



## Omnibus Survey – Affordable research of key decision makers in construction

### What is an Omnibus Survey?

An omnibus survey provides companies with an opportunity to ask one or more questions, of their target decision makers. It provides a cost-effective method of gathering a small amount of information and is ideal when a full bespoke research project is not required. Questions might cover a variety of marketing issues or unanswered business questions. The answers can provide a valuable insight which can inform business decision making.

### Typical Questions

- To benchmark your brand against competitors: “Which are the principal brands you specify for XXX?”
- To rank key product features: “Please score out of 10 the following features in terms of their importance to you when selecting products.”
- To inform your BIM strategy: “Do you require BIM content for XXX products?”
- To influence a sustainability message: “How important is it that XXX products have a high recycled content?”

Responses remain confidential to the client who sponsored the question, who will receive a personalised report, listing the respondents’ employer, a summary of the findings split into three organisation size bands. If an open-ended question is asked a transcript of all of the responses to that question is provided. The market research code of conduct means we cannot divulge the identity of individual respondents.

### Methodology

Competitive Advantage will invite companies to pose questions, closing invitations when we have a maximum of 20 questions. This limit is to ensure the survey remains compelling for the respondent, so they give every question a considered response. We will work with participating companies agreeing the final format of their question/s to ensure its effectiveness. Then we will develop a questionnaire which provides a logical grouping of questions. This makes it easier for the respondent to follow and provide considered replies.

150 telephone interviews will be conducted by an experienced researcher, familiar with gathering information from architects and the specialist terms used in the construction industry. The identity of the company commissioning the question/s remains confidential.

**For the Spring 2019 survey respondents will be Architects** currently working on projects at the contractor appointed stage, to include the top 20 practices. These will be identified using the industry’s leading provider of construction intelligence, Barbour ABI. This provides a representative and impartial selection of respondents for the survey.

### Investment

Single closed question	£650.00
Single open question	£750.00
Purchase of 2 questions	5% discount
Purchase of 3 or more questions	10% discount

*All prices are subject to VAT at the current rate, now 20%.*

*Payment is due at the time of commissioning and can be by invoice, or online by credit card.*

### Timeline

Your question to us by:	21 <sup>st</sup> February 2019
Discuss & agree your question by:	28 <sup>th</sup> February 2019
Report published by:	26 <sup>th</sup> April 2019

**Find out more at: [cadvantage-knowledge.co.uk/shop/tag/construction-omnibus/](http://cadvantage-knowledge.co.uk/shop/tag/construction-omnibus/)**

### The research team

Our specialist construction research team have significant experience working with all types of construction decision maker, are familiar with the industry's language and practices and understand the challenges you and your customers face. Most important, they are experienced in interviewing all roles in construction – clients, architects, engineers, project managers, estimators, large & small contractors, sub-contractors, distributors, wholesalers and merchants.

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