
- Trusted source: the most cited and most recognized research company in Western Canada
- Survey expertise: help with questionnaire development and analysis from some of the most prominent pollsters in the country

## What do we get and how much does Omnibus Insights Cost?

- Questionnaire design consultation
- Survey results from n=800 British Columbians, proportionate by age, gender, and region
- Written factum with PowerPoint presentation available as an add-on
- Detailed tables with cross-tabulations of standard variables (age, gender, region etc.)
- Optional press release add-on
- \$600 to \$1,000 per question, depending on nature of questions
- Discounts provided for bulk buying/multiple questions

For more information on [Omnibus Insights](#), contact:

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**Insights**  
Simplified  
Understanding **West**

[www.InsightsWest.com](http://www.InsightsWest.com)