

Consumer Technographics® U.S. Online Omnibus Survey

Are you looking for a fast, inexpensive way to get answers to your current marketing and market research questions? Do you want to survey a valid sample of consumers to accurately understand current trends? Tap into Forrester's Online Omnibus to get the answers to your questions at a fraction of the cost.

Forrester's Online Omnibus provides you with the opportunity to ask 5,000 online individuals specific questions related to your company or current initiatives. In addition to your proprietary responses, Forrester will attach responses on demographics, our Technographics segmentation, online behavior, and online access. You will receive valuable custom data at a much lower cost than that of full-scale primary research.

Steps In The Process

Step 1: Survey Preparation

- Submit your draft questions and purchase space by the deadline. The Omnibus schedule is available on Forrester.com.
- The Forrester Data team works with you to edit your questions and suggest final wording.

Step 2: Survey Fielding

- Forrester fields the survey with your proprietary questions along with Forrester sponsored questions.
- Data is collected from a representative sample of consumers yielding 5,000 total respondents.

Step 3: Data Delivery

- We deliver the final data set to you in SPSS format about two weeks after fielding has ended. The data set includes your proprietary questions, along with all responses from the Forrester-sponsored questions.
- We also deliver data tables in Microsoft Excel format to you as part of the standard deliverables.

Step 4: Data Analysis

- You can manipulate and analyze data for internal use only.
- Forrester data analysts are also available to perform custom analysis of your data for an additional cost. Forrester's Custom Omnibus Analysis is ideal if you or your team are not accustomed to working with data in a statistical software program.

Custom Omnibus Analysis

You may also want a Forrester analyst to summarize and analyze the results of the questions you asked in the survey. We will present those results to you in a two-hour conference call, accompanied by a 20-slide Microsoft PowerPoint deck and a spreadsheet with relevant data cuts. In preparation for this analysis, you and the analyst will have a one-hour prep call after you submit your final questions and before the data is received. During that call, you and the analyst will agree on the depth of analysis, timeline, and deliverables.

All client survey results are confidential to the client and cannot be used by Forrester or any other client.

About Consumer Technographics

Forrester's Consumer Technographics data and analysis is the most comprehensive quantitative research program available for analyzing how consumers adopt and use technology, and how technology is changing consumer markets for over 500 brands. Analyses are based on more than 290,000 completed surveys in North American, Hispanic, European, and Asia Pacific markets, and quantitative research experts analyze them against our rigorous segmentation schema to help identify the most effective marketing, media, and product strategies.

For More Information

Forrester is also available to help you with an array of customizable data services. These services include scoring projects, market opportunity analyses, and custom segmentation projects. For more information call us at one of the numbers listed, visit our Web site at www.forrester.com, or email us at data@forrester.com.

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