

.ie Black Friday Research

Understanding Consumers attitudes towards online security and shopping habits ahead of Black Friday / Cyber Monday

A Proposal from Core Research

17th October 2024

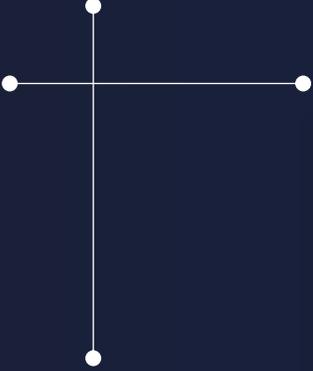
.IE wishes to conduct research among a nationally representative audience regarding consumers concerns and perceptions of online security and shopping habits ahead of potentially the two biggest shopping days of the year.

A defined set of questions has been provided and Core Research are happy to recommend using our Online Omnibus to conduct this research as it meets all the criteria. Should we be successful with winning this project we will consult with the .IE and Reputations Team to reiterate the key objectives and ascertain whether other possible questions should be included and how the questionnaire can be enhanced.

Our costs assume approximately 15 questions however some flexibility is allowed.

We look forward to the opportunity of working with the .IE Team on this piece of research.

The Central Question



A greater understanding of concerns consumers have when shopping online with the objective of leveraging research findings to secure media opportunities for a .ie spokesperson emphasising the value of the research findings and the importance of online security



The Research Approach

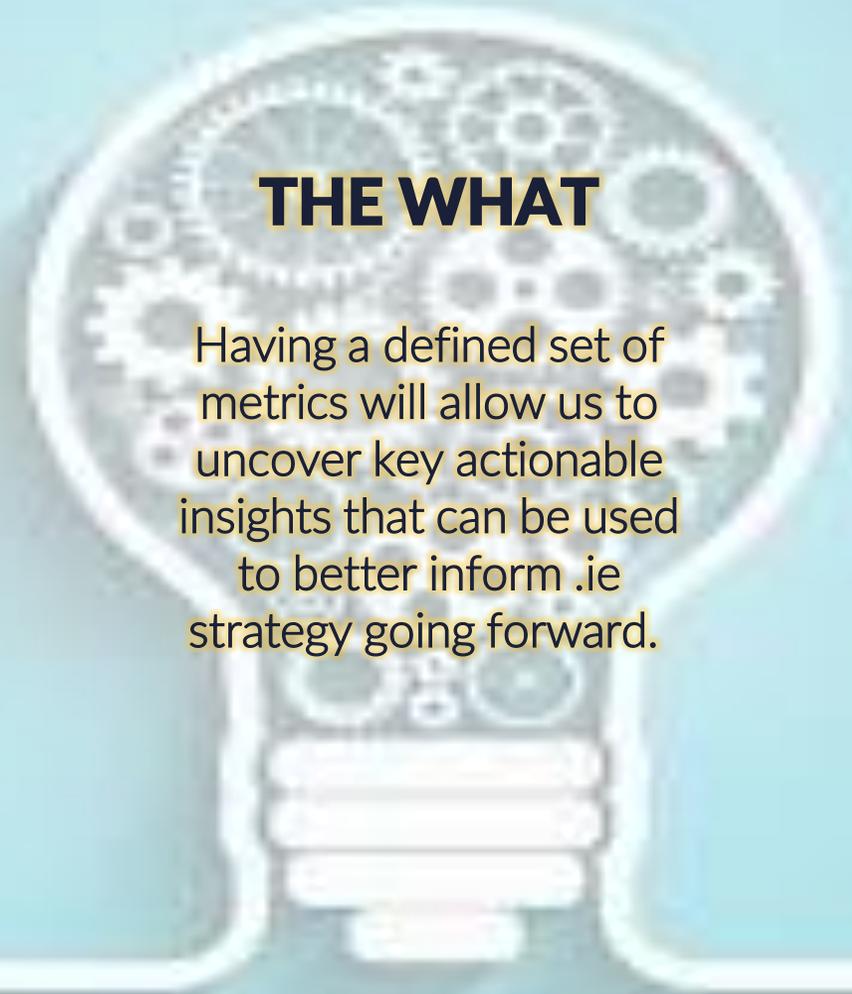
THE HOW

A nationally representative survey of n=1,000 adults living in the Republic of Ireland.

We can cut the research findings by the target audience.

THE WHAT

Having a defined set of metrics will allow us to uncover key actionable insights that can be used to better inform .ie strategy going forward.



core™ Research Omnibus

A Syndicated Online Survey

You can reach your target audience in a cost effective and timely manner. Using the latest CSO demographic profile data we capture nationally representative insights from 1,000 adults in Ireland. We aim for a minimum of one Omnibus survey each week, with flexibility built into our schedule to meet the requirements of our clients.

We apply **interlocking quotas** to ensure robust and accurate data is captured, analysed and interpreted.



Speed



We use cutting edge, marketing leading technologies to deliver rapid fieldwork and analysis that generate timely insights.

Experience



Our experienced team of award-winning research professionals and survey designers work closely with our clients to deliver high quality insights that have unlocked growth in over 37 countries.

Delivery



We have a ruthless focus on how our research and recommendations can drive future decisions and actions.

We have a specialised in-house skill set to deliver detailed descriptive, analytical and visualisation outputs.

Methodology

We offer an online Omnibus numerous times each month that affords ample flexibility to meet any changing timing requirements. We partner with Dynata, the world's largest first-party data platform to provide our vetted and verified sample. We partner with Conformat, the world's leading research software provider, to store and analyse our data.

