

INSTANT SAMPLER[®]

PREMIER SELF-SERVE SAMPLING.

SELF-SERVE SAMPLES

Instant sampler enables you to design and generate high quality samples and counts right at your computer, on your own schedule. *Instant Sampler* is easy to use while allowing you to create custom samples including probability targeting by Census demographics and at all levels of geography.

FLEXIBLE SOLUTIONS

The type of geography and demographics used by *Instant Sampler* allow the user great flexibility in choice of sample solutions. *Instant Sampler* allows the user to store selection criteria to be used repeatedly if needed. This feature is very useful for tracking studies.

TIER 1:

Pull sample by the following criteria:

Province, Forward Sortation Area (FSA), Area Code, Telephone Exchange, Census Metropolitan Area/Census Agglomeration (CMA/CA), Census Division (CD), Census Subdivision (CSD), RDD (Listed & Unlisted), Household Income.

TIER 2:

All of Tier 1 criteria plus:

Census Tracts (CT), Dissemination Areas (DA), Federal Electoral Districts (FED), Provincial Electoral Districts (PED), Economic Regions (ER), Community Size Code (Comsize), Mailable. Dwelling Types: Multi Family Dwelling Unit (MFDU)/Single Family Dwelling Unit (SFDU). Demographics: Age/Gender, Dwelling Values, Homeowners, Families with children.

SERVICE SOLUTIONS

We offer a full range of in-house sampling solutions, data mining, analytics, merge/purge, de-duplicating and data appending services.

For more information call (905) 474-5271 or visit us online at <http://www.smres.com>

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SMART DATA. SMARTER DECISIONS.