



UNIVERSITY OF
SASKATCHEWAN



SSRL Quarterly Omnibus Telephone Survey

What is the Omnibus Survey?

The Social Sciences Research Laboratories' (SSRL) omnibus telephone survey offers researchers the opportunity to gather representative data from Saskatchewan residents. Data from 400 Saskatchewan residents will be collected in each omnibus survey. This quarterly telephone survey is conducted in the Survey and Group Analysis Laboratory every March, June, September, and December. Along with full programming, pre-testing, and administration through our WinCATI system, the SSRL offers support with question design. The SSRL's telephone survey laboratory is fully staffed with trained, professional student interviewers.

Why collect data through the SSRL Omnibus Survey?

Telephone surveys offer several advantages over other types of surveys such as online or mail-out surveys. The SSRL omnibus survey provides representative data that can be generalized to the Saskatchewan population at a margin of error of +/- 5.00% at the 95% confidence interval. Random digit dialing (RDD) that includes both landlines and cell phones is used to call Saskatchewan residents. Rigorous pre-testing and field testing ensures that quality data are collected. In addition to the data from your survey questions, the SSRL collects valuable demographic data including age, gender, employment status, education, and income.

Costs and Deliverables

Researchers can submit their questions to the SSRL on a fee-per-question basis. Discounts may apply for bulk questions or those with similar response options.



Questions must be submitted by the **15th of the month prior** to the month of the omnibus survey administration (i.e., the deadline for question submissions to the March Omnibus Survey is February 15th). Researchers are provided with the data from their questions and the SSRL general demographic questions in Excel or SPSS formats. Open-ended questions are coded and frequency tables and crosstabs are provided.

Additional Services

The basic pricing structure outlines the cost of questions submitted to the omnibus survey. However, researchers can request additional services, which may include surveying a larger sample, oversampling from a specific Saskatchewan city/town or geographic region, having specific quotas (e.g., by gender, age, or income), the use of mixed methods, or offering the survey in a language other than English. At an additional cost, researchers can also receive data analysis and reporting services, or provisions offered by one of the SSRL's other seven laboratories (please visit <http://ssrl.usask.ca/> for a list of laboratories and services).

For more information about the SSRL's Omnibus Survey or to submit questions please contact the SSRL at:

ssrl.sgal@usask.ca

306-966-6525