



## Ipsos Reid Executive IT Panel – Spring/Summer 2007

### Research Your Audiences

Ipsos Reid launched the *Executive IT Panel* in mid 2005. Since then, we have run consecutive 'waves' of this research panel among senior level IT and business decision-makers. This document outlines the Spring 2007 wave.

The Panel is structured specifically for the technology sector. It provides systematic, cost-effective research survey access to a robust sample of small, medium-sized and large enterprises across Canada. This year we plan two waves: Spring and Fall.

### Access to Key Decision-makers

Conducting proprietary market research surveys among senior level business decision-makers can be time consuming and expensive. The *Ipsos Reid Executive IT Panel* provides a ready solution to these issues. It provides cost-effective, timely and flexible access to proprietary research learning.

Our company's wholly-owned infrastructure and the strong market profile of Ipsos Reid supports research access to this group of key decision-makers. The Panel thus provides a quick-turnaround and cost-effective vehicle for your information gathering.

### Flexible, Proprietary Deliverables

While the panel utilizes a multi-client survey structure, each Panel subscriber receives the deliverables for their own proprietary questions. The survey is designed to support your own research needs through a flexible set of deliverables. You share the research 'vehicle,' not the results.

The findings from your questions can be analysed by key variables such as:

- Company size
- Vertical markets
- Type of decision-maker
- Geography

While the granularity of sub-group analyses is set by the sample specifics, the overall sample size permits several layers of analysis.

### Core Deliverables

Core deliverables are as follows:

- Consultation and support to question wording
- Per question costing; pay only for your own proprietary questions
- Survey implementation
- Computer tabulations of your proprietary questions, with standard 'cuts' by company size, vertical markets, type of decision-maker and geography

### Optional Deliverables

Optional deliverables, at extra cost, are:

- Customized PowerPoint report and formal presentation of survey findings for your proprietary questions
- Support to public release of your survey findings, including preparation of a research summary ('factum'), posting of these findings on the Ipsos Reid website and support to a review of your press release

### New This Wave!

Ipsos will be asking four questions that may be shared with subscribers if they are of interest to you, as a bonus. They will cover aspects of Web 2.0 and business technology.

### Research Methodology

A sample of 250 IT or business decision-makers is interviewed for each wave of the Panel via a combination of telephone and online interviews.

The pricing details are outlined on the next page. Pricing is on a per question basis and based upon the type of question.

There are three types of questions available: closed-end, open-end and multi-part.

Access is subject to availability, as each interview length is capped in order to maximize survey participation rates.





# Ipsos Reid

## Schedule – Spring/Summer 2007\*

<b>Cut-off date for questions</b>	<b>April 26, 2007</b>
Interviewing	May 2007
Preliminary results available	June 2007
Other deliverables	To follow

\*The study will proceed per the above schedule pending sufficient level of subscriber interest by the cut-off date.

## Pricing

Prices are in \$CDN excluding any applicable taxes. Invoicing will be 100% upon commencement of interviewing.

### Core Deliverables

Closed-ended question	\$2,000 per each question
Open-ended question	\$3,000 per each question
Multi-part question	Please contact us for a cost quote

### Optional Deliverables

Formal presentation	\$2,000 (travel costs may apply outside of the GTA)
Public release fee	\$2,500 per release

## About Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and provider of marketing and public opinion research. Ipsos Reid is part of Ipsos, a leading global survey research group. To learn more, please visit [www.ipsos.ca](http://www.ipsos.ca).

### Ipsos Reid contacts:

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## Fax-back Order Form

Please return this fax-back form to confirm your order. We will then follow up with you about your proprietary questions.

**Ipsos Reid Corporation** • Attention: Gail Cowling • Fax: 416.324.2865

**Reminder:** The cut-off date for questions is April 26, 2007.

### Core deliverables

- Closed-end number of questions       Multi-part question (please contact us for a quotation)  
 Open-end number of questions

### Other deliverables

- Formal presentation       Public release

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Postal/Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Approval Signature: \_\_\_\_\_

Date: \_\_\_\_\_