



Gain access to the opinions of new Canadians and tap into the insights of the multicultural marketplace in Canada.

[www.logitgroup.com](http://www.logitgroup.com)

# 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.

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.

## HOW ARE RESPONDENTS SOURCED?

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

Social Media: advertising and social groups on 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.

## METHODOLOGIES

In addition to the EVA panel, The Logit Group also provides support for multilingual phone interviewing in more than 30 different languages. Our centres are staffed with in-language interviewers that understand the needs and concerns of new Canadians. IVR technologies allow large scale phone research projects to be conducted at a fraction of the cost of traditional CATI.

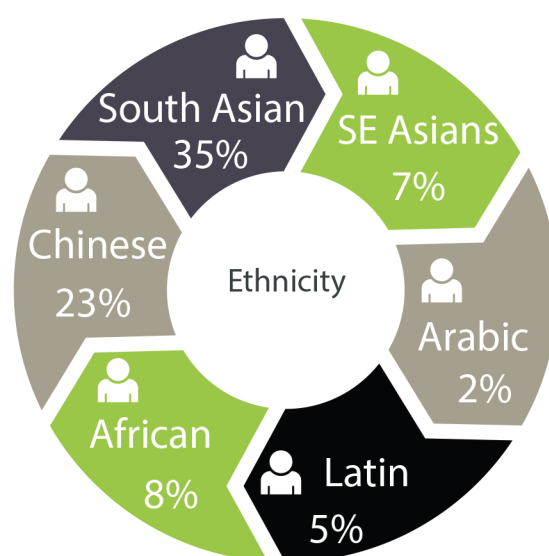
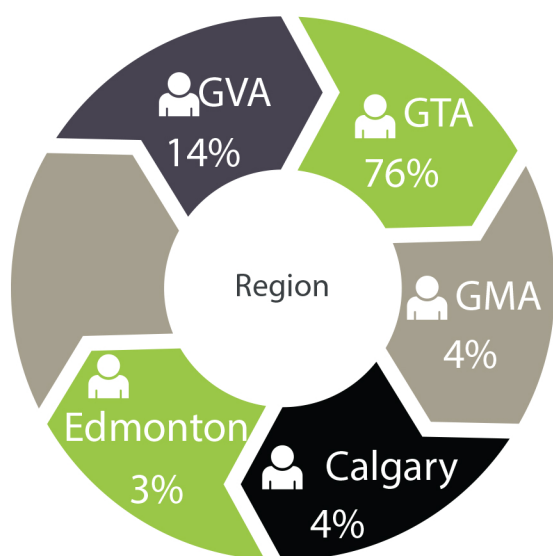
We have a full staff of in-language field interviewers throughout Canada's largest markets including Toronto, Vancouver, Montreal, Calgary & Edmonton. Face-to-face projects can be stand alone or conducted in conjunction with an online study.

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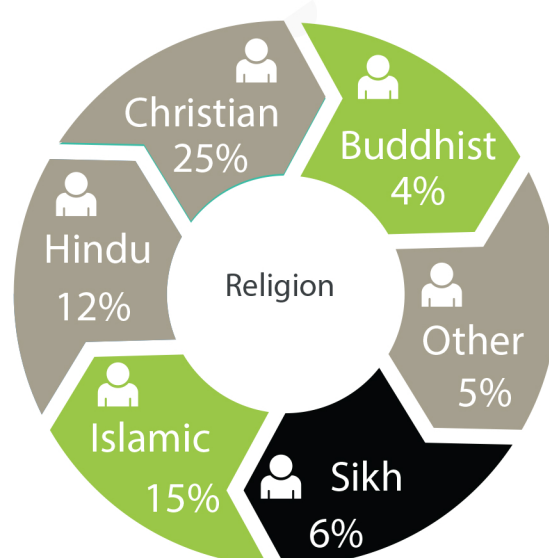
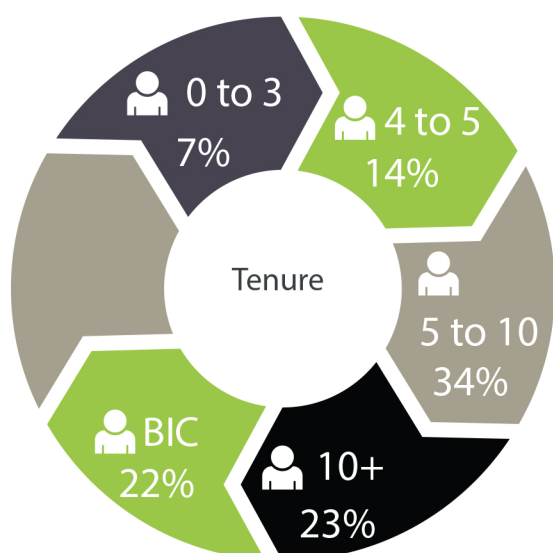
## WHAT DOES EVA LOOK LIKE?

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



## EVA EXPRESS

EVA Express is a quarterly ethnic omnibus with a sample 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.

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## VERIFICATION & SECURITY

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 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.

## PANELIST PROFILE VALIDATION

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.

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.



**Logit can help you on your next project.**

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