



# EVA

ETHNIC VOICE ACCORD



Gain access to the opinions of new Canadians!  
Ethnic Voice Accord gives you the ability to  
tap into the insights of the multicultural  
marketplace in Canada.

logit

# YOUR AUDIENCE AT YOUR FINGERTIPS



## What is EVA?

Ethnic Voice Accord (EVA) is the leading provider of ethnic research in Canada. Established in 2009, EVA has grown to include the opinions of over 30,000 ethnic Canadians across the country.

## How are Respondents Sourced?

Email Invitations: pre-authorized to opted in lists from ethnic associations and groups

Social Media: advertising and social groups on the leading social media platforms

Media Platforms: advertising on online media platforms both niche and mainstream

Face to face and in person recruitment through our partnership with Prepare for Canada.

## Immigrants & Newcomers

EVA segments its members based on tenure in Canada, allowing you and your clients to tap into the highly desirable new immigrant community. Our partnerships with leading Canadian newcomer programs and ethnic associations ensure that EVA is the first research provider to gain access to these opinions.



## Phone/IVR

In addition to the EVA panel, The Logit Group also provides support for multi-lingual phone interviewing in over 30+ different languages. Our centres are staffed with in-language interviewers that understand the needs and concerns of new Canadians.

New for 2016: IVR technologies. Conduct large scale phone research projects at a fraction of the cost of traditional CATI.

## Face to Face

Looking for difficult to reach ethnic communities or low tenured immigrants? The Logit Group can help with our face-to-face multicultural research team.

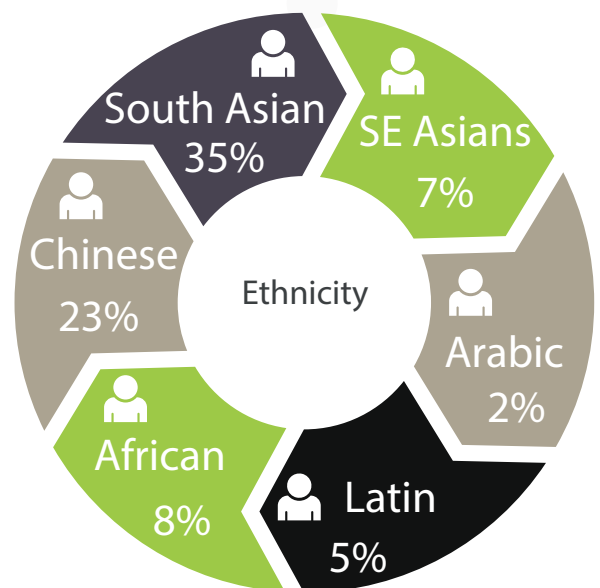
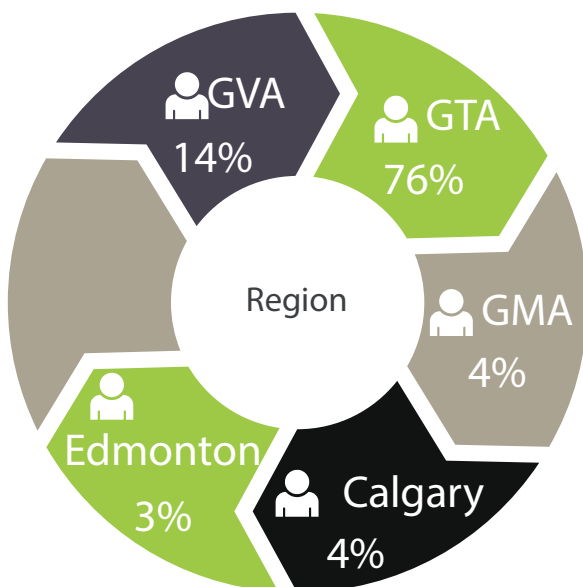
We have a full staff of in language field interviewers throughout Canada's largest markets including Toronto, Vancouver, Montreal, Calgary & Edmonton. Face-to-face projects can be stand alone or conducted in conjunction with an online study.

