

purple trade & DIY omnibus 2008



What is the purple trade & DIY omnibus in a nutshell?

The purple trade & DIY omnibus is a quarterly quantitative survey of UK trades people and small trade firms plus members of the public who have had building work done in the last year.

You can commission questions to be asked of specific segments (such as small builders or decorators) and you can commission as many or as few questions as you wish. The costs of running the survey are shared by you with other organisations commissioning questions.

The kinds of organisations that commission questions within the purple trade omnibus include manufacturers, distributors, trade outlets, DIY sheds, government bodies and trade associations.

Who is interviewed in the research?

Each quarter we conduct 800 interviews with trades people and homeowners:

Survey	Segment	Number of interviews per quarter	
Trade	Jobbing builders & small building firms	100	500
	Specialist subcontractors	100	
	Painters & decorators	100	
	Plumbers	100	
	Electricians	100	
Home owners	DIYers	150	300
	Had trades person do job	150	

You can buy into individual segments or the whole sample.

What kinds of question can be asked?

The Purple Trade and DIY Omnibus allows clients to access the elusive small trade and DIY market to explore issues such as:

- Awareness and use of products / brands
- Awareness and use of suppliers
- Spend by product / supplier
- Decision making process
- Diagnostics – reasons for choices
- Interest in product or service initiatives (e.g. trade card)

What output do I receive?

The main deliverable is findings for your questions in tabular format, analysed by key demographic and firmographic characteristics, with an option for PowerPoint charts of findings for an additional fee (see below).

When does it happen?

The purple trade & DIY omnibus survey runs quarterly in January, April, July and October.

The omnibus runs for the duration of each month.

Cut off date for questions:	End of first week of month
Interviewing:	Second and third week of each month
Data processing:	Fourth week of each month
Delivery of tabulations:	End of month

How much does it cost?

Costs vary by target segment and type of question (and open ended question takes longer to ask and answer than a close-ended pre-coded question, as follows).

	Segment	Interviews	Cost per close ended question	Cost per open ended question
TRADE	Small builders	100	£225	£450
	Specialist subcontractors	100	£225	£450
	Painters & decorators	100	£225	£450
	Plumbers	100	£225	£450
	Electricians	100	£225	£450
HOME OWNERS	DIYers	150	£200	£400
	Used contractors	150	£200	£400

If interviews with multiple target segments are commissioned then there will be economies of scale (quotes available on demand).

Results delivered in PowerPoint format are charged at £10 per question (with economies of scale for multiple questions).

As indicated above, you can place as many questions as you like on the survey, although there is a minimum entry cost of £2,000 (plus VAT).

What do I do now?

Contact Purple Market Research Ltd. for more information and to find out how you would benefit from using the purple trade & DIY omnibus.

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