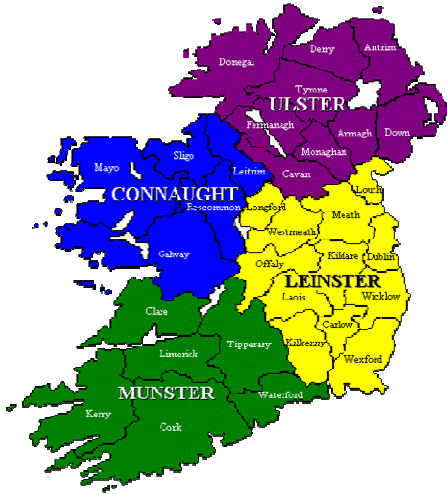




# iReach Multibus™ Consumer Decisions 2008



The **iReach Multibus™** offering is a unique Online omnibus survey across a nationally representative sample of 1200 adult consumers (15 to 60+ years) in Ireland.

Participants can purchase a single question or a group of questions as part of the Omnibus survey which will be executed each month using the unique iReach Consumer Panel of 20,000 participants who have opted in to participate in such surveys.

## Other iReach Multibus™

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

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The iReach Multibus Omnibus is the ideal research vehicle for:

- Research among hard to reach groups
- Research requiring multimedia e.g. Images, video and sound
- Ad and Brand awareness
- Usage and attitudes survey
- Consumer and Public opinion polling
- Ad and Brand tracking and testing
- Complex questions, sorting and ranking exercises
- Longer series of questions
- Pre and Post advertising checks



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.



# Costs and Methodology



## Consumer sample:

1,200 adults of all ages to be nationally representative of the Irish population.

## Methodology:

Online self-completion survey.

## 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)
- Age (15-24, 25-34, 35-49, 50-64, 65+)
- Region (Dublin, RoL, Provinces, NI)
- Social class (AB, C1, C2, DE and F)
- Marital status (Married, Single Widowed, Divorced/Separated)
- Family status (Children, School)
- Home owner status (Years at property, Owner, Rental, Tenants)
- Work status (Working, Student, Unemployed)

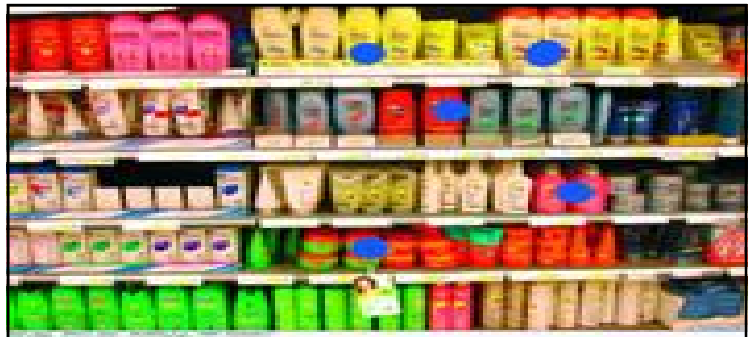
Others Analysis variables are available on request.

Question Type	Tabular Data	Full Report
Standard Yes/No	400	500
Single choice from list	600	800
Multiple choice from list	700	950
Single Response with 1 -10 Rating	800	1100
Open Text	900	1200
Tracker/Repeats	15%	20%
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.

## Shelf test sample



## iReach Memberships

