

## omniVu Fact Sheet

omniVu is a quarterly telephone survey conducted with 1000 Canadian adults, 18 years of age or older. It is nationally represented with quotas assigned by province, CMA, and gender.

### Quarterly Field Dates

(Note: Additional monthly dates available upon request)

March  
June  
September  
December

### Methodology

- ❖ The nationally representative landline sample is drawn randomly using ASDE software.
- ❖ Mobile sample is included with national representation.
- ❖ The Voxco CATI system is used to contact all respondents.
- ❖ Data collection is conducted from our Moncton, Toronto, and Montreal contact centres.
- ❖ Respondents are interviewed between 5pm-9:30pm on weekdays and between 10am-6pm on weekends.
- ❖ A minimum of 5% percent of each interviewer's work is monitored for quality control in accordance with the industry standards set by the Market Research and Intelligence Association (MRIA).
- ❖ The survey data is weighted by age, gender and region using Canadian 2011 Census data to ensure representation of the total Canadian population 18 years of age or older.
- ❖ The Margin of Error for a survey of 1000 Canadians is +/- 3.1% at 95% Confidence Interval.

### Deliverables

- ❖ We provide detailed statistical tables with two standard banners in Excel and Word format.
- ❖ SPSS Datafile available

### Demographic Data Provided

- ❖ Marital status
- ❖ Number of people in the household
- ❖ Number of children under 18 living at home / Number of children under 2 years
- ❖ Year of birth / Age
- ❖ Language spoken at home
- ❖ Employment Status
- ❖ Occupation
- ❖ Education level
- ❖ Household income
- ❖ Gender
- ❖ CMA/Non CMA and Community Size
- ❖ Province/Region

### Detailed Quotas

- ❖ 50/50 gender split within the province/CMA's per below.

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Province/CMA	Total Quota=1000
NFLD	16
PEI	4
Halifax CMA	12
Balance N.S.	18
NB	24
Montreal CMA	116
Balance Quebec	127
Ottawa CMA	27
Toronto CMA	161
Balance ONT	195
Winnipeg CMA	22
Balance MB	13
SASK	30
Edmonton CMA	33
Calgary CMA	34
Balance AB	35
Vancouver CMA	69
Balance BC	64
<b>TOTAL:</b>	<b>1000</b>

Regional Distribution	n=1000
Atlantic	74
Quebec	243
Ontario	383
Manitoba/ Saskatchewan	65
Alberta	101
British Columbia	134
<b>Total</b>	<b>1000</b>

For pricing information, please contact:

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