

ANGUS REID B.C. OMNIBUS

When You Need It Yesterday



The quickest, most accurate and affordable way to take the pulse of 800 B.C. residents with same week turnaround.

Vision Critical™ is B.C.'s first and only same-week provincial omnibus provider. With our Angus Reid B.C. Omnibus, you can speak to a cross section of British Columbians and get results in a flash. Submit your questions by Monday and receive answers by Friday of the same week. 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 800 B.C. residents (18 years +) at a provincially representative level — each week
- Access to same week turnaround — questions due Monday, results delivered Friday
- Better response quality with triple opt-in screening
- Increased security with strict respondent engagement
- Professional senior research staff expertise in your sector

HOW LEADING COMPANIES USE THE ANGUS REID B.C. OMNIBUS

- Gather public opinion
- Test corporate communication strategies
- Evaluate crises as they arise
- Uncover emerging provincial trends
- Gauge marketing program awareness
- Evaluate concepts and creative pieces

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 B.C. residents today?

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 print to your questions for improved responses. Contact us for more details or 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
www.visioncritical.com/arp

TO BOOK YOUR QUESTIONS TODAY, CONTACT

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