

SASKATCHEWAN ONTOPIC®

Saskatchewan's First Monthly Omnibus Service

Saskatchewan OnTopic® is the first full-service monthly omnibus service in Saskatchewan that provides you with online data collection and three sampling options (province-wide or city-specific, i.e., Regina or Saskatoon) to suit your needs best.

Our research professionals will guide and advise you on designing the perfect questions for your research needs, or can develop complete questionnaires if desired. Reporting and interpretation of the findings can also be provided at an additional charge.

Our OnTopic® is an ideal tool for measuring advertising recall, brand image, public opinion or any subject for which you want to take the pulse of the general population of Saskatchewan. Sample is drawn using the Inshtrix SaskWatch Research® online panel.

OnTopic® Schedule

Questions are due at 9:00 AM on the first Friday of the month. The online data collection field window runs from Tuesday to Thursday and detailed tables are provided the next day. The detailed tables include the frequencies for all of your questions, cross-tabulations by standard demographic variables (including gender, age, education, income, number of children in the household and region) and significance testing.

Custom cross-tabulations and/or data sets can also be provided upon request.

SaskWatch Research® is a Saskatchewan-only research panel, managed by Inshtrix Research. Panelists are recruited using a variety of methods and are self-profiled on demographic and behavioural variables.

Pricing

Price varies by the type of questions asked on the omnibus. Volume discounts are available for those who purchase questions to run on multiple months.

SAMPLE

- ✔ Representative sample of 800 residents in Saskatchewan. Or, if greater accuracy in urban areas is desired, you can specifically sample 400 residents in Regina OR 400 residents in Saskatoon
- ✔ Quotas are set to ensure the sample matches the distribution of the population by region, age and gender
- ✔ Statistically reliable results within each region of the province

PRICING

Close-Ended	\$750
One Grid Question	\$750
Each Additional Grid Question	\$150
Partial Open-End	\$900
Wide Open-End	\$1,200
Executive Summary	Please Call

Inshtrix Research charges a minimum fee of \$1,500 for participation in the OnTopic® omnibus service—the cost of two close-end questions.

To learn more about the Inshtrix OnTopic® service and how it can benefit your organization, please contact us!