

Are you B2B marketing?



Behaviour & Attitudes Business Omnibus now provides the opportunity to ask 350 business owners what they think each quarter.

Quarterly Business Omnibus Survey



Surveys in **January, April, July & October**



Track **attitudinal or behavioural shifts** as they occur



Nationally representative sample of **350 Business Owners/Managers** each wave

Find out more and book your space by calling one of our B2B research team on **01 2057500** or Email **david@banda.ie**

As the leading provider of syndicated research surveys in Ireland (multi-topic, multi-client), Behaviour & Attitudes has conducted a regular Business Confidence Survey since 2010. **This is Ireland's first dedicated Business Omnibus survey.**

Conducted on a quarterly basis, with surveys in **January, April, July & October**, it aims to provide an accurate snapshot of business owners' views and opinions.

The survey is conducted by phone and has an identical structure, but a fresh sample per survey, meaning you can track attitudinal or behavioural shifts as they occur.

The sample composition is modelled upon universe estimates and sectorial splits derived from a combination of leading business directory sources: The Irish Times, Business & Finance Top 500 companies in Ireland, Bill Moss and Data Ireland, as well as industry representative groups and CSO estimates.

Participation is on a per-question basis and is highly cost effective.



We provide clients with a deeper understanding of their brands, their consumers and the markets within which they operate.

Overview

Our **Business Omnibus** is a cost effective way to find out what a representative sample of 350 business leaders are thinking about your product category or brand.

Like our Consumer Barometers, of which we run 24 a year, the Business Barometer facilitates shared access to a key target group and with an inexpensive cost-per-question model.

It is used by business representative groups, banks, healthcare providers, insurance, tech and communications companies, utilities and state agencies. Our Business Optimism index is now published by BDO.

The sample structure closely mirrors the national company structure as defined by the CSO.

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2018 Schedule **B&A**

The questionnaire clearance dates for the waves that will be conducted over the course of 2018 are highlighted below.

JANUARY

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

APRIL

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

MAY

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JUNE

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

JULY

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEPTEMBER

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

OCTOBER

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER

M	T	W	T	F	S	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



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