



omniVU

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.

Methodology

Nationally representative landline sample is drawn randomly using ASDE software.

Mobile sample is included with national coverage.

Interviews are conducted in English and French using the Voxco CATI system.

Data collection is conducted from our Moncton, Toronto, and Montreal contact centres.

Respondents are interviewed between 5:00pm-9:00pm on weekdays and between 10am-6pm on weekends.

A minimum of 5% percent of each interviewer's work is monitored for quality control purposes in accordance with industry standards.

The survey data is weighted by age, gender and region using the most recent Canadian Census data to ensure representation of the total Canadian population 18+ years of age.

The Margin of Error for a survey of 1000 Canadians is +/- 3.1% at 95% Confidence Interval.

- Quarterly field dates

March	September
June	December

- Deliverables

SPSS Datafile

Detailed statistical PDF tables with two standard banners

- Demographic data

Marital status

Number of people in the household

Children under 18 living at home (by age categories)

Year of birth / Age

Language spoken at home

Employment Status

Occupation

Education level

Household income

Gender

CMA/Non CMA and Community Size

Province/Region

About NLogic

We are Canada's leading provider of audience analysis tools, data and market research for the TV and radio broadcast industry, media agencies and advertisers.

Detailed quotas

Province/CMA	Completes
NL	16
PE	4
Halifax CMA	12
Balance NS	18
NB	24
Montreal CMA	116
Balance QC	127
Ottawa CMA	27
Toronto CMA	161
Balance ONT	195
Winnipeg CMA	22
Balance MB	13
SK	30
Edmonton CMA	33
Calgary CMA	34
Balance AB	35
Vancouver	69
Balance BC	64
TOTAL	1000

Regional Distribution	Completes
Atlantic	74
Quebec	243
Ontario	383
Manitoba/ Saskatchewan	65
Alberta	101
British Columbia	134
TOTAL	1000

For pricing information, please contact:

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