

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 first 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) |
|---|---------------------------------|------------------------------|--------------------------------|
| April 5 | April 7 | April 15 | April 16 |
| April 19 | April 21 | April 29 | April 30 |
| May 3 | May 5 | May 13 | May 14 |
| May 17 | May 19 | May 27 | May 28 |
| June 7 | June 9 | June 17 | June 18 |
| June 21 | June 23 | July 1 | July 2 |

The Rates - 500 Interviews

| | Question Unit Cost |
|---------------------------------------|--------------------|
| 1st – 3rd Question | call for price |
| 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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