

Ask Alberta

Monthly Online Public Affairs Omnibus

Quickly and effectively engage with Albertans about the issues and ideas that matter most to your organization and its stakeholders

How it works:



You need to understand how Albertans feel about an issue or idea



We discuss your needs with you and develop the right questions



We ask your questions with a representative sample of adult Albertans



You receive results in as few as 5 business days from survey close

What we offer:

- A **monthly, cost-effective vehicle** for professionals from a variety of industries/sectors to field questions with a representative sample of Albertans
- An **experienced research team** to explore your ideas and help craft effective, incisive questions
- A **flexible, interactive, and engaging online survey platform** that is proven to capture respondent interest and encourage rich, thoughtful answers
- **Responses from 1,100 or 1,500** of our proprietary online research panel, gathered over one full week
- A **3 question** (or flat fee) **minimum** requirement
- **High quality survey results**, detailed data tables (*in PDF format, weighted by gender, age, and region to reflect Alberta's population according to Statistics Canada Census data*), and a summary deck in as few as **5 business days from survey close**
- Access to **rich demographic data** (up to 3 variables) to help shape your survey results into actionable insights

Options and pricing:

Question Type	n = 1,100	n = 1,500
Standard closed-end	\$800	\$950
Item bank (<i>closed-end fee, plus: </i>)	\$150/item	\$200/item
Partial open-end	\$900	\$1100
Full open-end	\$2000	\$2500
Weighted data set	\$750	\$750
Additional demos in data (3 included)	\$500 each	\$500 each

Have a question to Ask Alberta? Contact us to learn more:

Email: omni@thinkhq.com | Phone: 403.475.7871 | Web: www.thinkhq.com

Sample frame

Please note: final data are weighted by gender, age, and region to reflect Alberta's population according to Statistics Canada Census data.

Region	1,100 interviews	1,500 interviews
North	n = 142	n = 204
Central	n = 133	n = 183
South	n = 121	n = 167
Edmonton and area	n = 335	n = 449
Calgary and area	n = 367	n = 497
<i>Considered accurate within*</i>	+/- 2.95 percentage points	+/- 2.5 percentage points

**Based upon a probability sample of each size, at a 95% confidence interval.*