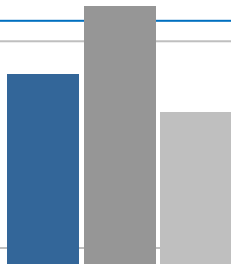




# Canada scan Powered by Probit

Gives you what you need: flexibility, fast turnaround and economy – without compromising on data quality

EKOS Omnibus Surveys | Canada



Canada Scan provides a flexible and cost effective platform to ask YOUR questions. Canada Scan was created for those who require credible data with a fast turnaround. It is a monthly EKOS omnibus survey that specifically targets Canadians.

Canada Scan is for advertisers, researchers, communications strategists, and advocacy groups (or anyone interested in access to a random, robust and representative sample of Canada).

Canada Scan involves a monthly online-telephone survey of 1,000+ residents of Canada based on a random probability sample.

## DELIVERABLES:

- ▶ Detailed data tables with key demographic and regional breakouts (data is weighted)
- ▶ Editorial review of your questions

## OPTIONAL COMPONENTS (PRICED SEPARATELY):

- ▶ Optional Sample Boosting
- ▶ Custom banners
- ▶ Custom designed questions
- ▶ Custom analytical report
- ▶ Written press release (questions to be approved and vetted with EKOS)

## KEY FEATURES:

**Robust National Sample** – Canada Scan is based on 1,200 cases nationally, stratified by region.

**Economy** – Canada Scan provides a cost-effective solution to your research needs. Canada Scan is priced on a per question basis.

- ▶ \$650 per question (closed ended)
- ▶ \$1050 per question (open ended)

**Regions** – Data broken down and weighted by region

**Data Quality** – Data is statistically valid and proportionally representative using a randomly recruited sample.

In the business for three decades, EKOS has one of the strongest research teams in the country, with a reputation for research excellence, creativity and credibility. For more information on Canada Scan, or if you are interested in knowing more about EKOS' suite of omnibus services (**GTA Scan**, **Ontario Scan** or **Canada Scan**) please contact:

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Canada Scan uses Probit – Canada's only on-line random probability panel. Probit employs a combination of on-line data collection methods along with telephone interviewing to capture off-line households without access to the Internet.

Probit does not systematically exclude any subgroup within the population. Probit samples are reflective of the Canadian population and support the calculation of confidence intervals and estimates of sampling error.

Probit is the source for research you can trust.