



# gta scan

Powered by Probit

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

EKOS Omnibus Surveys | Greater Toronto Area

GTA Scan provides a flexible and cost effective platform to ask YOUR questions. GTA Scan was created for those who require credible data with a fast turnaround. It is a monthly EKOS omnibus survey that specifically targets residents of the Greater Toronto Area.

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

GTA Scan involves a monthly online-telephone survey of 1,000+ residents of the GTA 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):

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

## KEY FEATURES:

**Flexibility and fast turnaround** – GTA Scan runs on a flexible schedule. Data is delivered five days from the start of surveying.

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

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

**Data Quality** – The data you receive 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 GTA 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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GTA 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.