

# PIONEER OMNI

## EXPLORE. EVOLVE & GROW.

Do so with the U.S.'s highest quality, high-value, independent online omnibus survey.

At the start of the third week of every month\*, Dufferin Research in partnership with Zinc Tank will conduct monthly online *Pioneer* omnibus survey of 1,200 Americans. Market research companies, corporations, associations, government and non-for-profit organizations seeking a national or regional survey conducted are welcome to participate in our cost effective research vehicle.

Beyond the basic value proposition, clients can be assured that they are being served by a professional, experienced and *independent* team. Our independence extends to the sample too—we are using Survey Sampling International's industry leading, and among the best managed and refreshed, internet panel. With Dufferin Research at the helm—a



recognized leader in the arena on online surveys—in partnership with Zinc Tank (experienced in questionnaire design and omni protocols), we are focused on delivering clients the highest quality online data collection via our *Pioneer* omnibus survey.

We offer a quick and reliable turnaround—assuming that clients have a completed and approved survey, we will complete data collection and deliver data tables to our clients within five (5) business days. If over-samples are required, seven (7) business days will be required. However, with our password protected back office, clients can review findings while data is being collected and begin to prepare their reports. With our *Pioneer* omnibus, clients get the speed, reliability and integrity they need to support their decision making and tracking needs.

### BEST PRACTICES: Our dedication of the highest quality and data integrity.

In participating in the *Pioneer* omnibus, survey clients can be assured of the quality of their data with our adherence to following best practices.

- Judicious panel use: We guarantee that no potential respondent will be contacted more that twice a year, and wherever possible we will limit contact to once a year per panel member.
- Representative Distribution: Our completions will reflect the population distribution by region, with the clear understanding that this is an online sample and survey (see table approximate population distributions and our quotas).
- No survey will exceed 15 minutes. Should the circumstance of a longer survey arise, our team will obtain more panel sample and program the survey to efficiently rotate sections to meet this guarantee.
- Questionnaire section randomization: We randomize client blocks to avoid order bias.
- Over-sampling: In cases where a client seeks a sample boost by region/demographic, we will complete the base omni sample (n=1,200) and then subsequently continue the survey with that client's specific questions to meet their required quota.
- Mail engine and technology reinvestment: All project partners are committed to reinvesting in panel contact mailing procedures to deal with ongoing matters of internet security and more restrictive spam controls. We have multiple-redundancy to data protection. As well, distributed services and a multi-homed internet backbone with full power outage protection means practically no downtime.
- Industry standard banners: Clients receive standard banners for region, gender, age group, educational attainment, household income and household composition.

Sample Regions	Population Distribution (2006 Est.)	Sample: 1,200 Respondents	
		Population	Quota
New England	5%	59	75
Mid Atlantic	14%	165	175
South Atlantic	19%	232	200
East North Central	15%	186	175
West North Central	7%	80	100
East South Central	6%	71	75
West South Central	11%	133	125
Mountain	7%	82	75
Pacific	16%	192	200
Total	100%	1,200	1,200

\* Except for December



Dufferin Research and Zinc Tank are both members of the Marketing Research & Intelligence Association of Canada (MRIA), and abide by their Code of Ethics as well as all applicable federal privacy and protection of personal information legislation.



## COSTS

The Voyageur Omni conducts 1,200 monthly interviews with online American adults 18 years or older (100% incidence). With our omnibus, you receive questionnaire design consultation from a senior researcher, an online report and detailed set of data tables with three (3) standard banners. All prices are in Canadian dollars.

Need to only field a few questions? We offer an attractive Basic Package of 4-Close-ended questions or 10 items or 2 closed & 4 items for \$2,500.

Require more questions or more customized options? Use our pricing grid to frame your study and budget and fulfil your research needs.

Type of Question		Sample Size (n=1,200)
Standard close-ended question	Yes/No & single response/multi-select counts as 1 question	\$750
Items in Item Bank	If 4 or more items per page	\$350 per item
Open-ended question	1 question, maximum 250 characters, NO CODING (Verbatims provided in dataset)	\$1,250
Correspondence Analysis/ Attribute List (follow-on rating)	Every 4 is 1 question	\$400 per item

## TERMS & CONDITIONS

- Minimum question quota to field survey.
- Survey is fielded in English. Spanish translation is optional and will be treated as an over-sample.
- Clients are required to sign off on all quotes and mutual confidentiality/non-disclosure agreement. Clients will be invoiced for the entire amount of the omni services contracted.
- Additional Costs: (i) Over-samples and regional quotas – \$5 per respondent per additional sample (minimum 100) + \$150 increment on each question. (ii) Additional banner - \$250 per additional banner; (iii) SPSS dataset—\$500; and (iv) Report (based on 5 minute survey, professionally laid out in client’s PowerPoint template) – Basic rate is \$1,500, with a higher rate for more sophisticated reports/analyses. Please contact us for partial sample considerations.
- Any requested major revisions to the programmed survey will be subject to an additional fee. Any concerns on questionnaires (e.g. flow, wording and quality/ethical concerns) will be flagged and be subject to a consultation fee should the client wish to continue to place the instrument in field.

## FOR MORE INFORMATION ON OUR OMNI OFFERING, CONTACT:



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