

# Consumer Technographics® U.S. Mail Omnibus Survey

Forrester's Mail Omnibus survey offers clients a unique opportunity to conduct primary research while leveraging the results of the annual U.S. Consumer Technographics Benchmark survey.

The Technographics Benchmark survey is the largest and longest running survey on the impact of technology on U.S. consumers. This survey includes 100 questions covering a broad range of topics and industries.

The Mail Omnibus survey recontacts 10,000 U.S. consumers who have just responded to our annual Benchmark survey. The combined responses to both the Benchmark survey and your proprietary questions provides a deep and rich set of primary research data at a fraction of the cost of running your own surveys.

The Mail Omnibus provides you with the opportunity to survey 10,000 U.S. consumers who are representative of the total (online and offline) population age 18 and older. Your proprietary questions and the resulting data remain confidential to your organization.

## 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 to a representative subset of the U.S. Benchmark respondents.
- Data is collected from a representative sample of consumers yielding 10,000 total respondents.

### Step 3: Data Delivery

- We deliver the final data set to you in SPSS format. The data includes responses to your proprietary questions along with response data from the current U.S. Benchmark Survey for the same set of 10,000 respondents.
- We can also deliver Microsoft Excel spreadsheets that include crosstabs of your questions with key demographics upon request.
- For an additional fee, you may choose to receive customized output and analysis for relevant data.

### Step 4: Data Analysis

- You can manipulate and analyze data for your internal use only.
- Your Technographics data advisor can assist you with additional custom cross-tabs.
- Technographics analysts are also available for custom analysis of the 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.

## 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.

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### 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](http://www.forrester.com), or email us at [data@forrester.com](mailto:data@forrester.com).



Making Leaders Successful Every Day