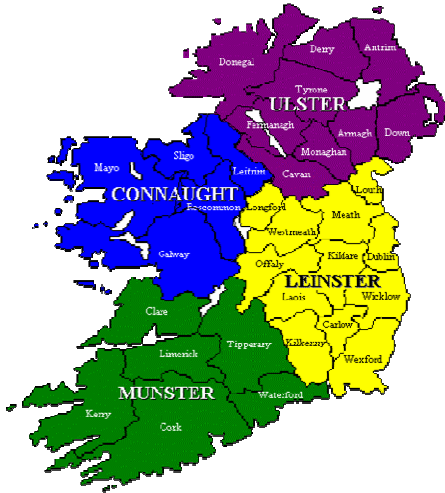




iReach Multibus™ Business Decisions 2009



The **iReach Multibus™** offering is a unique monthly Omnibus survey looking at a key Industry or topic areas across 200 Business Decision makers in Ireland. By looking at trends and spends of Irish Businesses, this Multibus™ can provide the cost-benefits of an Omnibus survey with the power and flexibility of custom research.

Each Business Decisions Multibus™ explores **Industry**, **Purchasing** and **Economic Drivers** that impact how Irish businesses invest and operate. The wide range of issues can focus anywhere in the corporate world, from business and economic concerns to staffing and resourcing issues or technology and telecom purchasing trends.

Ideal research vehicle for:

- Spend and Investment projections
- Corporate Social Responsibility programs
- Business Confidence and Opinion polling
- Ad and Brand awareness
- Economic Forecasts and Industry outlook

A range of different non-competing clients can simultaneously participate in each **iReach Multibus™** survey, either as a one-off exercise, or as part of an on-going tracking research programme, obtaining the cost benefits of a multi-client Omnibus with the unique insights of a custom research program. Turnaround is 1 week for tabular data and 2 weeks for full research findings report.

Other iReach Multibus™

- ◆ Consumer Decisions
- ◆ Sustainability in Ireland
- ◆ Financial Services

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Costs and Methodology



Business sample:

200 Line of Business Decision makers

- SOHO (1-9)
- SME (10-149)
- MME (150-259)
- Enterprise organisations (250+)

Methodology:

Online self-completion survey to iReach Business Research Panel

Monthly timings:

- Question sign-off by end of week 2
- Survey completion by end week 3
- Tabular data available end week 3
- Report findings delivered in week 4

Benefits:

- Supports longer and more complex question types
- More accurate and open disclosure
- Ability to show visuals and play audio is available, if required
- Respondents answer in their own environment, at their convenience

Standard analysis variables:

- Gender (Male, Female)
- Industry Vertical or Sector
- Company Size and Turnover
- Region (Dublin, RoL, Provinces, NI)
- Position/Role

Others Analysis variables are available on request.

Question Type	Tabular Data	Full Report
Standard Yes/No	500	750
Single choice from list	700	900
Multiple choice from list	800	1100
Ranking, Sorting or Rating Questions	900	1300
Open Text	1100	1400
Tracker/Repeats	15%	15%
Stills and Stimuli	FOC	FOC
Media Clip	FOC	FOC

Deliverables

- Choice of Written report or PowerPoint's in native and PDF formats.
- Data files available as required (ASCII, SPSS, or Excel)
- Research Results based on standard analysis variables and individual participant questions.



iReach Memberships

