

Business Opinion Omnibus



Your monthly hotline to senior decision-makers

The Business Opinion Omnibus is an easily accessible way of learning about companies' operations, concerns and plans for the future.

BVA BDRC's Business Opinion Omnibus is the ideal way to survey a validated sample of senior financial decision-makers without compromising on quality.

Using a carefully selected business panel, we speak to business owners and senior financial decision-makers. You hear only from the people who matter and can rely on the results you receive.

The Omnibus allows you to place one-off questions, or choose to track a topic over time.

Our regular clients include high street banks, PR agencies and public sector organisations, who turn to the Business Opinion Omnibus for high quality dependable insight.

Key benefits

Flexible

As many or as few questions as you like, with no minimum threshold

Robust

A nationally representative sample of businesses and stringent design controls mean the results stand-up to scrutiny

Cost effective

Pay per question, without the constraints of any entry fees

Who we speak to

Businesses with a minimum annual turnover of £250,000

Robust sub-samples in four main sectors (Manufacturing, Construction, Retail, Services)

Wide spread of business sizes (turnover and number of employees)

Minimum of 100 respondents in key UK standard regions (allowing for robust sub-sampling)

How it works

Every month 1200 senior financial business decision makers are surveyed online. We charge on a per question basis, starting at just £500 per question, including the full support of our Omnibus team to ensure that your objectives are met in the most effective way. Unlike many other omnibus services, we don't charge an entry fee or stipulate a minimum number of questions. Final data is weighted to be representative of the UK business market.

Business Opinion Omnibus



<u>Month</u>	<u>Finalise questions</u>	<u>Data tables delivered</u>	<u>Type of question</u>	<u>Cost</u>
January	17 th December	21 st January	Yes / No	£500
February	26 th January	18 th February	Pre-coded	£850
March	23 rd February	18 th March	Battery of statements	£450 (per statement)
April	28 th March	22 nd April	Open-ended	£1,700
May	26 th April	20 th May		
June	25 th May	21 st June		
July	27 th June	20 th July		
August	26 th July	18 th August		
September	26 th August	20 th September		
October	27 th September	20 th October		
November	26 th October	18 th November		
December	22 nd November	15 th December		

BVA BDRC is an award-winning market research consultancy with offices around the globe. We have a great track record of helping our clients find effective insights to the trickiest challenges. Our full service operation, sector experts and a range of in-house solutions and products make us the perfect partners for business growth.