

Needle & Haystack

A great insight could transform your brand – but how will you find it?

A good place to start searching would be our **Consumer** and **B2B Omnibus surveys**, where you can ask all sorts of questions cost effectively.

So if you're hunting for that elusive truth, get in touch with us today.

In the meantime, can you find the needle in the haystack on this page?

Face-to-Face Consumer (1,000 consumers)
B2B Omnibus surveys (350 businesses)



Delve
deeper

QUALITATIVE • QUANTITATIVE • CUSTOMER EXPERIENCE
DATA MODELLING • BRAND & ADVERTISING STRATEGY

CONSUMER OMNIBUS (FACE-TO-FACE CAPI) SCHEDULE 2018

MONTH	QUESTIONNAIRE SIGN OFF	FIELDWORK	TABLES
Jan 1	20 Dec	4-16 Jan	23 Jan
Jan 2	11 Jan	18-30 Jan	6 Feb
Feb 1	26 Jan	1-13 Feb	20 Feb
Feb 2	9 Feb	15-28 Feb	7 Mar
Mar 1	23 Feb	1-13 Mar	20 Mar
Mar 2	9 Mar	15-28 Mar	4 Apr
Apr 1	28 Mar	5-17 April	23 Apr
Apr 2	13 Apr	19 Apr - 2 May	9 May
May 1	27 Apr	3-15 May	22 May
May 2	11 May	17-29 May	5 Jun
June 1	25 May	31 May - 12 June	19 Jun
June 2	8 June	14-27 June	4 July
July 1	29 June	5-17 July	23 July
July 2	13 July	19-31 July	7 Aug
Aug 1	27 July	2-14 Aug	21 Aug
Aug 2	10 Aug	16-28 Aug	4 Sept
Sept 1	31 Aug	6-18 Sept	25 Sept
Sept 2	14 Sept	20 Sept - 2 Oct	9 Oct
Oct 1	28 Sept	4-16 Oct	23 Oct
Oct 2	12 Oct	18-30 Oct	6 Nov
Nov 1	26 Oct	1-13 Nov	20 Nov
Nov 2	8 Nov	15-26 Nov	3 Dec
Nov 3	20 Nov	27 Nov - 7 Dec	14 Dec
Dec 1	29 Nov	6-18 Dec	Early Jan

B2B OMNIBUS SCHEDULE 2018

MONTH	QUESTIONNAIRE SIGN OFF	FIELDWORK	TABLES
Jan/Feb	17 Jan	23 Jan - 5 Feb	9 Feb
Apr	11 Apr	17 Apr - 30 Apr	4 May
July	11 July	17 July - 30 July	3 Aug
Oct	24 Oct	31 Oct - 13 Nov	19 Nov

Barometer operates on a first come, first served basis, and may fill up prior to the sign-off date. Individual survey dates may change during the course of the year.



BEHAVIOUR & ATTITUDES

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