

ANGUS REID DAILY OMNIBUS

# When You Need It Yesterday



The quickest, most accurate and affordable way to take the pulse of Canadians from coast to coast.

Vision Critical™ is Canada's first and only daily online omnibus provider. With our Angus Reid Daily Omnibus, you can speak to a cross section of Canadians and get results in a flash — in as little as one business day, Monday to Friday. Sample is provided by the Angus Reid Forum, Canada's most authoritative national panel. And with our rich media options, you'll be able to engage respondents in deeper ways than conventional surveys. Go beyond words to stream audio and video, or test images like print ads and logos.

## WHAT WE PROVIDE

- Feedback from 1,000 Canadians (18 years +) at a nationally representative level — every day
- Access Monday to Friday
- Next-day turnaround for closed-ended questions
- Better response quality with triple opt-in screening
- Professional senior research staff expertise in your sector

## HOW LEADING COMPANIES USE THE ANGUS REID DAILY

- Test corporate communication strategies
- Gain insight into public opinion
- Conduct crisis issue management
- Uncover emerging industry trends
- Assess product concepts
- Gauge marketing program awareness

## PROFESSIONAL SUPPORT FOR PUBLIC RELEASE PROJECTS

- Assistance finalizing the questionnaire
- No charge for incorporating results into press releases, and we review the numbers and interpretations

## QUESTION OPTIONS

What would you like to ask Canadians? Contact us today and see results tomorrow.

Standard Question Type	Price
Close ended	\$750
One Grid Question	\$750
Each additional Grid Question	\$100
Semi-Open Ended (other — specify)	\$950
Wide Open Ended	\$1100

## ADDITIONAL FEATURES

Add streaming video, audio, or power point to your questions for improved responses. Contact us for more details on rich media capabilities.



Activated Highlighter

Heat Map Report

## ABOUT VISION CRITICAL™

Vision Critical is a strategic interactive research company combining interactive technology, strategic researchers and global panels. We help companies reduce research costs while generating engaging and insightful relationships with consumers. Vision Critical uses a visual approach, panel technology and our own national panels to embrace markets with the click of a mouse.



[www.visioncritical.com](http://www.visioncritical.com)  
[www.visioncritical.com/arp](http://www.visioncritical.com/arp)

## TO BOOK YOUR QUESTIONS TODAY, CONTACT

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