



Opinion Search is Data Collection

CATI	275 in-house Internet enabled CATI stations
Online	Panels, programming, hosting & emailing
Qualitative	9 focus group suites, recruiting & more
IVR	Integrated with our CATI and online systems
Data Access	Real-time dataCAP online portal for quant and qual
Support Services	Translation, coding, cross-tabs and more

Make Opinion Search your one-stop-shop data collection partner.

responsive service, reliable results



YOUR ONE-STOP-SHOP FOR DATA COLLECTION

CATI

- 2 networked call centres with 275 Internet enabled CATI stations with automated and predictive dialler capabilities
 - Digital audio recording of interviews or playback to respondents of audio clips
 - Dedicated on-site supervision, monitoring and HR staff
 - Continuous interviewer training and customized project-specific training
 - Multi-lingual interviewing including English, French, Spanish, Chinese and more
 - Skilled B2B interviewers and dedicated project teams
- Separate simultaneous translation booth in Montreal and Ottawa
 - Free in-house video streaming or arrange for either ActiveGroup or FocusVision
 - Bilingual recruiting from your customer lists, RDD or our proprietary database

IVR

- In-bound or out-bound IVR complements other data collection methods to gain broader access to your target audience
- Collect immediate feedback on purchases, service & events by using notices on receipts, in newspapers, on monthly bills and more

ONLINE

- Proprietary Canadian online panel with Propensity Score Weighting system to go beyond standard demographic weights
- Quality checks including detection of speeders, straight-liners, inattentive respondents and more
- Range of recruitment methods –RDD, partner email campaigns, partner websites and more
- Advanced programming techniques to improve respondent engagement including sliders, drag & drop, card sort, image mapping, mouse-over definitions and more
- Survey programming and hosting in multiple languages
- Panel development, hosting and management

FOCUS GROUPS

- 3 modern focus group suites in each of Toronto, Montreal and Ottawa
- Spacious client viewing suites with high speed Internet, closed-circuit TV and lounges

REAL TIME DATA & LISTS

dataCAP:

- All of your quantitative data available in real time 24/7 anywhere you have Internet access
- Real time frequencies, cross-tabulation, open-ended comments, quota status & dispositions
- Hierarchical data access for your team members and end-client organizations, branded with your logo

qualCAP:

- View your group lists online from anywhere with Internet access, with real time updates 24/7

ADDITIONAL SERVICES

- In-house English-French translation
- In-house collapsing and coding of open-ended responses
- Cross-tabulation tables and new variable creation to your specifications
- Updating of tracking data in your PowerPoint deck

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About Opinion Search

Opinion Search is your one stop shop for data collection. With 275 Internet enabled CATI stations, nine newly designed, modern focus group suites and Canada's premier online research panel, there is no need to look elsewhere. For online research, telephone surveys, qualitative recruiting and rooms, make Opinion Search your data collection partner.

Benefit from Opinion Search's **20+ years** of data collection experience.