We will tailor our approach and timings to suit the requirements of your particular needs.

We have an Omnibus survey that is going to field next week – we would need confirmation to proceed by Monday 21st.

Sample

The sample will be based on 1,000 adults aged 18+ years that is nationally representative of the population according to age, gender, social class and region. The quotas are based on CSO data and AIMRO agreed data on social class.

Deliverables

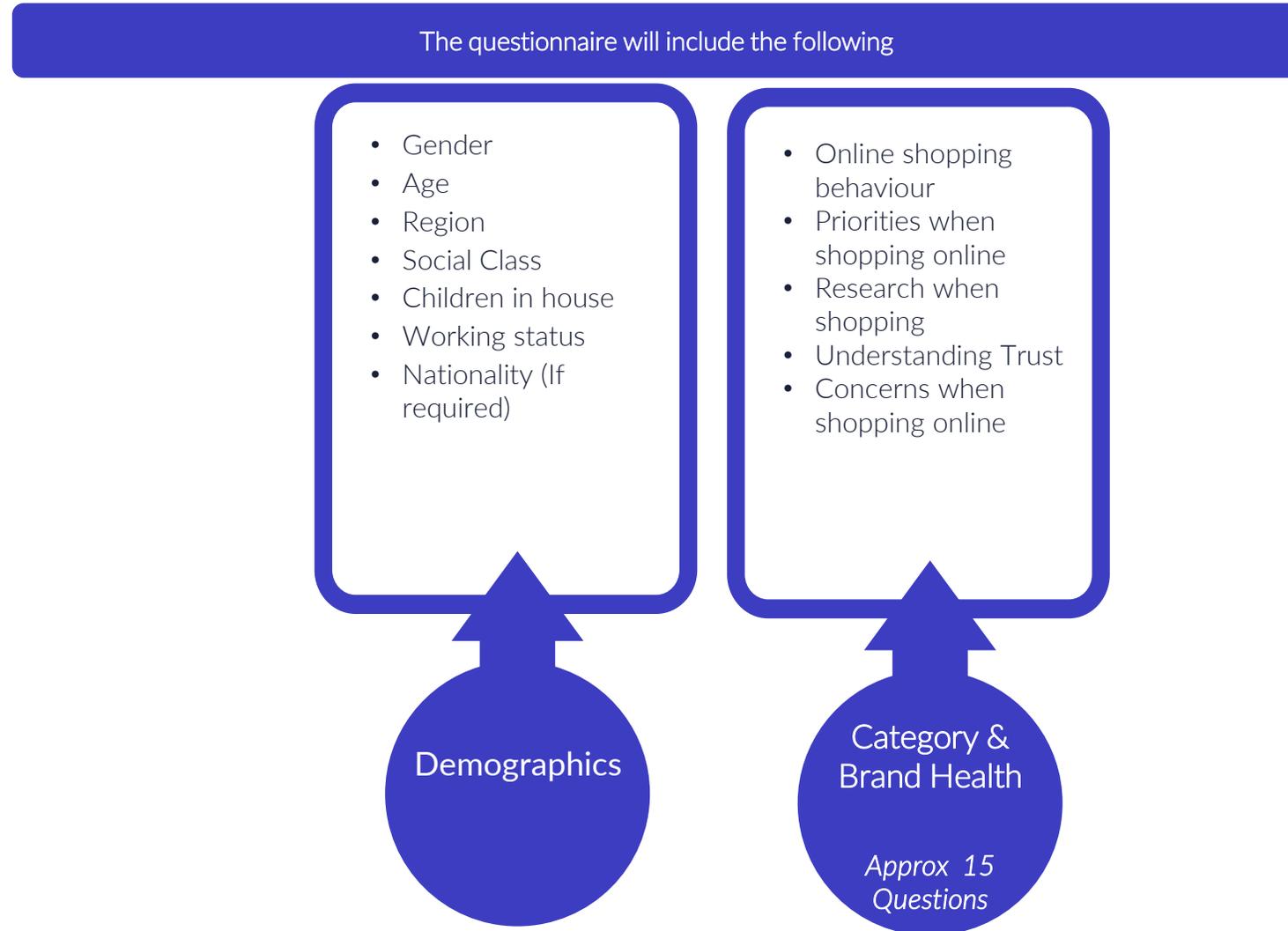
Assuming confirmation to proceed is provided by 21st October, we can get out to field immediately with results expected back by 1st week in November

We will provide a PowerPoint debrief of the results as well as data in any format you wish.

The report will provide a key summary of the results and any suggested specific action points.

The Key Metrics

- The questionnaire will be designed by your Core Research team in consultation with the .ie / Reputations team.
- We will collaborate with you to ensure that the questions provided meets your key objectives.



The Investment

Approach	
Sample Size:	N=1,000 Adults 18+
Sample Definition:	Nationally representative sample of adults aged 18+ based on Gender, Age, Social Class and Region
Methodology:	Online omnibus survey
Suggested questions:	Approx 15 questions in total
Deliverables	PowerPoint report /Debrief and Data (if required)
Cost	€5,600 (Ex VAT)

The costs cover:

- All meetings – in person or online
- Survey scripting and hosting, panel costs, incentives, quality checks
- Survey design and management of research
- All fieldwork
- Topline feedback and PowerPoint report
- A debrief of results (If required)

Timings

Timelines	
Confirmation to proceed	21st October 2024
Questionnaire finalisation	22nd October 2024
Fieldwork	24 th October - 4 th November
Report / Debrief	6 th / 7 th November

Queries

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