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## *RIDING SURVEY OVERVIEW*

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2015

# PROFILE

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**Oraclepoll Research Limited (Legal Name)** is a multi-lingual, full market and public opinion polling, market research, program evaluation, and consulting service, providing qualitative and quantitative research services. Oraclepoll assists clients with project / survey design and consultation, data collection, data processing (coding, data entry) as well as reporting. Over the past two decades, the firm has worked with industry, all levels of government, not for profit and advocacy groups to deliver timely and relevant information. The company has offices in Toronto, Montreal and Sudbury Ontario (call centre location) and currently employs over 75 staff. Oraclepoll uses its own trained and supervised staff for all its data collection needs.

We offer both quantitative & qualitative research options for:

- Consumer Studies
- Business-to-Business Research
- Executive Research
- Customer/Employee Satisfaction Studies
- Political Polling
- Tracking Studies

Live person to person telephone interviewing is our specialty. Our multilingual call centre staff at our call centre uses state of the art Voxco™ CATI computer assisted telephone interview software. We also use the Voxco Interviewer Web™ online survey engine.

In addition, to proprietary / dedicated surveys we also offer a full compliment of omnibus and panel study options. These include Canada wide and regional omnibus telephone surveys as well as online panel surveys for the general market as well as specialty panels of youth seniors etc.

Oraclepoll Research Limited also provides the following services:

- Focus groups – both traditional & online including recruiting, moderating & reporting
- Mail out surveys
- Intercept / in person interviews (CAPI)

# OVERVIEW

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Oraclepoll Research Limited employs live person to person callers using Computer Assisted Telephone (CATI) interviewing and random number selection (RDD) for all our Riding surveys. Our firm stands by telephone research (using live multi-lingual callers & Bi-lingual callers where required) as the most accurate method by which to gather data from a statistically valid and representative cross section of the general population.

For all new projects Oraclepoll obtains/purchases a most recent RDD database that will be inclusive of cell phone only residences, private and new numbers by one of the leading industry database suppliers recognized by the MRIA (Marketing Research Intelligence Association).

Throughout the data collection process 20% of all interviews will be monitored and 100% supervised by call centre management to ensure quality control. Regular update reports (as requested) will be provided to the client with respect to the status of the data collection process including progress.

Oraclepoll works with its clients to design the questions or indicators. Prior to full data collection, we recommend a pilot testing of the survey instrument on a sample of 10 respondents. Pilot testing is an essential step that will ensure that there are no deficiencies, discrepancies in the questionnaires, its wording/phrasing or clarity and to ensure that there are no errors in the CATI programming. Clients may listen in on the calls or they may be recorded and sent for review and if there are no further changes we will proceed to the data collection stage. The surveys will be conducted using computer-assisted techniques of telephone interviewing (CATI) using our state of the art Voxco® Computer Assisted Telephone Interviewing (CATI) system. We may provide an online version of the survey that can be available to those requesting it or refusing to complete a telephone survey.

One respondent at each residence will be surveyed and we recommend a process where the person with the most recent birthday is recruited on the phone in order that we get a good cross section of the population.

Data collection is for each Riding project usually takes 3-5 days (depending on the sample size). Initial calls will be made from 6-9 pm and subsequent calls from no answers or busy numbers will be made up to 7 times on a staggered daily rotating basis from 9 am to 9 pm over the call period. There will be at least one weekend call. After the 7<sup>th</sup> call the number will be discarded (or after a refusal, out of service etc) and a new number will be added to supplement it. In addition, telephone appointments will be scheduled at a more convenient time for those too busy to complete an interview at the time of being called. Respondents unwilling to complete the survey by telephone may also be offered the opportunity to complete the survey electronically. Here respondents are provided with a permissive password to access the online survey.

At the end of the data collection stage, the data will be cleaned; coded and any open-ended questions will have their verbatim responses coded into manageable categories.

Oraclepoll Research Limited will also provide a written report with analysis and recommendations as well as descriptive statistics (e.g., frequencies, means, cross-tabulations, etc.), tables and/or graphs, to help interpret of the survey results. A sample disposition will be provided that will outline the number of calls made, the response rate etc.

Demographic questions are also included that are comprised of age, household income, gender and education.

Final reports provided to clients will / may contain the following:

- A description of the research methodology (objectives / methodology & logistics / sample disposition). This section will outline information such as the method of interviewing, the number of completed surveys (sample size), confidence and a sample disposition or characteristics (refusal/completion rate), the timing and the margin of error.
- An executive summary / analysis section. It will also include statistical tables along with histograms and charts (where applicable).
- Results by question report section
- Crosstabulations section with findings broken out by demographic cohorts and area / zones / quadrants (if required)
- An SPSS or Excel data set may also be provided

## SAMPLE OPTIONS & COSTS

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The following are sample size options assuming an average questionnaire length of 8 minutes or up to 25 questions. The n=300 sample is the minimum one recommended.

	SAMPLE SIZE & LENGTH	Margin of Error	TOTAL PROJECT COST (ADD HST)
1	N=150 (8 minutes / up to 25 questions)	± 8.0%, 19/20 times	\$1350
1	N=300 (8 minutes / up to 25 questions)	± 5.6%, 19/20 times	\$2700
2	N=400 (8 minutes / up to 25 questions)	± 4.9%, 19/20 times	\$3600
3	N=500 (8 minutes / up to 25 questions)	± 4.4%, 19/20 times	\$4500