

THE GRASSROOTS 2020 AGRICULTURAL OMNIBUS POLL



A public opinion research survey that enables agricultural stakeholders to purchase individual, commodity-specific questions. Similar to Grassroots' 2019 agriculture poll, a series of sector-based questions will be posed with results shared with all participants. [Click here](#) to review previous results.

Research Benefits:

- Brings agricultural stakeholders from different sectors together to discuss common and individual issues.
- Fosters learning and collaboration.
- Helps stakeholders identify and manage Canadians' perception and attitudes towards agriculture.
- Polling data helps stakeholders communicate with policy makers and the public more effectively.

How Does the Omnibus Poll Work?

Stakeholders purchase "open" or "closed" questions:

Open questions, \$1,500 + HST each:

- See other "open" stakeholder questions and results in one master report
- Attend survey debrief presentation, discussion, and Q+A (in Toronto)

Closed questions, \$2,500 + HST each:

- Confidential results via individualized report
- Survey debrief discussion via teleconference or in-person meeting, depending on logistics
- ONLY the client will be able to publish the findings from a closed question

Purchase both open and closed questions to access the master report of open results, AND a customized and confidential report of closed data.

Survey Specifics:

- National, bilingual, online, public opinion poll, sampling 1,000 people
- 20 questions
- Final reports in English with French reports available at an additional cost
- Demographics include: gender, age, income, education, province/region, federal party identification (if there's demand)
- Other demographics can be made available at an additional cost

The omnibus survey will go live late March and take 3-4 weeks to complete. Findings will be available via written report(s) within one month of project launch.

For more information please email info@grassrootspa.ca



Successfully communicating your message with clarity, consistency and collaboration