



VansonBourne



# Vanson Bourne Omnibus Services

Service Information and Schedule





## Omnibus services

We have a family of low-cost, flexible research surveys. They deliver fast, well-researched answers at a price that all budgets can meet. You pay only for the questions you want answered, even if there's only one question.

### **Enterprise Technology Service**

Our Enterprise Technology Service runs monthly in the UK, France, Germany and the USA. We survey senior IT decision makers in large enterprises with more than 1000 employees.

### **Consumer Technology Service**

Our Consumer Technology Service surveys 1000 UK consumers aged 18+ years with a 50/50 gender split and five equal age-bands: 18-24, 25-34, 35-44, 45-54, 55+.

Data is also reported by household income, employment status and region.



## Omnibus deliverables

Firstly, we'll help you design the questions to ensure you get the quality of response you need at the best price. That's all part of the service.

The results are delivered in a table and chart format, with the numbers broken out into the key demographics. That means by company size and sector for the Enterprise Technology service, and by age and gender for the Consumer Technology service. Additional breakdowns can be provided based on the questions you place.

## Why Use Vanson Bourne's Omnibus Services?

Media coverage is more attractive and credible if it is underpinned by robust, straightforward market data. Our research shows that 69% of IT buyers who make the final decision feel more positive towards a vendor when they read media stories backed up with research content. Our omnibus services can provide the market data that will underpin your media messaging.

The data and charts we provide can be easily;

- ✓ Incorporated into press releases and FAQ documents
- ✓ Presented to your sales teams, journalists and analysts
- ✓ Packaged into briefing documents for executive spokespeople

## Enterprise Technology Service Brief

	Enterprise
<b>Countries</b>	UK, France, Germany, USA
<b>Size of company</b>	Companies with more than 1000 employees in the country being researched
<b>Respondent</b>	CIO, IT Director, Senior IT Manager are typical job titles
<b>Respondents per country</b>	UK, France, Germany - 100 each, USA - 200
<b>Sectors</b>	Interviews shared between Financial services, Manufacturing, Retail/distribution/transport and Other commercial

## Enterprise Technology Service Schedule

	UK France. Germany, USA
<b>When does the Enterprise Technology Omnibus run?</b>	Monthly
<b>Deadline for questions?</b>	28th of month prior (exception is January Omnibus when deadline is December 18th)
<b>When are results delivered?</b>	At the latest, by the end of the month of the service

## Enterprise Technology Service Pricing Structure

	Price per question per country	
	UK, France, Germany	USA
<b>Any standard question:</b> eg Yes/No, 1-5 scaling or rating, multiple choice	£300	£600
<b>Grid question:</b> Bank of two or more statements to be scored against a 1-5 scale	£600	£900

## Consumer Technology Service Brief and Schedule

<b>Countries</b>	UK only
<b>When does the Consumer Technology Omnibus run?</b>	Monthly
<b>Respondent type and number</b>	1000 Consumers
<b>Age bands</b>	18-24, 25-34, 35-44, 45-54, 55+
<b>Deadline for questions?</b>	10th of the month in question
<b>When are results delivered?</b>	One week after date of launch

## Consumer Technology Service Pricing Structure

	Price per question
<b>Any standard question:</b> eg Yes/No, 1-5 scaling or rating, multiple choice	£400
<b>Grid question:</b> Bank of two or more statements to be scored against a 1-5 scale	£800