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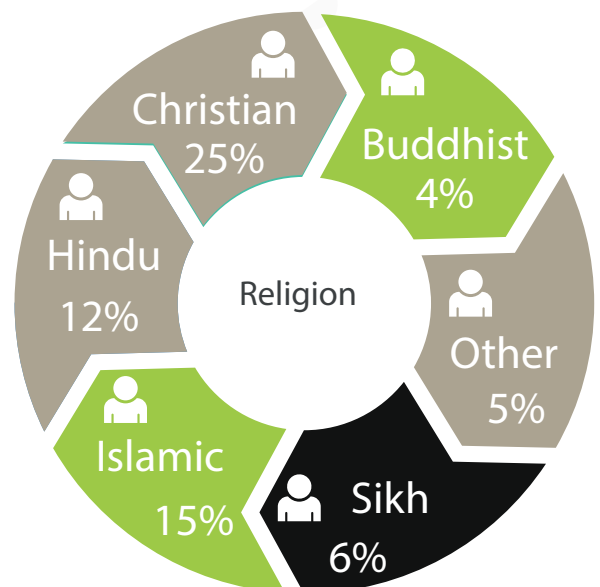
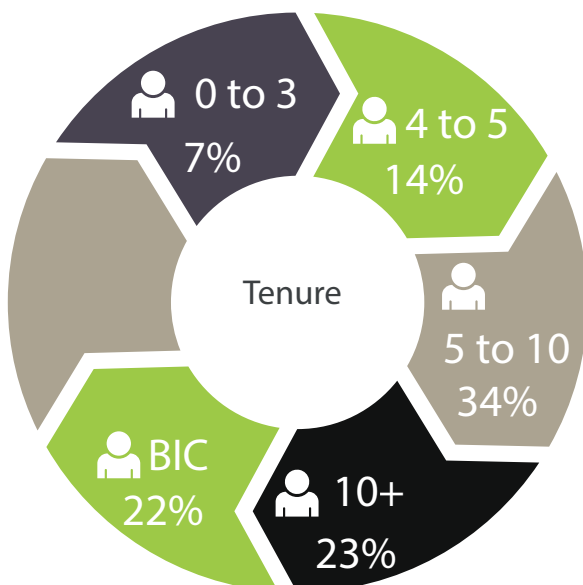
## What Does EVA Look Like?

Ethnic Voice Accord has over 30,000 members.  
Some of the key metrics include:



Additional EVA  
profiling points:

Age  
Gender  
Region  
Income  
Education  
Employment  
Grocery Shopper  
Relationship  
Age of Children  
Banking  
Telecom



## Ethnic Omnibus

Looking to gain multicultural insights but don't have the budget for an ad-hoc study? EVA runs a quarterly ethnic omnibus called EVA Express. Sample is comprised of South Asian and Chinese newcomers to Canada in Vancouver and Toronto. Pricing is based on a per question basis and includes extensive demographic information. Contact us to learn more!

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## Email and Address Verification

In order to ensure that our panelists are who they say they are, we put them through an extensive validation process including the provision of a physical mailing address in order to receive survey compensation.

## Digital Fingerprinting

Digital fingerprinting reduces redundancy and confirms the geographic location of our panelists. Digital fingerprinting incorporates browser version, IP address and MAC address, creating a digital identity that goes far beyond enabling cookies.

## Profiling Updates

Panelist profiles are updated on a quarterly basis to ensure that the information captured is the most up to date. This allows us to continually enhance the granular level at which we can profile our respondents.

## Random Profile Validation

Our dedicated panel team routinely monitors panelist profiles and evaluates panelist information to ensure that the high quality standards of our panel are continuously being met.

## Data Quality

Quality is of the utmost importance to us. We employ speed traps, straight-line tests and red herrings on every study we program and host to ensure thorough and comprehensive responses from our panelists.



Contact us today to learn more about how EVA can help you.



EVA can help you on your next project.

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