



iReach Multibus™ Sustainability in Ireland 2009



The **iReach Multibus™** offering is a unique multimodal omnibus survey looking at key Industry or topic areas across 1000 Consumers and 200 Business Decision makers in Ireland.

In June 2008 iReach launched a new and unique Omnibus dedicated to Sustainability in Ireland to run every 3 months and structured to study and analyse a wide range of related and essential topics including **Corporate Social Responsibility**, **Energy Trends**, **Environmental** and **Technology** issues across Irish consumers and business executives.

Other Specialist Reach Multibus™ Offerings:

- ◆ Business Decisions
- ◆ FMCG/Retail Multibus
- ◆ Financial Services

iReach
Anglesea House
Blackrock, Co. Dublin.

Phone: 353-1-210 7000
E-mail:
oisin.byrne@ireach.ie

The goal is to provide a regular research platform for participants to gauge the market understanding of a series of issues, for example; awareness of sustainability targets, consumer and business grants, renewable energy options, waste recycling options, impact of individual and business choices on basic services such as water, electricity, technology, telecoms and fleet management.

Participants can purchase a single question or a group of questions as part of the Omnibus survey which will be executed again in October using online consumer and business panels built by iReach on a nationally representative basis. with final findings delivered in tabular or report form by month end.

Regular Omnibus surveys require each participant to accept the lowest common dominator across the entire survey, so the insights you get are not an exact match to your requirements. With **iReach Multibus™** we focus on shared topic or industry issues across consumer and business groups. We can also extend the survey sample for each participant to obtain the unique insights required to answer more targeted or specific questions.

A range of different clients can simultaneously access 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. Price information is enclosed and customer quotes available.



Costs and Methodology



Consumer Sample:

1,000 Adults of all ages to be nationally representative of the Irish population.

Business Sample:

200 Business Decision Makers across SOHO, SME and Enterprise organisations.

Methodology:

Online self-completion survey

Timings:

Based on working days:

- Questions by mid month
- Survey completion 21st November
- Final report findings by 28th November

Benefits:

- All Questions are on the same or related topics of Sustainability
- Ability to show visuals and play audio
- Respondents answer in their own environment, at their convenience.

Standard Analysis variables:

- Gender, Age, Region
- Social class and Education
- Marital and family status
- Home owner status
- Other on request

For Business

- Company Size and Employees
- Industry Vertical
- Title & Role
- Other on request

Additional variables for detailed analysis may incur additional costs.

Costs below are for a single sample of either Consumer or Business. Discounts apply for questions across both samples.

Question Type	Tabular Data	Full Report
Standard Yes/No	550	750
Multiple Choice	750	950
Single Response	850	1150
Single Response with Rating	950	1350
Conjoint	On application	On application
10% Discount	Both Samples	Both Samples
Stills Stimuli's	FOC	FOC
Media Clip	FOC	FOC

Deliverables

- Choice of Written Reports and PowerPoint's in native and PDF formats
- Data files available as required (ASCII, SPSS, or Excel)
- Consumer and Business Results based on selected Samples or individual quotas

