



McMaster Research Finance
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INVOICE # RSP3200
DATE 2/28/2012
ACCOUNT 5-29999-0011

Inspiring Innovation and Discovery

BILL TO:

Niagara Health System

Brady J. Wood - Chief Communications Officer
 155 Ontario Street
 St. Catharines, ON, Canada
 L2R 5K3

PRINCIPAL INVESTIGATOR		PROJECT DESCRIPTION	
Dr. Terry Flynn		To conduct a community based study on the public's trust for & relationship with the Niagara Health System. The research goal was to provide a baseline measure, identify key reputation	
INVOICE PERIOD		PROJECT PERIOD	
7/28/2011 to 11/30/2011		7/28/2011 to 11/30/2011	
GST # 119035988	TERMS	PO #	CURRENCY
Exempt	Net 30 Days		CAN \$

A stratified random telephone survey of 523 residents of Niagara Region Fees	\$	18,000.00
An open access online survey (N=1559) Fees	\$	1,000.00
A community newspaper-based print survey (N=310) Fees	\$	1,000.00
In-depth interviews conducted with civic and community leaders (N=27) Fees	\$	2,500.00
A systematic content analysis of media coverage of the NHS between 2004-2011 (N=5560) Fees + A final report & recommendations Fees	\$	7,500.00

TOTAL CAN \$ 30,000.00


 Senior Research Accountant,
 Cindy Maharaj

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