

## 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

- March
- June
- September
- December

### Methodology

- Nationally representative landline sample is drawn randomly using ASDE software.
- Mobile sample is included with national coverage.
- The Voxco CATI system is used to contact all respondents.
- Interviews are conducted in English and French.
- 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 set by the Canadian Research Insights Council (CRIC).
- 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.

### Deliverables

- SPSS Datafile
- We can provide detailed statistical tables with two standard banners in PDF format.

### Demographic Data Provided

- 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



## Detailed Quotas

- 50/50 gender split

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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