

Overview

Small Business CARAVAN®, a shared-cost national telephone omnibus study, provides fast, cost-effective access to the millions of small businesses which make up half of the U.S. economy. Now there is a way to tap into the minds of the owners and decision-makers in these businesses regularly and economically.

Small Business CARAVAN® allows clients to reach into, evaluate, and analyze issues that the small business segment confronts on a regular basis. The study can give feedback and real-time insight into the needs and attitudes of small businesses nationwide. Our shared-cost service helps you more effectively understand this market in terms of:

- Advertising awareness
- Brand awareness and usage
- Reaction to new product concepts
- Purchase decisions
- Financial product needs

Benefits

- Shared cost structure stretches your market research dollar
- 500 interviews per wave
- Up to 10 questions per client
- Sample drawn by SIC code
- Quick turnaround

Quality Assurance

The telephone study is conducted domestically in the U.S. by ORC's own highly trained and monitored interviewers.

The Sample

Small Business CARAVAN® targets owners and managers of companies with fewer than 100 employees. Participants in the study are targeted using the Infogroup Small Business database. The sample is segmented by the following industries: financial services, professional services, manufacturing/construction, transportation and communication, and wholesale/retail.

Standard Deliverables

Tabular data on a banner consisting of: number of full-time employees, Industry category, annual sales revenue, title of respondent, years in operation, home-based business.

The Schedule

Small Business CARAVAN® is conducted at two-week intervals. The closing date for acceptance of new questions is the first and third Monday of each month.

The schedule for the third quarter of 2010 is as follows:

Questionnaire Finalized in ORC Format (Monday by 3:00 pm)	Interviewing Begins (Wednesday)	Interviewing Ends (Thursday)	Tabular Data E-Mailed (Friday)
July 2 - Fri	July 7	July 15	July 16
July 19	July 21	July 29	July 30
August 2	August 4	August 12	August 13
August 16	August 18	August 26	August 27
September 3 - Fri	September 8	September 16	September 17
September 20	September 22	September 30	October 1

The Rates - 500 Interviews

	Question Unit Cost
1st - 3rd Question	call for price <i>(minimum of 3 questions)</i>
4th - 10th Question	call for price
Open-ended Question with Coding	call for price

Pricing is based on the number of question units in your study. Examples of a single closed-ended unit are: a yes/no question, an aided question of up to 8 brief choices, an unaided response list of up to 10 possible choices or up to 3 short statements rated on the same scale. Questions with long lists require special pricing.

Questions. Answered.

www.opinionresearch.com/us/omnibus

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