

The Chicken & The Egg

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

A good place to start would be our Consumer and Business 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 chick that got away?

Online Consumer (1,000 consumers)
B2B Omnibus surveys (350 businesses)



Delve
deeper

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

2021 Schedule

Consumer (Face-to-Face CAPI)

| MONTH | QUESTIONNAIRE SIGN OFF | FIELDWORK | TABLES |
|-------------|------------------------|------------------|---------|
| January 1 | 17 Dec | 7 – 19 Jan | 26 Jan |
| January 2 | 7 Jan | 14 – 26 Jan | 2 Feb |
| February 1 | 21 Jan | 28 Jan – 9 Feb | 16 Feb |
| February 2 | 4 Feb | 11 – 23 Feb | 2 Mar |
| March 1 | 18 Feb | 25 Feb – 9 Mar | 16 Mar |
| March 2 | 4 Mar | 11 – 24 Mar | 31 Mar |
| April 1 | 25 Mar | 1 – 13 Apr | 20 Apr |
| April 2 | 8 Apr | 15 – 27 Apr | 4 May |
| May 1 | 22 Apr | 29 Apr – 11 May | 18 May |
| May 2 | 6 May | 13 – 25 May | 1 June |
| June 1 | 20 May | 27 May – 8 June | 15 June |
| June 2 | 10 June | 17 – 29 June | 6 July |
| July 1 | 24 June | 1 – 13 July | 20 July |
| July 2 | 8 July | 15 – 27 July | 3 Aug |
| August 1 | 22 July | 29 July – 10 Aug | 17 Aug |
| August 2 | 5 Aug | 12 – 24 Aug | 31 Aug |
| September 1 | 19 Aug | 26 Aug – 7 Sept | 14 Sept |
| September 2 | 9 Sept | 16 – 28 Sept | 5 Oct |
| October 1 | 23 Sept | 30 Sept – 12 Oct | 19 Oct |
| October 2 | 7 Oct | 14 – 27 Oct | 3 Nov |
| November 1 | 21 Oct | 28 Oct – 9 Nov | 16 Nov |
| November 2 | 4 Nov | 11 – 23 Nov | 30 Nov |
| November 3 | 11 Nov | 18 – 30 Nov | 7 Dec |
| December 1 | 18 Nov | 25 Nov – 7 Dec | 14 Dec |

Consumer (Online)

| | | | |
|-------------|---------|-----------------|--------|
| January 1 | 4 Jan | 7 – 18 Jan | 25 Jan |
| January 2 | 15 Jan | 21 Jan – 1 Feb | 8 Feb |
| February 1 | 29 Jan | 4 – 15 Feb | 22 Feb |
| February 2 | 12 Feb | 18 Feb – 1 Mar | 8 Mar |
| March 1 | 26 Feb | 4 – 15 Mar | 22 Mar |
| March 2 | 12 Mar | 18 – 29 Mar | 5 Apr |
| April 1 | 2 Apr | 8 – 19 Apr | 26 Apr |
| April 2 | 16 Apr | 22 Apr – 3 May | 10 May |
| May 1 | 30 Apr | 6 – 17 May | 24 May |
| May 2 | 14 May | 20 – 31 May | 7 Jun |
| June 1 | 28 May | 3 – 14 June | 21 Jun |
| June 2 | 11 June | 17 – 28 June | 05 Jul |
| July 1 | 2 July | 8 – 19 July | 26 Jul |
| July 2 | 16 July | 22 July – 2 Aug | 09 Aug |
| August 1 | 30 July | 5 – 16 Aug | 23 Aug |
| August 2 | 13 Aug | 19 – 30 Aug | 06 Sep |
| September 1 | 3 Sept | 9 – 20 Sept | 27 Sep |
| September 2 | 17 Sept | 23 Sept – 4 Oct | 11 Oct |
| October 1 | 1 Oct | 7 – 18 Oct | 25 Oct |
| October 2 | 15 Oct | 21 Oct – 1 Nov | 08 Nov |
| November 1 | 29 Oct | 4 – 15 Nov | 22 Nov |
| November 2 | 12 Nov | 18 – 29 Nov | 06 Dec |
| December 1 | 3 Dec | 9 – 20 Dec | 27 Dec |

Business

| | | | |
|---------|--------|----------------|---------|
| January | 13 Jan | 19 Jan – 1 Feb | 5 Feb |
| April | 14 Apr | 20 Apr – 4 May | 10 May |
| July | 7 July | 13 – 26 July | 30 July |
| October | 6 Oct | 12 – 26 Oct | 1 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.