

Conducting Opinion and Market Research across Canada since 1986



Providing clients with a strategic advantage — that's the measure of our success.

SERVICES SUMMARY

Understanding your needs is Viewpoints' first priority.

A customized, opinion or market research strategy to meet those needs – within your budget and timeline – is your guarantee that Viewpoints is committed to personalized service with built-in flexibility.

Surveys, polling, focus groups – that's what we know. Our job is to help you use those tools to your strategic advantage – whether you are in business, in government, in an organization, association or union.

We explore why people make decisions to buy a product or use a service, attend an event, act on an opinion, favour certain policies, or donate to a particular cause.

Services

Viewpoints puts the latest quantitative and qualitative research methods, analytical techniques and equipment to work for you.

Whether your goal is to enhance your marketing, fundraising, employee or member relations, refine a product design, develop effective policies and programs, or evaluate your success, the experts at Viewpoints can help.

Our firm has extensive experience in all facets of opinion and market research.

We are particularly proud of our track record in employee, membership and customer satisfaction research and campaign surveys.

Our research results meet the most rigorous scientific standards and are presented to you in clear, concise and easy-to-read reports. Insightful and useable results – that is Viewpoints' trademark.

ToolKit

Surveys and Polling

Telephone, on-line, on-site, mail.

Focus Groups

Recruitment of appropriate participants and expert moderating of the discussions in-person or on-line.

Individual Executive Interviews

One-on-one consultations with target populations either in person or by telephone.

On-Site Intercept Interviews

Survey customers, audience members, general public.

Website Testing

Tests in focus group or on-line to evaluate ease of navigation, content completeness and relevance, find technical glitches.

On time. On budget. On target.



One of the firm's principals oversees every project, ensuring that you will get the information, analysis and recommendations you need to make key decisions.

THE VIEWPOINTS GUARANTEE



Ginny Devine, PARTNER

As one of Viewpoints founding partners, Ginny Devine has more than two decades invested in helping our clients tackle their opinion and market research challenges head-on. Ginny is a master at getting to the crux of the matter. She has developed a sixth sense about how people think and why, which translates into insightful analysis of research results. Our clients truly appreciate that. With a background in public policy and government and extensive experience working on projects with various unions and businesses, Ginny is adept at understanding the dynamics unique to many sectors. Her years of experience in developing surveys, moderating focus groups and interpreting the results allow her to solve research problems in inventive, effective and efficient ways.



Leslie Turnbull, PARTNER

Like Barbara Walters, Leslie Turnbull knows exactly the right question to ask and when to ask it to get the answers our clients need from focus group participants. Leslie freely offers her advice and that's a good thing, especially for clients making their first foray into the world of opinion or market research. Nobody warms up a focus group crowd like Leslie, who uses her self-deprecating sense of humour to break the ice. Known at Viewpoints as 'the queen of the road', she has logged thousands of miles by air, road, and even sea, to lead focus group discussions from Nunavut to Halifax to Victoria. Sometimes, she even puts her 20-plus years of experience to work right here in Winnipeg. Leslie's experience covers the whole gamut of opinion and market research. Strategic guidance is her forte, especially when it comes to campaigns.