

SASKATCHEWAN ONTOPIC®

Saskatchewan's First Monthly Omnibus Service

SaskWatch OnTopic® is the first full-service monthly omnibus in Saskatchewan that provides you with online data collection and two sampling options (province wide or city specific, i.e., Saskatoon and Regina) to suit your needs best. Professional researchers will provide guidance and advice on question wording or will design 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.

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 is desired, in two major urban centres, 400 residents of Regina and 400 residents of 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

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

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.