



Ipsos Reid

Business Leader Panel – Sponsored by Business in Vancouver

Get opinions on business issues in BC from senior level decision makers.

Use the *Business Leader Panel* to connect with senior level business decision makers across British Columbia and better understand their opinions quickly and cost effectively. The *Business Leader Panel* offers real-time direct access to feedback on business issues such as B2B brands and corporate communications, reputation and issues management.

How is the Business Leader Panel new and innovative?

It's Easy... The *Business Leader Panel* is an engaged online panel of senior level business professionals who participate in ongoing research on topics that relate to their business. Surveys are typically five to ten minutes long and include forum questions with lively discussions. Panelists may also be recruited for one-on-one and focus group research.

It's Quick... Once the final questionnaire is approved, the study can be launched within a day. View initial responses within a few hours and get top-line results within a week.

It's Cost Effective... The *Business Leader Panel* is value priced at a fraction of the typical cost of doing research with senior level business decision makers.

Business Leader Panel

Includes 350+ senior level business professionals in BC with the following profile:

- Job Titles: 40% president, CEO, owners, and manager/general manager
- Decision Making Areas: Advertising/PR (79%), Communications equipment/services (67%), Banking/Financial services (64%), Employee education (63%), Internet/Website services (61%)
- Number of employees: 71% small (<50 employees), 8% medium (50–99 employees), 17% large (100+ employees)
- Annual company revenues in BC: 27% less than \$500,000, 27% \$500,000, to \$5 million, 24% \$5 million+

Study Deliverables include:

- Online survey length between 5 to 10 minutes
- 100 to 120 completes (sample size varies by incidence of finding your target audience)
- Web based access to user-friendly real-time results including instant graphing and verbatim responses
- Qualitative research: recruit panelists for one-on-one and focus group research

For more information about the *Business Leader Panel*, please contact:

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About Ipsos Interactive Panels

The *Business Leader Panel's* fast speed is made possible by using Ipsos' Interactive Panels. The panels are recruited and maintained using a rigorous screening process to ensure maximum return from an engaged and representative audience. The panels are powered by the recently enhanced Ipsos Interactive Forum software. This unique platform offers real-time, direct access to your consumers. As soon as a survey is posted on the panel, participants are invited via email to login and respond to the topic. As a client, you can log into the panel website and view responses as they come in. Each panel database includes standard demographic information about all respondents and other relevant panelist information to allow clients to drill down and examine different segments of interest when viewing results.

Learn more at
www.ipsos.ca/goto/iaf



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About Ipsos in Canada

Ipsos is Canada's market intelligence leader and the country's most trusted market research brand. With operations in eight cities, Ipsos employs more than 500 research professionals and support staff in Canada offering advertising, loyalty, marketing, media, and public opinion research services.

Ipsos' Canadian practices are staffed with seasoned research consultants with extensive industry-specific backgrounds and cultural-specific knowledge, providing clients with actionable and relevant information.

The company also has an extensive network of telephone call centres, pre-recruited household and on-line panels, as well as, an advanced client-owned custom panel capability.

Visit our website at
www.ipsos.ca