

SASKATCHEWAN ONTOPIC®

INSIGHTRIX MONTHLY OMNIBUS SERVICE

Saskatchewan's First Monthly Omnibus Survey

Saskatchewan OnTopic® is the first full-service cost-shared survey in Saskatchewan that provides you with cost-effective online data collection and a range of sampling options to suit your needs best.

How Can OnTopic Help Your Business?

OnTopic® Schedule

Questions are due at 9:00 AM on the first and third Friday of the month. Once received, our professional research team will guide the development of appropriate and practical research questions at **no additional charge**.

On Friday, detailed tables are provided and include frequencies, cross tabulations by standard demographics (e.g., age, gender, education, Indigenous ancestry, income, number of children in the household and region), and significance testing. Custom cross tabulations are also available for an additional fee.

The results of any open-ended questions are coded and provided one business day later - on Monday.

Niche Segments

The Insightrix omnibus service can also provide fast turnaround data from niche segments like farmers, businesses, parents, specific age ranges and different regions of the province (e.g., Saskatoon, Regina, rural Saskatchewan).

The cost for reaching niche segments depends on their incidence in the population. For more information on getting these groups, call us for a quote.

Sample

Our monthly omnibus is an ideal tool for measuring public opinion or any subject for which you want to take the pulse of the general population of Saskatchewan.

- A representative sample of 800 Saskatchewan residents
- Quotas 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

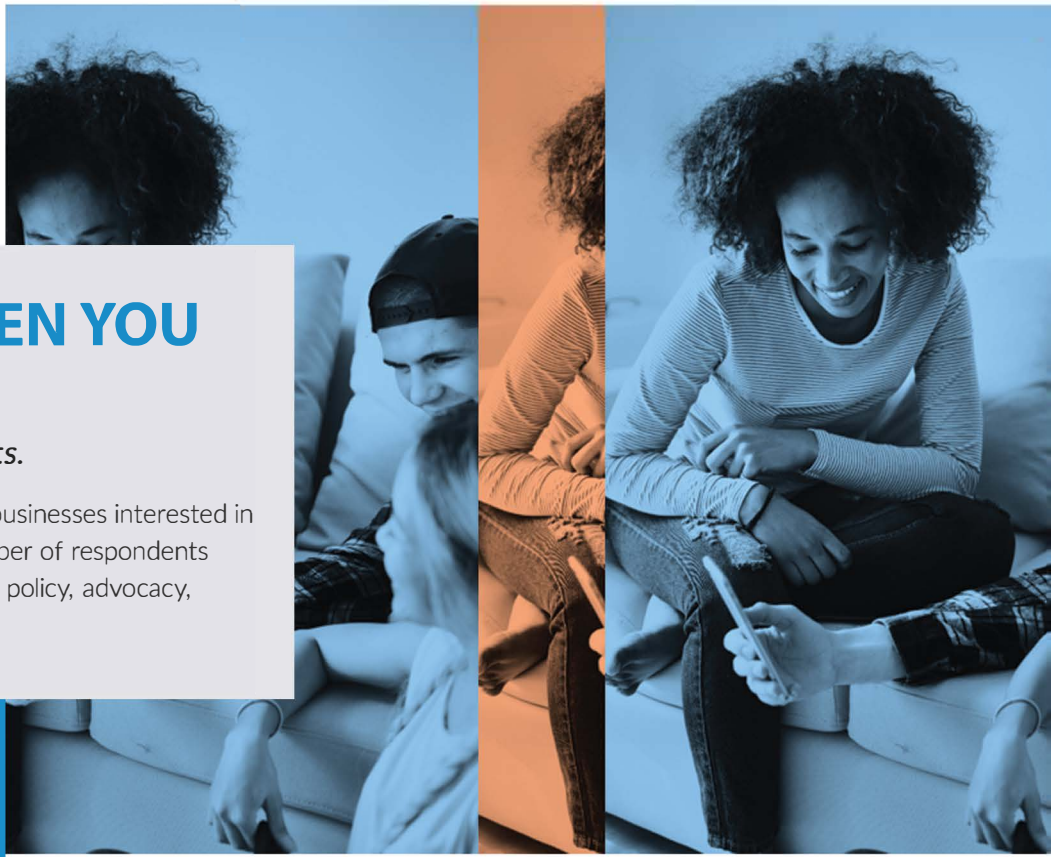
OnTopic can be used to measure advertising recall, brand image, public opinion, and more. The sample is drawn using the Insightrix SaskWatch Research® online community.

About SaskWatch Research®

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



info@insightrix.com
email us to get going.



GET INSIGHTS WHEN YOU NEED THEM.

Fast, reliable and cost-effective insights.

OnTopic is a cost-shared survey that allows businesses interested in the Saskatchewan market to ask a large number of respondents questions about a variety of topics, including policy, advocacy, perception, awareness, and more.

**Receive Your Reporting
How You Want It**

What's Included

- ✔ **Detailed tables** are provided with cross tabulations and significance testing.
- ✔ **Verbatim data** from open-ended questions are included at no additional cost.
- ✔ **Coded data** from open-ended questions are also provided.
- ✔ **An email summary of results** including key insights from the data.

Optional Deliverables

Insightrix can provide you with other ways to inform your data - choose a reporting method that works for your needs. We offer everything from 'just the data' - to complete motion animations. Choose branded deliverables ready for your presentation, website, or social media channels.

Raw Data (SPSS or Excel)..... **\$300**

Infographics

Designed for social media..... **\$250**

Up to 5 data points..... **\$750**

Up to 10 data points..... **\$1,000**

Motion Infographics..... **\$250/question**

PowerPoint Report (includes key insights and implications) delivered within 3-5 business days..... **\$600***

(*PowerPoint reports starting at \$600 with final costs confirmed at question approval)

Insightrix does not charge a fee for referencing our brand in media releases about your survey results. However, we require approval of your release - which we will vet without delay or interference - to ensure accuracy.

Pricing

Price varies by the type of questions asked.

Close-Ended..... **\$950**

One Grid Question..... **\$950**

Each Additional Grid Question..... **\$195**

Partial Open-End..... **\$1,100**

Wide Open-End..... **\$1,350**

Insightrix Research charges a minimum fee of \$1,900 for participation in the OnTopic® omnibus service - the cost of two close-ended questions.

Video Insights

Hear from participants in their own words. Take advantage of our video response capabilities. Survey respondents can upload a video of themselves answering your questions to bring your research to life!..... **\$1,500/question**

Optional Highlight Reels..... **\$2,000/reel**

(max. 40 videos per reel)