

Syndicated/Omnibus Surveys

Environics produces a number of syndicated studies which track on a regular basis - usually quarterly - changing consumer and voter attitudes and behaviour. Our syndicated studies focus on a specific area of Environics' expertise and are made available to a limited number of subscribers who share the results and the costs. An omnibus portion of each survey is also made available to clients for their own confidential custom-designed questions. The responses to all syndicated and omnibus questions are analyzed by a battery of 15 to 20 standard socio-demographic variables.

o The FOCUS CANADA Report

The FOCUS CANADA Report monitors public opinion on a broad range of issues such as trade policy, foreign investment, energy, deregulation, Crown Corporations, environmental protection. The analysis is based on regular surveys of 2,000 adult Canadians which have been conducted since November, 1976. Subscribers are entitled to commission confidential add-on questions for their private use. They also have access to the FOCUS CANADA data base of 56 surveys incorporating 104,000 interviews and 5,200 questions on a wide variety of consumer trends and public policy issues.

o The Environmental Monitor

A joint venture of Environics and Synergistics Consulting Limited of Toronto, the Environmental Monitor is Canada's first syndicated tracking study to focus exclusively on environmental issues. Inaugurated in 1987, the Environmental Monitor report is based on an in-depth annual survey conducted each fall plus quarterly tracking of the attitudes and opinions of a representative sample of 1,500 Canadian adults. The topics covered include continuing and emerging environmental issues, such as toxic chemicals, the transportation of hazardous material, waste disposal, water quality, air and climate, resource conservation, industry image and the role of government. Subscribers are entitled to commission confidential add-on questions for their private use.

o The FOCUS ONTARIO Report

The FOCUS ONTARIO Report is a quarterly survey of 1,000 Ontarians' opinions on provincial issues that has been conducted since 1985. FOCUS ONTARIO monitors satisfaction with the Ontario government's performance and public attitudes towards key issues on the provincial agenda. The report is geared to business, industry associations and interest groups which deal with Queen's Park as well as to government departments, agencies and Crown Corporations. Subscribers are entitled to commission confidential add-on questions for their private use.