

The May 2010 omniVu is a Canadian telephone survey conducted by BBM Analytics.

- Interviews are nationally represented with quotas assigned by province, CMA and gender.
- Gender quotas are 50/50 per region.
- Regional quotas are as follows:

Province/CMA	Quota
NFLD	16
PEI	4
Halifax CMA	12
Balance N.S.	18
NB	24
Montreal CMA	116
Balance Quebec	127
Ottawa CMA	27
Toronto CMA	161
Balance ONT	196
Winnipeg CMA	22
Balance MB	13
SASK	30
Edmonton CMA	33
Calgary CMA	34
Balance AB	35
Vancouver CMA	69
Balance BC	64

- 1001 Interviews were conducted from May 27th 2010 to June 2, 2010
- Margin of Error +/- 3.1% at 95% Confidence Interval
- The nationally representative sample is drawn randomly using ASDE software.
- The respondents selected for interviews are those who are 18 years of age or older and have celebrated the most recent birthday.
- The DASH CATI telephone interviewing system was used for all respondent contacts.
- Data collection was conducted from our Moncton and Montreal call centres.
- Respondents were interviewed between 5:00 PM and 9:30 PM, local time, on weekdays and between 10:00 AM and 5:00 PM on weekends.
- A minimum of 5% percent of each interviewer's work was monitored for quality control in accordance with the industry standards set by the Market Research and Intelligence Association (MRIA).
- The survey data is weighted by age, gender and region using Canadian 2006 Census data to ensure representation of the total Canadian population 18 year of age or older.