

VOYAGEUR OMNI



COSTS

The Voyageur Omni conducts 1,200 monthly interviews with online Canadian 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.

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. French 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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